

Are you delivering  
**what your customers  
really want?**

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Empowered  
by more  
information

Demand  
integrated and  
customised  
experiences

More  
choice

Less brand  
loyalty



**Times are changing and  
so are your customers.**

In the age of information and data  
access customers are demanding more  
and business is struggling to keep up.

**IBM can help!**

# Are you **keeping up** with your customers?

Technology is becoming more sophisticated and customers are demanding:

- More choice
- Better information
- Greater control

Customers have more choice than ever before and they'll chop and change brands if they feel they can get a better deal elsewhere.

So, there's only one sure-fire way to get ahead in today's market:

**By offering a better solution that delivers more, with a flexible cost model.**

## Fact:

By 2018 over 50% of organisations will have changed business models to enhance their customer's experience...

## But how?

Less than 25% of executives believe their business has the skills to deliver this.

## Fact:

Between 2005 and 2019 the number of business partners working on a non-resale model is expected to have grown by **68%**

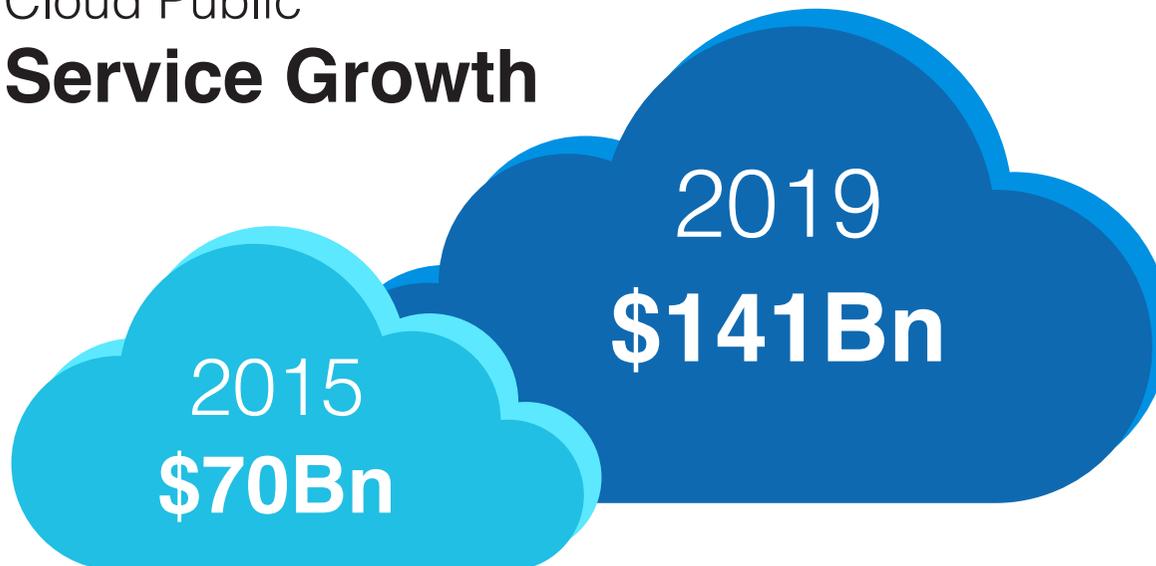
# The market is changing. Offer your customers more.

Between 2015 and 2019 the public service cloud market will grow by 101%.

As more IT solutions are delivered through the cloud, businesses like yours can tap into a whole new layer of solution capabilities and functionalities that can make your product more valuable to your customers.

You can enhance your product quickly and easily using virtual and shared solutions.

## Cloud Public Service Growth



### Enhance your solution by embedding IBM standalone applications

IBM standalone applications such as analytics, security, or cognitive intelligence can enhance your offering in ways your customers have only ever dreamed of, giving them a solution that:

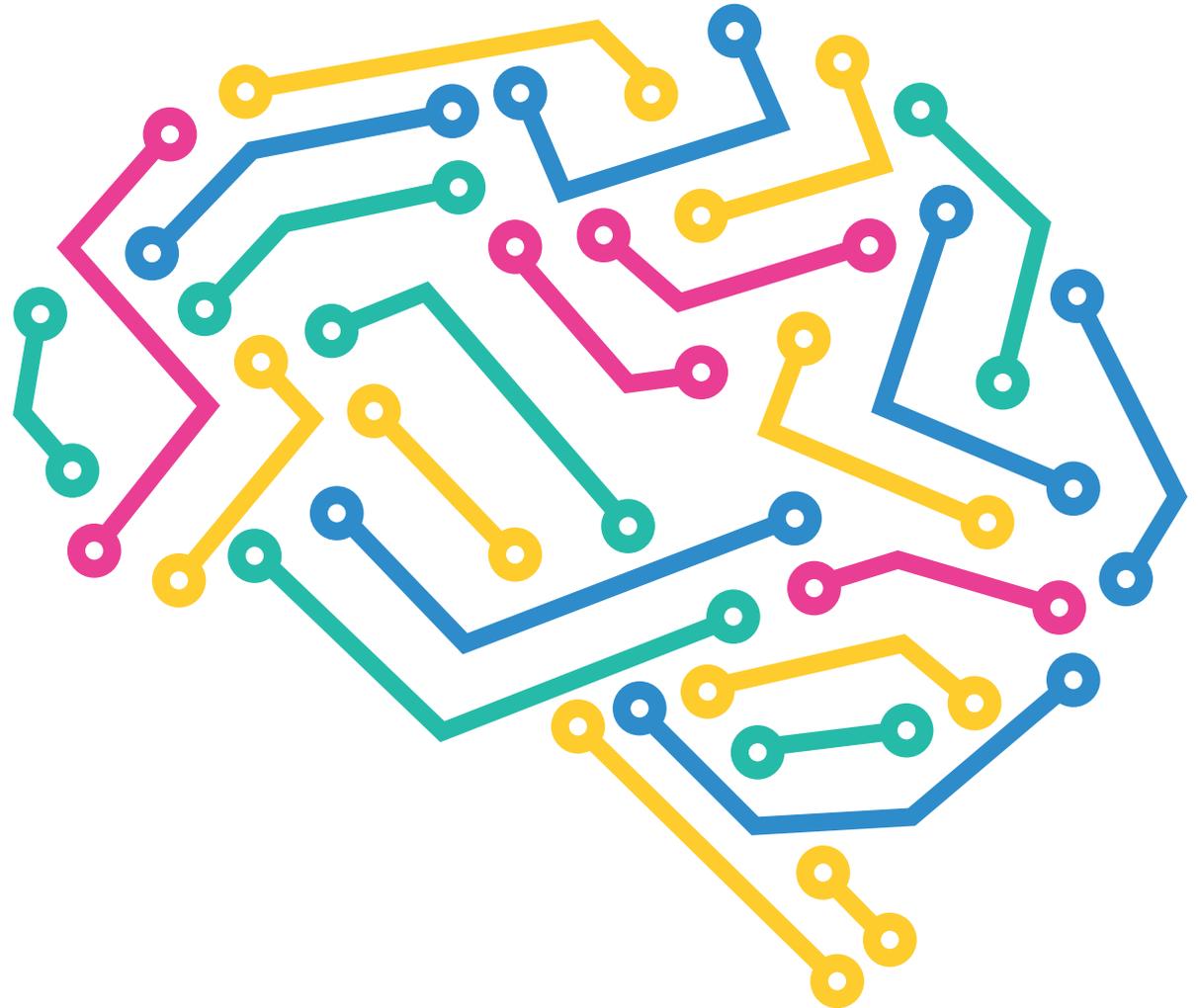
- ✓ Performs better
- ✓ Has a lower total cost of ownership
- ✓ Is a full solution offering
- ✓ Has a higher perceived value
- ✓ Offers an improved user experience

# Transforming your business with cognitive technology

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**Cognitive technology** makes it possible to draw valuable and specific information from multiple sources, and analyse it in split seconds.

It can advise an action based on the results, and can be applied to **every single area**; from **delivering outstanding market insights** to **reducing cancer mortality rates**, enhancing your own product's capabilities.



## Combine it with a **flexible** cost model

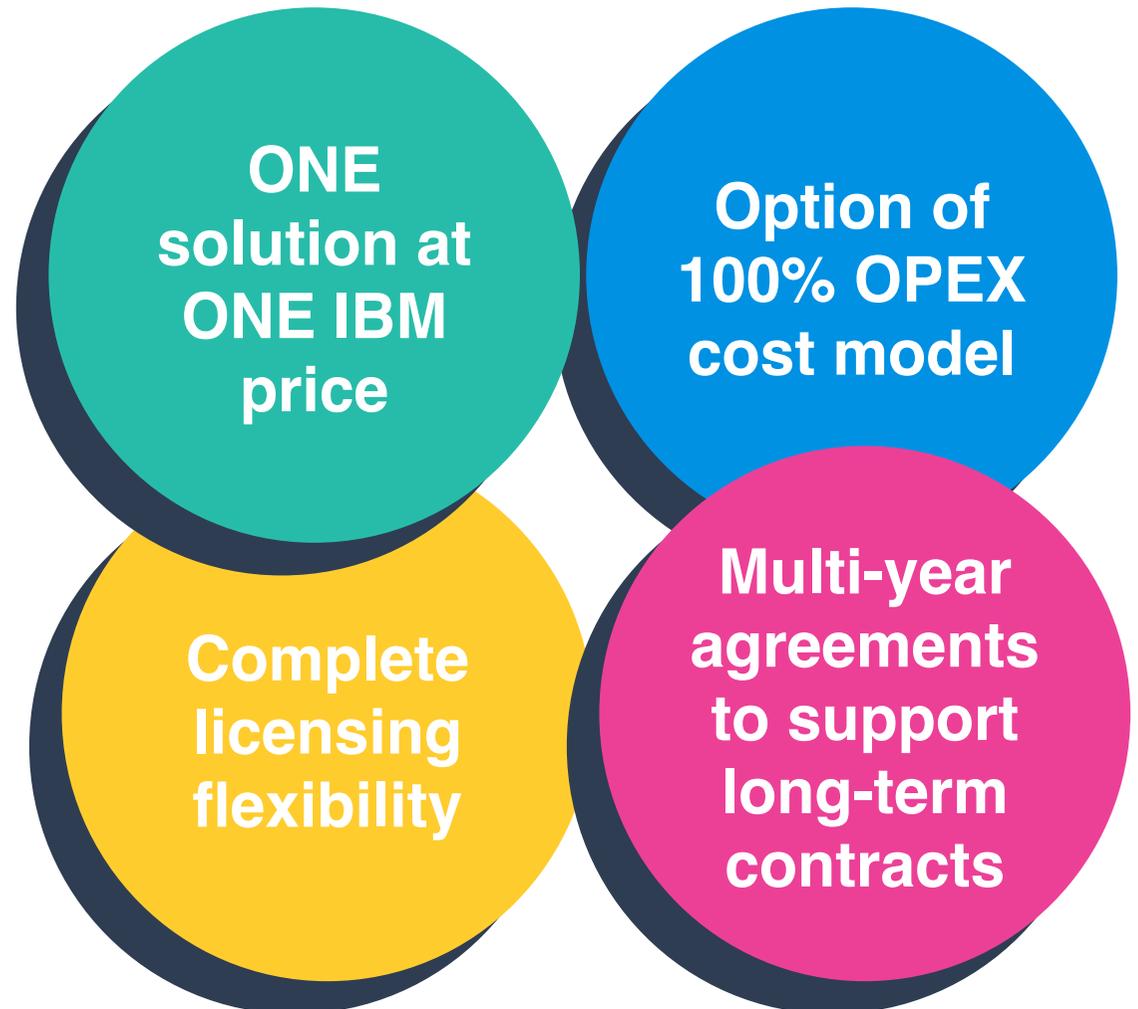
But an outstanding product alone isn't enough if it isn't commercially viable. You need a **flexible cost model** that can follow your market.

An **Embedded Solutions Agreement** provides a flexible, global, restricted-use single licence for the IBM standalone offering.

What is an **Embedded Solution Agreement** (ESA)?

The ESA provides partners with a vehicle to create unique solutions with IBM technology, and market the solution to its down-stream customers. An Embedded Solution is the combination of IBM offering(s) and Technology Partner's Value Add that, when working together, create a commercially available BP branded solution that is distinct from the IBM offering(s).

The **Embedded Solution Agreement** gives you:



# Why choose an IBM Embedded Solution Agreement?

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## Increase your revenue

- Enhance your product
- Start selling faster
- Reach new markets
- Grow your revenue



## Reduce your risk

- Pricing clarity
- Flexible billing options
- Multi-year licensing
- Reduce development costs
- Get to market faster
- Support when you need it
- Scalability



## Benefit from market-leading expertise

- IBM Global Financing
- Broad portfolio of industry-leading middleware & software
- Proven, reliable, highly available & scalable software solutions
- Open standards and architectures
- Built-in automation for increased productivity & lower operational costs
- Deep technical skills across many disciplines

# What does an **ESA** mean for you?

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There are just **4 simple steps** to giving your customers what they really want.



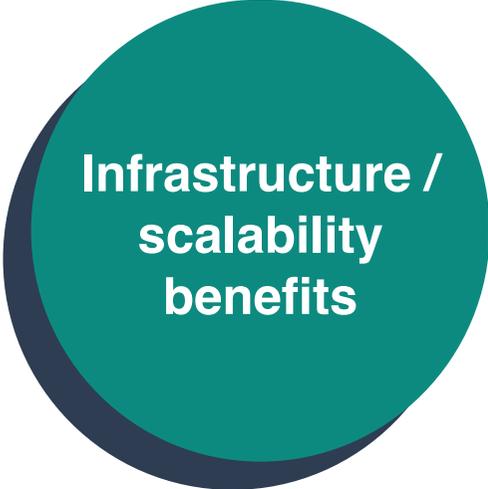
Opportunity for  
cost efficiencies



Better user  
experience



Faster time  
to value



Infrastructure /  
scalability  
benefits

To get your own **ESA**, apply to become an **IBM technology partner** today and we'll guide you through the rest.

# How could your solution, combined with IBM technology shake up the industry?

<p><b>Internet of things:</b> </p> <ul style="list-style-type: none"> <li>• Condition based asset monitoring of intelligent infrastructure devices</li> <li>• Real-time grid monitoring</li> <li>• Energy-related building services</li> <li>• Connected vehicle services</li> </ul>	<p><b>Energy and utilities:</b> </p> <ul style="list-style-type: none"> <li>• Smart Metering services</li> <li>• Smart Grid monitoring and optimisation</li> <li>• Customer operations</li> </ul>	<p><b>Healthcare:</b> </p> <ul style="list-style-type: none"> <li>• Holistic, patient-centred care delivery</li> <li>• Remote patient monitoring</li> <li>• Ambient assisted living</li> <li>• Patient analytics</li> </ul>	<p><b>Telco:</b> </p> <ul style="list-style-type: none"> <li>• 360° client insights and best next action capabilities</li> <li>• Customer experience management</li> <li>• Travel analytics</li> <li>• Mobile advertising monetisation</li> <li>• First call resolution improvement</li> </ul>
<p><b>Media Entertainment:</b> </p> <ul style="list-style-type: none"> <li>• Client insight demands</li> <li>• Next best action capabilities</li> </ul>	<p><b>Travel and transportation:</b> </p> <ul style="list-style-type: none"> <li>• Converging loyalty programs</li> <li>• Increase client insights</li> <li>• Next best action capabilities</li> </ul>	<p><b>Retail:</b> </p> <ul style="list-style-type: none"> <li>• Increasing digitalisation in Omni-channel</li> <li>• Lift analytics</li> <li>• Social media sentiment analysis</li> </ul>	<p><b>Automotive:</b> </p> <ul style="list-style-type: none"> <li>• Connected vehicle</li> <li>• Individual vehicle insurance</li> </ul>



Take the first step

**Offer your customers  
what they really want**  
with an **Embedded Solution** today.

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**Start building now**