## **IBM SMARTER COMMERCE 2013 FACT SHEET**

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## **Smarter Commerce Business Partner News**

- IBM is continuing to empower its business partners with new solutions and services to maximize the efficiency of their own digital marketing efforts and better serve clients. IBM is expanding the "Run Your Business SaaS Option" program to include IBM Marketing Center. To qualified business partners, IBM is now offering one-year free access to this IBM SmartCloud software-as-a-service (SaaS) application that integrates digital analytics with real-time marketing execution capabilities into a single solution. IBM Marketing Center allows CMOs to better meet customer needs by quickly analyzing customer shopping patterns and turning these insights into intelligent offers that are personalized to each individual. Business partners can use IBM Marketing Center to enhance the quality of their own websites and get on-the-job training to develop more SaaS-based solutions for sale.
- Expanded! Market Opportunity Flipbooks: Technology has empowered today's customers with greater access to information maintaining a customer's loyalty requires organizations to maximize each moment in their journey. IBM is adding to its successful Market Opportunity Awareness initiative by releasing the "Buy" and "Sell" phases of IBM Smarter Commerce digital flipbook series. IBM Industry Solutions digital flipbooks outline the market opportunities within each phase of the IBM Smarter Commerce and Smarter Cities initiatives. These digital flipbooks provide a quick overview of the various market opportunities available as well as links that provide a deeper dive into the details. They are available via unique links on the IBM PartnerWorld website.
- Expanded! Software Value Plus Capability Authorization for Smarter
  Commerce now includes IBM Tealeaf and IBM Emptoris: SVP Capability
  Authorization is designed to help business partners expand their reach within
  specific capabilities such as Smarter Commerce. When a business partner
  expands its skills and solutions across multiple software product groups
  around specific IT areas, they can achieve incremental incentives and
  benefits.
- New! Industry Solutions Business Advisory Council: IBM Industry Solutions is introducing new IOT-based Business Partner Councils. The goal of this initiative is to build essential relationships with business partners and provide an open forum to discuss and exchange strategic ideas that support the growth channel is it relates to IBM Smarter Commerce.

New! Getting to Know You: IBM Industry Solutions is working to create
more awareness of how business partners fit in the IBM Smarter Commerce
strategy. We're offering business partners the opportunity to demonstrate
their unique propositions via a new program called Getting to Know You! IBM
will have a video team on-site at the IBM Smarter Commerce Summit and will
interview business partners in these introductory videos to be shared with
IBM, prospects and clients.

## **Supporting Quotes:**

"With today's announcements, IBM has taken the client experience to the core of or IBM Smarter Commerce business partnering strategy," said Melinda Matthews Clarkson, Director of Worldwide Partnering and Alliances for IBM Industry Solutions. "We've applied the principles of how our business partners buy our products, how they sell them to their customers and how they market themselves in this ever evolving marketplace. IBM is the market leader in the Smarter Commerce space, and we'll continue to enhance our produces and programs to assist our business partners with the tools they need to engage clients and be successful."

"Today's customers are digitally connected 24/7. We see it as a top priority to provide our clients with the best possible experience in every interaction," said Wayne Teigen at Lideratis. "By combining digital analytics and real-time marketing execution in a single application, the IBM Marketing Center will help make that task much easier."

"With IBM Marketing Center, customers will now have a fully integrated digital marketing SaaS solution that truly integrates core marketing capabilities out of the box in one platform," said Benoit Stephenson, CEO at CLEARGOALS. "As an IBM Business Partner, this allows us to offer and deploy a solution that is seemless, allowing digital marketers to centralize and expand their digital marketing efforts without any heavy infrastructure investment."

"Social, mobile, and cloud computing are fundamentally changing how people interact with their customers, and ultimately the nature of CRM. Customers today expect to be treated as individuals. They are demanding personalized experiences, not generic experiences that might apply to them based on their demographic. Technology today has taught them to demand an experience tailored specifically to them," said Larry Augustin, CEO of SugarCRM. "Optimizing our customers' ability to deliver highly personalized, relevant experiences at the point of 1-to-1 customer engagement is a key focus for the Sugar suite, and the IBM Marketing Center, which is focused on enabling marketers to deliver relevant, personalized experiences through digital analytics, will be a strong complement to SugarCRM's suite of offerings."

For more information on Smarter Commerce, please visit <a href="https://www.ibm.com/smartercommerce">www.ibm.com/smartercommerce</a>

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