

kyndryl.

# Writing Samples

## Example 1: Social post

### Before (from LinkedIn)

Building a better future, where business and sustainability go hand-in-hand is critical for the success of any business. At the Kyndryl Workplace Experience Summit, Manjula Lee, Founder & CEO of World Wide Generation, Chris Kirkpatrick, Portfolio Lead of Device Management & Lifecycle, and Chris Hardy, Offering Architect at Kyndryl Digital Workplace, will delve into how companies can prioritize ESG in their operations to ensure long-term success, minimize ESG risks, create positive social and environmental outcomes.

Be inspired by Kyndryl's innovative approach to ESG, where employee experience is at the forefront of their strategy, Register now. [#TheHeartofProgress #futureofwork](#)

### After

What happens when our workplace experience experts get together with sustainability activists? Your future workplace is born.

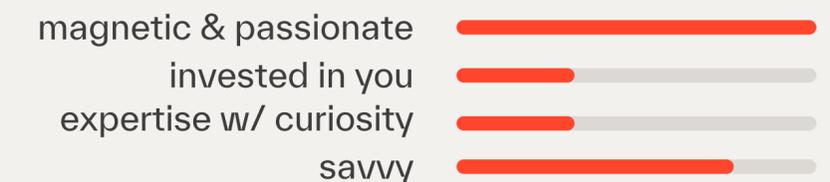
Join us for the Workplace Experience Summit. We can't wait to explore how technology can put ESG at the heart of your strategy and unlock a great experience for your people.

[Learn more about our experts.](#)

[#TheHeartofProgress #futureofwork](#)

### Analysis:

- Our magnetic and passionate side comes to the foreground in social. We focus on grabbing your attention and creating a sense of wonder.
- Expertise in the form job titles is dialed down here (though the speakers could still be indicated in a supporting visual).
- Even though we ask a question, we still sound confident and savvy.
- “We can't wait” conveys a sense of being invested and curious.



# Example 2: Press Release

## Before

### **Kyndryl Announces Service to Provide Preventative and on-Demand Cybersecurity Support to Customers**

Kyndryl (NYSE: KD), the world’s largest IT infrastructure services provider, today **unveiled** a Cybersecurity Incident Response and Forensics (CSIRF) service to help customers proactively prepare for and respond to threads by applying the latest threat intelligence and experience from Kyndryl’s **deep domain security expertise**.

**The new service helps customers investigate and respond to a detected security incident by leveraging capabilities such as** incident triage, incident response, threat intelligence, compliance monitoring and management. Customers may also select proactive services that may significantly reduce the time to respond to an incident.

**Kyndryl’s CSIRF service Provides** Integrated and seamless incident response (IR) support, forensics and recovery capability to help customers analyze, identify, compare and understand the evidence and causes of a cyber incident. In the even of an occurrence, such as ransomware, Kyndryl’s CSIRF experts provide on-demand, hands-on support to assist in resolving threats to a customer’s business...

## After

### **Kyndryl announces a preventative and on-demand cybersecurity service**

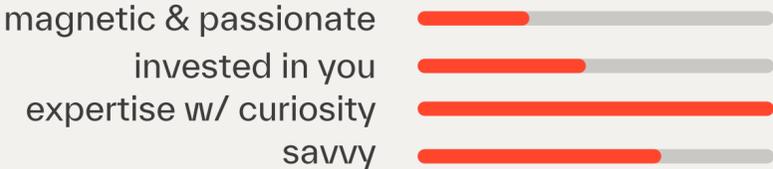
Kyndryl (NYSE: KD), the world’s largest IT infrastructure services provider, is proud to introduce a new service that will enable our customers to act even more quickly and proactively against cyber threats. The Cybersecurity Incident Response and Forensics (CSIRF) service combines the latest threat intelligence with Kyndryl experts who have deep experience in cybersecurity.

**Customers are empowered to investigate and respond quickly** with Kyndryl’s support in triage, threat intelligence, compliance monitoring and management. A proactive services option can save even more time. In the event of an attack, such as ransomware, Kyndryl experts are there with hands-on support to resolve the threat.

**Knowing why you were attacked is vital to improving security for the future.** Kyndryl’s CSIRF services includes seamless forensics and the ability to analyze, compare, and understand the causes of a cyber incident. *What’s next? It could be anything. But with an on-demand cybersecurity team, customers can face the future with confidence.*

## Analysis:

- Because this is a press release, the example leans into our sense of expertise
- Due to the demands of the press release format, only minor modifications were made to the headline
- Our passion for our work and what we can do for our customers is dialed up in the first sentence.
- Jargon is replaced by straightforward and active language
- Confident assertions offer a point of view on the right mix of services and shows our savviness
- A question is added to provoke thought



## Example 3: Website

### Before

#### Application Management Services

Kyndryl's application management services integrates middleware / database automation, performance monitoring and management, break-fix, maintenance, site reliability engineering, infrastructure and application transformation, as well as hyperscaler integration, into an end-to-end model for all platforms through seamless DevOps processes.

[Explore Application Management Services](#)

### After

#### Application Management

Keep your business running smoothly while you make new connections and gather fresh insights. Together, we can integrate middleware, automate databases, monitor performance, fix breakages, improve reliability, and maintain or transform your infrastructure. Our end-to-end model works with any platform or hyperscaler and supports a seamless DevOps process.

[Explore Application Management](#)

### Analysis:

- Describing our services is a time to show expertise, but that shouldn't make it dry or jargon-heavy. *We've* balanced this with a sense of being invested in customer outcomes.
- Uses "we" to refer to customers and Kyndryl working side by side.
- More active, using verbs to describe what we'll do rather than just listing capability areas.

magnetic & passionate	
invested in you	
expertise w/ curiosity	
savvy	

## Example 4: Audio ad for a Podcast

### Before

In business, progress demands continuous transformation. The velocity of **innovation** is increasing, and nearly everything in today's environment is digital first. How do you know if you're making the right kind of progress to overcome increasing IT complexity, costs and vulnerability?

Welcome to The Progress Report, a podcast brought to you by Kyndryl, your partner for continuous **innovation**. Join our Chief Design Officer, Sarah B. Nelson, and Global Leader of Kyndryl Vital, Tom Rourke, as they sit down with **innovators**, thought leaders, problem solvers, technologists, and business leaders to explore how you can keep your finger on the pulse of progress. Listen in for provocative and unique perspectives on how to modernize for efficiency and growth, innovate for differentiated experiences, secure for resilient business — **and more!**

Make sure to subscribe so you don't miss an episode.

### After

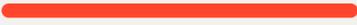
Progress demands transformation. But in a digital-first world, with the velocity of change increasing every day, **how do you know you're making the right kind of progress? How can you think big while juggling rising IT complexity, costs, and vulnerability?**

Welcome to The Progress Report, a podcast brought to you by Kyndryl, your partner for continuous innovation. Join us as we sit down with thought leaders, technologists, and creative problem solvers. **We'll explore provocative ideas** about to how to modernize IT for efficiency and growth, create differentiated experiences, secure a resilient business, and ensure you're always ready for change.

**Keep your finger on the pulse — listen to The Progress Report.**

### Analysis:

- We need to grab attention fast with our Magnetic & Passionate side. But because of the subject matter, we also need to show Expertise & Curiosity.
- Started with a confident assertion, then used two probing questions to provoke a sense of wonder. These are questions we think customers are already asking themselves, using conversational language.
- To make the piece easy to digest in audio, we've moved the list of leaders and their job titles out of the ad and into the podcast description.
- Instead of repeating "innovation," we've demonstrated a curious mindset by talking about the ideas we'll explore.
- Deleted "and more!"—the exclamation point felt more like a sales piece than an invitation to savvy conversation.

magnetic & passionate	
invested in you	
expertise w/ curiosity	
savvy	

## Example 5: Service Description

### Before

#### **Kyndryl Anti-Money Laundering Platform**

At Kyndryl, we create technological systems in an innovative way, always striving for excellence using architecture based on microservices (Kubernetes) and cloud. The Kyndryl™ Anti-Money Laundering (AML) Platform provides process automation designed to prevent money laundering and terrorism financing while supporting institutions in the quick detection of irregularities and confident decision making.

The AML Platform can be used by all kinds of obliged institutions — banks, insurance companies, telecommunications providers, loans providers, cryptocurrency trades, payment institutions, companies that provide AML service as subcontractors or as accountants and auditors, and more.

Our platform provides rapid, accurate detection of suspicious transactions and persons placed on sanction lists, as well as the ability to fully report events. Developed by specialists, the platform responds to the requirements of the EU directive and regulatory recommendations given by recognizable international organizations and regulators around the EU.

#### **A unique, focused approach to preventing money-laundering**

The Kyndryl AML Platform stands out with its uncompromising approach to preventing money laundering. It covers the requirements of obliged institutions while automating and simplifying the work of analysts to reduce the risk of creating a backlog. The integrated system does not require employee training in many different applications that support the AML process. Logging any event in the system log provides records during the internal audit as well as during the regulator's control. The AML Platform minimizes the risk of an administrative penalty for violating the provisions of the Anti-Money Laundering and Terrorist Financing Directive, as we carefully analyzed the decisions made by regulators during audits and their recommendations in the design...

## Example 5: Service Description *(continued)*

### After

#### Make a decisive response to money laundering

Preventing money laundering and terrorism financing often comes down to fast, accurate decision-making. When suspicious activity occurs, it's essential to get analysts the information they need quickly and seamlessly, empowering confident decisions and preventing backlog.

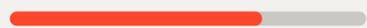
Our Anti-Money Laundering Platform (AML) combines rapid, accurate detection of suspicious transactions and persons placed on sanction lists with automation and full reporting. It was developed by specialists in response to EU directives and is designed to benefit a wide variety of organizations (including banks, insurance companies, loan providers, telecommunications providers, accountants, auditors, and cryptocurrency traders).

#### Our platform is both fast and rigorous:

- Uncompromising vigilance in covering requirements.
- Fully integrated and user-friendly GUI. There's no need for complicated training on many different support applications.
- Automation takes the pressure off analysts, so that they can keep focused on decision-making.
- We've studied past regulatory decisions and built in protections that minimize the risk of administrative penalties.
- Every logged event can be easily pulled for audits.

### Analysis:

- In this longer-form piece, we were able to bring out all our attributes at the right time.
- We start with a savvy point of view on what's important when it comes to money laundering prevention.
- Uses empathy to imagine what the reader is interested in, what they will do with this tool, and how it will benefit them.
- The "after" example is more concise and conversational. We get to the point quickly and use informal language that our customers might use.

magnetic & passionate   
invested in you   
expertise w/ curiosity   
savvy 

## Example 6: White Paper

### Before

#### Section 1

##### The Parallel Evolution of Enterprise Software Stacks

What is the first word that comes to mind when you hear “mainframe”? Is it “Innovation”? Probably not, but that isn’t a reputation that is well-deserved.

Many technologies taken for granted today were invented, or first widely implemented, on mainframes: virtualization, database management, large-scale data processing, high-performance computing, and analytics, to name a few.

Further advancements, such as containerization and DevOps, while widely celebrated on the x86 platform, have received much less attention from the industry on the mainframe. Mainframes are truly the unsung heroes of the technology underpinning the services that run our human world.

With that said, both mainframe and x86 platforms have undergone tremendous technological innovation since their inception, and enterprises can and should harness the specific advantages of each to build optimized hybrid cloud applications.

#### Section 2

##### Cloud-native Mainframe: A Decision-making Framework

As a technology leader for your enterprise, you will likely be faced with the challenge of deciding how best to distribute your information systems and services across your organization’s data center infrastructure, as well as multiple hyperscale public clouds. Your hybrid cloud applications are likely divided into microservices, and these microservices can be hosted on disparate infrastructure pools, even those that are geographically distributed.

So, one may ask: how to decide what runs where? First, let’s examine whether any of the individual microservice within our hybrid cloud application has special requirements...

## Example 6: White Paper *(continued)*

### After

#### Section 1 The unsung hero of innovation: The humble mainframe

What’s the first word that comes to mind when you hear “mainframe”? Is it “innovation”? Probably not. But the mainframe has always played a central role in developing new technologies.

Many of the technologies we count on today were invented, or first widely implemented, on mainframes: virtualization, database management, large-scale data processing, analytics and high-performance computing, to name a few. Even containerization and DevOps can be implemented on the mainframe, though the industry has focused its attention on the celebrated x86 platform.

In other words, mainframes underpin the services that run the world — and that makes them central to the next wave of innovation. Enterprises can and should harness the specific advantages of both mainframes and x86 platforms as they build optimized hybrid cloud applications.

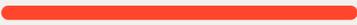
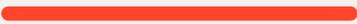
#### Section 2 Using the cloud-native mainframe as a decision-making framework

As a technology leader for your enterprise, you are likely facing the challenge of how to best distribute information systems and services (or micro-services) across your infrastructure and multiple hyperscale public clouds across geographic locations.

To decide what runs where, let’s look at the benefits of mainframes for storing regulated data, real-time processing, large numbers of transactions, and the costs of security.

### Analysis:

- In thought leadership attributed to specific authors, we need to find a balance that is true to the author’s personal voice but also in alignment with our brand.
- Here, the before example already showed a curious mindset and a savvy understanding of the existing context.
- We elevated a metaphor the author had already used to make a more confident and intriguing headline.
- Moved action into the second headline.
- In the end, we were able to signal all four quadrants of the Kyndryl brand voice while staying close to the original.

magnetic & passionate	
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**Thank you**