



IBM Unica Enterprise V8.5 enhances marketers' ability to power cross-channel, interactive marketing

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At a glance

Unica Enterprise Suite V8.5 includes the following capabilities:

- Ability to create, modify, approve, deploy, and retire offers within the general marketing operations workspace
- Script-less integration with websites and other pages for delivering real-time personalization
- New user interface for greater control over real-time self-learning
- Use of suite-wide scheduler to run model building, scoring and optimization sessions
- Rule-based routing of approvals of budgets and invoices
- Greater support for Netezza by IBM® Unica NetInsight

Overview

With Unica Enterprise V8.5, marketers can:

- More completely manage offer lifecycles
- Better control analytical intelligence
- Automate more internal approval processes
- Enjoy increased product usability and performance

Marketers can create, modify, approve, deploy, and retire marketing offers in Unica Marketing Operations V8.5, one of the products that comprise the Unica Enterprise suite. To automate internal approval processes, Version 8.5 features new, rule-driven processes for managing the approval of budgets and invoices. The product is designed to automatically determine the right approvers, based on the parameters of the budget or invoice. It allows for accurate routing and workflow. This can result in a more timely and reliable approval process.

The offering, Marketing Operations is a useful environment for managing offers from beginning to end, as it serves as the operational workspace for all groups involved in the marketing process. Offers managed in Marketing Operations are easily deployed to Unica Campaign and other Unica Enterprise products for inclusion and presentation in cross-channel marketing campaigns and other marketing efforts. Presentation of offers on digital properties such as websites, social media pages, emails and landing pages is made easier in Unica Interact V8.5, using page tags and dynamic web addresses as an alternative to API calls.

Controls analytical intelligence

Unica Interact V8.5 includes a new user interface for its self-learning capabilities, giving marketers more control over where and how self-learning is applied to customer touch-points and channels. Self-learning models may also be operated in observation-only mode to evaluate their performance before putting them into action.

Unica PredictiveInsight V8.5 and Optimize V8.5 can now both use the suite-wide scheduler to control exactly when predictive models are built, refreshed, and/or used for scoring, and when optimization sessions are run. This enables more control over optimization processes and an automated, approach to managing the full lifecycle of predictive analytics.

Automates internal approval processes

Unica Marketing Operations V8.5 features new, rule-driven processes for managing the approval of budgets and invoices. The product is designed to automatically determine the right approvers, based on the parameters of the budget or invoice, and allows for accurate routing and workflow. This can result in a more timely and reliable approval process.

Includes increased usability and performance

Consistent with every Unica Enterprise release, Version 8.5 moves usability and performance to new heights, as part of a continuous improvement effort that draws heavily on direct customer input. Notably, Unica NetInsight V8.5 features enhanced support for Netezza, another recent IBM acquisition, improving the performance of NetInsight when deployed on Netezza infrastructure.

Unica Enterprise Suite includes the following offerings:

- Unica Campaign
- Unica Interact
- Unica NetInsight
- Unica Marketing Operations
- Unica Detect
- Unica Leads
- Unica CustomerInsight
- Unica PredictiveInsight
- Unica Distributed Marketing
- Unica Optimize

Key prerequisites

Refer to the [Technical information](#) section for details.

In addition, the following are required:

- Unica Distributed Marketing requires Unica Campaign.
- Unica Interact requires Unica Campaign.
- Unica Optimize requires Unica Campaign.
- Unica Unica Marketing Asset Management Add-On requires Unica Marketing Operations.
- Unica Financial Management Add-On requires Unica Marketing Operations.

Planned availability date

June 7, 2011: Electronic availability

June 17, 2011: Media availability

Description

Unica Enterprise is the industry-leading software marketers rely on to increase revenues and improve the efficiency and measurability of their marketing. Enterprise focuses exclusively on the needs of marketing organizations by providing web and customer analytics, offline and online demand generation, and marketing resource management.

Companies in a wide range of industries depend on Unica Enterprise to facilitate the operations of a customer-centric business. Only Unica truly helps marketing organizations facilitate the critical shift to interactive marketing.

For more information on Unica Enterprise, visit

<http://www.unica.com/products/enterprise-marketing-software.htm>

Unica Enterprise is comprised of several individual products, most of which can be used on their own or together to form an end-to-end solution.

Unica Campaign

With Unica Campaign, marketers can plan, design, execute, measure and analyze multi-wave, cross-channel and highly personalized marketing campaigns. Campaign's recognized best-of-breed functionality and scalability plays a key role in defining and executing interactive dialogues with customers and prospects. For more information, visit

<http://www.unica.com/products/campaign-management.htm>

Unica eMessage

With Unica eMessage, marketers can extend Unica Campaign's best-in-class campaign management capabilities to email and mobile channels with capabilities to create, preview, test, execute, and track messages. eMessage delivers more effective stand-alone campaigns, as well as integrating email and mobile into cross-channel marketing strategies. For more information, visit

<http://www.unica.com/products/email-marketing.htm>

Note: Unica eMessage is not part of this release announcement, because its capabilities are made available in a cloud environment as a software-as-a-service (SaaS) offering, not as installed software like the rest of the 8.5 products. However, Unica eMessage is an integrated and important part of the Unica Enterprise suite of products.

Unica Interact

With Unica Interact, marketers can personalize in real time the experience of customers interacting with web sites, call centers, and other inbound marketing channels. Unica Interact uses powerful, behavioral targeting analytics and marketer-defined business logic to deliver the optimal marketing message in each case. For more information, visit

<http://www.unica.com/products/real-time-inbound-marketing.htm>

Unica Marketing Operations

With Unica Marketing Operations, marketers can increase their efficiency by gaining better control over their budgets and processes. Unica Marketing Operations helps marketers align resources to objectives, streamline production processes, track budgets and expenses, and improve team collaboration. For more information, visit

<http://www.unica.com/products/enterprise-marketing-operations.htm>

Unica NetInsight

With Unica NetInsight, analysts and marketers have a dramatically simpler approach to collecting the data needed to understand online visitor behavior, and unparalleled flexibility for reporting and analysis. Unica NetInsight is a next-generation web analytics product designed from the ground up to meet the full range of today's and future online analysis requirements. For more information, visit

<http://www.unica.com/products/enterprise-web-analytics.htm>

Unica Detect

With Unica Detect, marketers can build effective, event-based marketing programs quickly and with minimal effort, boosting cross-sell and retention rates and improving on-boarding programs. Unica Detect is designed to identify accurate, timely indications of when customers are most receptive to offers or the most in need of extra effort to keep them loyal. For more information, visit

<http://www.unica.com/products/event-based-marketing.htm>

Unica Optimize

With Unica Optimize, marketers can determine the optimal contact strategy over time for each customer or prospect. Unica Optimize looks across scheduled communications and balances marketing goals with corporate objectives and constraints to help ensure the optimal message is delivered at the optimal time. For more information, visit

<http://www.unica.com/products/campaign-optimization.htm>

Unica Distributed Marketing

With Unica Distributed Marketing, local marketing teams have a simple but powerful way to access to all potential marketing campaigns run out of headquarters that are relevant to their territories. Unica Distributed Marketing also lets marketers in the field create their own campaigns tailored to local conditions, subject to rules and best practices specified by headquarters. For more information, visit

<http://www.unica.com/products/distributed-marketing.htm>

Unica Leads

With Unica Leads, marketers can more effectively qualify, prioritize, and assign leads, notify and deliver leads to sales teams and qualified agents, and measure results from leads passed. Unica Leads helps marketers increase lead close rates, which improves the ROI of lead generation marketing investments. For more information, visit

<http://www.unica.com/products/lead-management.htm>

Unica PredictiveInsight:

With Unica PredictiveInsight, marketers are empowered to build predictive models on their own, without the help of analytical specialists, so they can improve the results of all their marketing programs. Unica PredictiveInsight gives marketing users the power to determine the most effective customer segmentation methods,

which customers are most likely to respond, customer lifetime value, and the best cross-sell opportunities for each customer. For more information, visit

<http://www.unica.com/products/predictive-analytics.htm>

Unica CustomerInsight

With Unica CustomerInsight, marketers have an intuitive way to explore customer data without asking for help from technical specialists. Unica CustomerInsight enables marketing users to gain critical insights through a highly flexible data visualization interface making it easy to spot customer trends and opportunities, and then take immediate action to select target audiences for marketing campaigns and programs -- all in a single interface. For more information, visit

<http://www.unica.com/products/customer-analytics.htm>

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM website

http://www.ibm.com/able/product_accessibility/index.html

Program number

Program number	VRM	Program name
5725-D22	8.5.0	IBM Unica Campaign
5725-D16	8.5.0	IBM Unica Detect
5725-D23	8.5.0	IBM Unica Leads
5725-D24	8.5.0	IBM Unica Marketing Operations
5725-D17	8.5.0	IBM Unica NetInsight
5725-D21	8.5.0	IBM Unica PredictiveInsight

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with these products.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Technical information

Specified operating environment

Hardware requirements

For details on hardware requirements for the Unica 8.5 Enterprise Marketing Marketing Suite, visit

<http://conundrum.boulder.ibm.com/infocenter/prodguid/v1r0/clarity/index.jsp>

Software requirements

For details on software requirements for the Unica 8.5 Enterprise Marketing Suite, visit

<http://conundrum.boulder.ibm.com/infocenter/prodguid/v1r0/clarity/index.jsp>

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Compatibility

For details on compatibility of the Unica 8.5 Enterprise Marketing Suite, visit

<http://conundrum.boulder.ibm.com/infocenter/prodguid/v1r0/clarity/index.jsp>

User group requirements addressed

This announcement satisfies or partially satisfies requirements from one or more of the worldwide user group communities. Groups include COMMON, COMMON Europe, Guide Share Europe (GSE), InterAction (Australia/New Zealand), Japan Guide Share (JGS), and SHARE Inc.

Planning information

Customer responsibilities

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

Packaging

Unica Campaign V8.5 media packs contain the following items:

- Unica Campaign V8.5 DVDs
- IBM Cognos® 8 Business Intelligence Modeling V8.4.0
- IBM Cognos 8 Business Intelligence Server V8.4.0
- WebSphere® Application Server Express V7.0

Unica CustomerInsight V8.5 media packs contain the following items:

- Unica CustomerInsight V8.5 DVDs

Unica Detect V8.5 media packs contain the following items:

- International Program License Agreement
- License Information booklet
- Unica Detect V8.5 DVDs

Unica Distributed Marketing V8.5 media packs contain the following items:

- Unica Distributed Marketing V8.5 DVDs

Unica Interact V8.5 media packs contain the following items:

- Unica Interact V8.5 DVDs
- WebSphere Application Server Express V7.0

Unica Leads V8.5 media packs contain the following items:

- Unica Leads V8.5 DVDs
- IBM Cognos 8 Business Intelligence Modeling V8.4.0
- IBM Cognos 8 Business Intelligence Server V8.4.0
- WebSphere Application Server Express V7.0

Unica Marketing Operations V8.5 media packs contain the following items:

- Unica Marketing Operations V8.5 DVDs
- IBM Cognos 8 Business Intelligence Modeling V8.4.0
- IBM Cognos 8 Business Intelligence Server V8.4.0
- WebSphere Application Server Express V7.0

Unica NetInsight V8.5 media packs contain the following items:

- Unica NetInsight V8.5 DVDs

Unica Optimize V8.5 media packs contain the following items:

- Unica Optimize V8.5 DVDs

Unica PredictiveInsight V8.5 media packs contain the following items:

- Unica PredictiveInsight V8.5 DVDs
- WebSphere Application Server Express V7.0

Security, auditability, and control

The Unica 8.5 Enterprise Marketing Management Suite uses the security and auditability features of the host hardware or software.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information

This product is only available via Passport Advantage. It is not available as shrinkwrap.

Product information

Licensed function title	Product group	Product category
IBM Unica Campaign	Unica Campaign	Unica Campaign
IBM Unica Campaign Limited Use	Unica Campaign	Unica Campaign
IBM Unica CustomerInsight	Unica Campaign	Unica Campaign
IBM Unica CustomerInsight Limited Use	Unica Campaign	Unica Campaign
IBM Unica Detect	Unica Detect	Unica Detect
IBM Unica Distributed Marketing	Unica Campaign	Unica Campaign
IBM Unica Distributed Marketing API	Unica Campaign	Unica Campaign
IBM Unica Distributed Marketing for Non-Production Environment	Unica Campaign	Unica Campaign
IBM Unica Financial Management Add-On	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Financial Management Add-On Limited Use	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Financial Management Add-On Limited Use for Non-Production Env	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Financial Management Add-On for Non-Production Environment	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Interact	Unica Campaign	Unica Campaign
IBM Unica Interact for ATM, Kiosk, POS	Unica Campaign	Unica Campaign
IBM Unica Interact for Sales and Service Agents Authorized	Unica Campaign	Unica Campaign
IBM Unica Interact for Web Interactions	Unica Campaign	Unica Campaign
IBM Unica Leads	Unica Leads	Unica Leads
IBM Unica Leads for Non-Production Environment	Unica Leads	Unica Leads
IBM Unica Marketing Asset Management Add-On	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Marketing Asset Management Add-On Limited Use	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Marketing Asset Management Add-On Limited Use for Non-Prod Env	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Marketing Asset Management Add-On for Non-Production Environment	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Marketing Operations	Unica Marketing Operations	Unica Marketing Operations
IBM Unica Marketing Operations Limited Use	Unica Marketing Operations	Unica Marketing Operations
IBM Unica NetInsight	Unica NetInsight	Unica NetInsight
IBM Unica Optimize	Unica Campaign	Unica Campaign
IBM Unica PredictiveInsight	Unica PredictiveInsig	Unica PredictiveInsig
Program name	PID number	Charge unit description
IBM Unica Campaign	5725-D22	Per Resource Value Unit
IBM Unica Campaign	5725-D22	Per Authorized User
IBM Unica Campaign Limited Use	5725-D22	Per Authorized User
IBM Unica CustomerInsight	5725-D22	Per Authorized User
IBM Unica CustomerInsight	5725-D22	Per Resource Value Unit
IBM Unica CustomerInsight Limited Use	5725-D22	Per Authorized User
IBM Unica Detect	5725-D16	Per Resource Value Unit

IBM Unica Distributed Marketing	5725-D22	Per Authorized User
IBM Unica Distributed Marketing	5725-D22	Per Install
IBM Unica Distributed Marketing API	5725-D22	Per Install
IBM Unica Distributed Marketing for Non-Production Environment	5725-D22	Per Install
IBM Unica Financial Management Add-On	5725-D24	Per Install
IBM Unica Financial Management Add-On Limited Use	5725-D24	Per Install
IBM Unica Financial Management Add-On Limited Use for Non-Production Env	5725-D24	Per Install
IBM Unica Financial Management Add-On for Non-Production Environment	5725-D24	Per Install
IBM Unica Interact	5725-D22	Per Authorized User
IBM Unica Interact for ATM, Kiosk, POS	5725-D22	Per Resource Value Unit
IBM Unica Interact for Sales and Service Agents Authorized	5725-D22	Per User Value Unit
IBM Unica Interact for Web Interactions	5725-D22	Per Resource Value Unit
IBM Unica Leads	5725-D23	Per Authorized User
IBM Unica Leads	5725-D23	Per Install
IBM Unica Leads for Non-Production Environment	5725-D23	Per Install
IBM Unica Marketing Asset Management Add-On	5725-D24	Per Install
IBM Unica Marketing Asset Management Add-On Limited Use	5725-D24	Per Install
IBM Unica Marketing Asset Management Add-On Limited Use for Non-Prod Env	5725-D24	Per Install
IBM Unica Marketing Asset Management Add-On for Non-Production Environment	5725-D24	Per Install
IBM Unica Marketing Operations	5725-D24	Per Authorized User
IBM Unica Marketing Operations Limited Use	5725-D24	Per Authorized User
IBM Unica NetInsight	5725-D17	Per Authorized User
IBM Unica NetInsight	5725-D17	Per Resource Value Unit
IBM Unica Optimize	5725-D22	Per Authorized User
IBM Unica Optimize	5725-D22	Per Resource Value Unit
IBM Unica PredictiveInsight	5725-D21	Per Authorized User

Charge metrics definitions

Authorized User

Authorized User is the unit of measure by which this program is licensed. An Authorized User is an individual (named or unnamed) within or outside of your enterprise. The program may be installed on one or more computers or servers and accessed by the number of users authorized by the Proof of Entitlement (PoE). You must have an entitlement for each Authorized User accessing the program or any program component in any manner directly or indirectly (for example, via a multiplexing program, device, or application server) through any means.

User Value Unit (UVU)

UVU is the metric by which this program is licensed. UVU entitlements are based on the number of users for the given program. A Proof of Entitlement (PoE) must be obtained for the appropriate number of UVUs required for your environment as defined by the specific program terms. The UVU entitlements are specific to the program and may not be exchanged, interchanged, or aggregated with UVU entitlements of another software program. UVU licensing offers you price benefits for customers by enabling a lower cost of incremental growth of resources. To understand these benefits of UVU licensing, and to determine how many UVUs to obtain for the program, contact your IBM representative.

Install

Install is a unit of measure by which the program can be licensed. An install is an installed copy of the program on a physical or virtual disk made available to be executed on a computer. Licensee must obtain an entitlement for each install of the program.

Resource Value Unit (RVU)

RVU is the unit of measure by which this program is licensed. RVU entitlements are based on the quantity of a specific designated measurement for the given program. A Proof of Entitlement (PoE) must be obtained for the appropriate number of RVUs required for your environment as defined by the specific program terms. The RVU entitlements are specific to the program and may include, but are not limited to the following: Client Devices, data source records, messages, and servers, and may not be exchanged, interchanged, or aggregated with RVU entitlements of another program. To understand these benefits of RVU licensing, and to determine how many RVUs to obtain for the program, contact your IBM representative.

Licensing metric definitions and pricing examples

Non-Production Limitation

If the Program is designated as "Non-Production", the Program can only be deployed as part of the licensee's internal development and test environment for internal non-production activities, including but not limited to testing, performance tuning, fault diagnosis, internal benchmarking, staging, quality assurance activity and/or developing internally used additions or extensions to the Program using published application programming interfaces. Licensee is not authorized to use any part of the Program for any other purposes without acquiring the appropriate production entitlements.

Pricing information

Unica Campaign

Unica Campaign is licensed using the following charge metrics: Resource Value Unit (RVU) and Authorized User.

Authorized User and RVU entitlements are not alternative means for licensing the Program. Licensee must obtain sufficient Authorized User entitlements to cover the different types of users of the Program as well as the appropriate number of RVU entitlements for the Program.

Resource Value Unit: The Resource for the purpose of the RVU calculation is one thousand (1,000) Records managed by the Program in a production environment. There are two types of Records: Limited Records and Active Customer Records. The total number of records used for RVU calculation shall be the total number of unique Active Customer Records plus one fifth of the total number of unique Limited Records that will be accessed for use in designing and executing marketing communications in production over the entire life of software usage. IBM does not charge additional fees for non-production environments for Unica Campaign products priced on an RVU basis.

Limited Records are defined as: 1) prospects who have not transacted business with Customer in the past; 2) inactive customers who have not transacted business with Customer in the past 12 months and do not otherwise have an active open account with Customer, and; 3) customers or prospects that Customer is not able to market to as a result of (i) the customer/prospect opting-out of all marketing communications, (ii) the record containing incomplete or inaccurate contact information, or (iii) other legal restrictions. Active Customer Records are defined as all customer database records that are not Limited Records.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 100 Resources, RVUs per Resource = 1.3000 for a maximum of 130 RVUs at this level (cumulative RVUs of 130)

From 101 to 400 Resources, RVUs per Resource = 0.2700 for a maximum of 81 RVUs at this level (cumulative RVUs of 211)

From 401 to 1,000 Resources, RVUs per Resource = 0.1800 for a maximum of 108 RVUs at this level (cumulative RVUs of 319)

From 1,001 to 5,000 Resources, RVUs per Resource = 0.1000 for a maximum of 400 RVUs at this level (cumulative RVUs of 719)

From 5,001 Resources or greater Resources, RVUs per Resource: 0.0400

Authorized User: Users who are Full Use users must acquire entitlement to Unica Campaign Authorized User. Full Use Users can execute a production run, instantiate a persistent strategic segment, write to contact and response history, they can also manager system table mappings and audience levels and view system logs. All other users who do not require Full Use can acquire entitlement to Unica Campaign Limited Use.

Additional Authorized User rights for those installations with both Unica Campaign and Unica Marketing Operations:

- Unica Campaign - Unica Campaign Authorized Users have the ability to perform all functions in Unica Marketing Operations that can be performed in Unica Campaign standalone mode which includes the ability to add, update, or delete offers and add, update, or delete target cells.
- Unica Marketing Operations: - Unica Marketing Operations Authorized Users and Unica Marketing Operations Limited Use Authorized Users may now add, update, or delete target cells and add, update, or delete offers.

Unica Campaign Limited Use

Unica Campaign Limited Use is licensed for reviewers using the following charge metric:

Authorized User: If Licensee acquired a "Limited Use" license, as indicated by the notation "Limited Use" in the program name, the Licensee may not execute a production run, instantiate a persistent strategic segment, write to contact and response history nor manage system table mappings, audience levels or view system logs.

Unica Distributed Marketing

Unica Distributed Marketing is licensed using the following cumulative charge metrics: Authorized User and Install.

Authorized User and Install entitlements are not alternative means for licensing the Program. Licensee must obtain sufficient Authorized User entitlements to cover the users of the Program as well as the appropriate number of Install entitlements for the Program.

Authorized User: Each user of the system must be licensed.

Install: Each running instance of the program is considered an installed copy of the program. Entitlement to Unica Campaign is required to license Unica Distributed Marketing and must be licensed separately.

To deploy Unica Distributed Marketing in a non-production environment, licensee must license the Unica Distributed Marketing for Non-Production Environment.

Unica Distributed Marketing API

Unica Distributed Marketing API is licensed using the following charge metric: Install.

Install: Unica Distributed Marketing API provides customers with the tools necessary to integrate Unica Distributed Marketing within the customer's own interface/portal. Customers need to license the program only when it is used to integrate Unica Distributed Marketing with the licensee's applications.

Each running instance of the program is considered an installed copy of the program. Entitlement to IBM Distributed Marketing is required to license Unica Distributed Marketing API and must be licensed separately.

Unica Marketing Operations

Designed for enterprise installations, Unica Marketing Operations is licensed using the following charge metrics: Authorized User and Install.

Authorized User: For unrestricted access to all Unica Marketing Operations functionality, Licensee must acquire entitlement to Unica Marketing Operations Authorized User.

Additional Authorized User rights for those installations with both Unica Campaign and Unica Marketing Operations:

- Unica Campaign - Unica Campaign Authorized Users have the ability to perform all functions in Unica Marketing Operations that can be performed in Unica Campaign standalone mode which includes the ability to add, update, or delete offers and add, update, or delete target cells.
- Unica Marketing Operations: - Unica Marketing Operations Authorized Users and Unica Marketing Operations Limited Use Authorized User may now add, update, or delete target cells and add, update, or delete offers.

Install: Each running instance of the program is considered an installed copy of the program.

Unica Marketing Operations Limited Use

Authorized User: If Licensee acquired a "Limited Use" license, as indicated by the notation "Limited Use" in the program name, Licensee may not access administration tools, cannot create projects, and has restricted access to the people and workflow tabs.

Install: Each running instance of the program is considered an installed copy of the program. No more than five Authorized Users of Unica Marketing Operations or Unica Marketing Operations Limited Use may be given access to an Install of Unica Marketing Operations Limited Use.

Unica Marketing Asset Management Add-On

Designed for enterprise installs, Unica Marketing Asset Management Add-On is licensed using the following charge metric:

Install: Each running instance of the program is considered an installed copy of the program.

Entitlement to Unica Marketing Operations is required to license Unica Marketing Asset Management Add-On and must be licensed separately.

To deploy Unica Marketing Asset Management Add-On in a non-production environment, licensee must obtain entitlement to the Unica Marketing Asset Management Add-On for Non-Production Environment chargeable component.

Unica Financial Management Add-On

Designed for enterprise installs, Unica Financial Management Add-On is licensed using the following charge metric:

Install: Each running instance of the program is considered an installed copy of the program.

Entitlement to Unica Marketing Operations is required to license Unica Financial Management Add-On and must be licensed separately.

To deploy Unica Financial Management Add-On in a non-production environment, licensee must obtain entitlement to the Unica Financial Management Add-On for Non-Production Environment chargeable component.

Unica Marketing Asset Management Add-On Limited Use

Unica Marketing Operations Add-On Limited User is licensed using the following charge metric: Install.

Install: Each running instance of the program is considered an installed copy of the program. No more than five Authorized Users of Unica Marketing Operations or Unica Marketing Operations Limited Use may be given access to an Install of Unica Marketing Asset Management Add-On Limited Use.

Entitlement to Unica Marketing Operations Install or Unica Marketing Operations Limited Use Install is required to license Unica Marketing Asset Management Add-On and must be licensed separately.

To deploy Unica Marketing Asset Management Add-On Limited Use in a non-production environment, licensee must obtain entitlement to the Unica Marketing Asset Management Add-On Limited Use for Non-Production Environment chargeable component.

Unica Financial Management Add-On Limited Use

Unica Financial Management Add-On Limited Use is licensed using the following charge metric: Install.

Install: Each running instance of the program is considered an installed copy of the program. No more than five Authorized Users of Unica Marketing Operations may be given access to an Install of Unica Financial Management Add-On Limited Use.

Entitlement to Unica Marketing Operations Install or Unica Marketing Operations Limited Use Install is required to license Unica Financial Management Add-On and must be licensed separately.

To deploy Unica Financial Management Add-On Limited Use in a non-production environment, licensee must obtain entitlement to the Unica Financial Management Add-On Limited Use for Non-Production Environment chargeable component.

Unica Marketing Operations API

The Unica Marketing Operations API is comprised of APIs and SDK technologies which provide licensee with the tools necessary to integrate Unica Marketing Operations with other enterprise applications. Licensee must acquire Unica Marketing Operations in cases where it is used to integrate with a third-party software system, or where the licensee is using the module on their own for their own programming use.

Unica Marketing Operations API is licensed using the following charge metric: Install.

Unica NetInsight

Unica NetInsight is licensed using the following chargeable charge metrics: Resource Value Unit (RVU) and Authorized User.

Resource Value Unit: The Resource for the purpose of the RVU calculation is Million Monthly Server Call managed by the Program. Million Monthly Server Calls is defined as one (1) Million Server Calls per month. A "Server Call" represents a client tagged, tracked visitor initiated event that passes data to the Program and is processed for one profile or Client ID. A server call processed by multiple profiles or Client IDs will be counted as a unique server call for each.

IBM does not charge additional fees for non-production environments for Unica NetInsight products priced on an RVU basis.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 1 Resources, RVUs per Resource = 100 for a maximum of 100 RVUs at this level (cumulative RVUs of 100)

From 2 to 3 Resources, RVUs per Resource = 65 for a maximum of 130 RVUs at this level (cumulative RVUs of 230)

From 4 to 8 Resources, RVUs per Resource = 37 for a maximum of 185 RVUs at this level (cumulative RVUs of 415)

From 9 to 15 Resources, RVUs per Resource = 23 for a maximum of 161 RVUs at this level (cumulative RVUs of 576)

From 16 to 25 Resources, RVUs per Resource = 15 for a maximum of 150 RVUs at this level (cumulative RVUs of 726)

From 26 to 35 Resources, RVUs per Resource: 11 for a maximum of 110 RVUs at this level (cumulative RVUs of 836)

From 36 to 50 Resources, RVUs per Resource: 8 for a maximum of 120 RVUs at this level (cumulative RVUs of 956)

From 51 to 75 Resources, RVUs per Resource: 6 for a maximum of 150 RVUs at this level (cumulative RVUs of 1106)

From 76 Resources or greater Resources, RVUs per Resource: 5

Authorized User: Licensee must obtain licenses for users using the program.

Unica Leads

Unica Leads is licensed using the following cumulative charge metrics: Authorized User and Install. Authorized User and Install entitlements are not alternative means for licensing the Program. Licensee must obtain sufficient Authorized User entitlements to cover the users of the Program as well as the appropriate number of Install entitlements for the Program.

Authorized User: Each user of the system must be licensed.

Install: Each running instance of the program is considered an installed copy of the program.

To deploy Unica Leads in a non-production environment, licensee must license the Unica Leads for Non-Production Environment chargeable component.

Unica CustomerInsight

Unica CustomerInsight is licensed using the following cumulative charge metric: Resource Value Unit and Authorized User.

Resource Value Unit (RVU): The Resource for the purpose of the RVU calculation is one thousand (1,000) Records managed by the Program in a production environment. There are two types of Records: Limited Records and Active Customer Records. The total number of records used for RVU calculation shall be the total number of unique Active Customer Records plus one fifth of the total number of unique Limited Records that will be accessed for use in designing and executing marketing communications in production over the entire life of software usage.

IBM does not charge additional fees for non-production environments for Unica CustomerInsight products priced on an RVU basis.

Limited Records are defined as: 1) prospects who have not transacted business with Customer in the past; 2) inactive customers who have not transacted business with Customer in the past 12 months and do not otherwise have an active open account with Customer, and; 3) customers or prospects that Customer is not able to market to as a result of (i) the customer/prospect opting-out of all marketing communications, (ii) the record containing incomplete or inaccurate contact information, or (iii) other legal restrictions.

Active Customer Records are defined as all customer database records that are not Limited Records.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 100 Resources, RVUs per Resource = 1.3000 for a maximum of 130 RVUs at this level (cumulative RVUs of 130)

From 101 to 400 Resources, RVUs per Resource = 0.2700 for a maximum of 81 RVUs at this level (cumulative RVUs of 211)

From 401 to 1,000 Resources, RVUs per Resource = 0.1800 for a maximum of 108 RVUs at this level (cumulative RVUs of 319)

From 1,001 to 5,000 Resources, RVUs per Resource = 0.1000 for a maximum of 400 RVUs at this level (cumulative RVUs of 719)

From 5,001 Resources or greater Resources, RVUs per Resource: 0.0400

Authorized User: Each full use seat user of the system must be licensed, full use seat users are able to import and create an EasySet from any source. An EasySet is a data collection that holds only the information each marketer requires and which refreshes automatically as needed. With EasySets, marketers don't get lost in data they don't understand or require. A System Administration user is a full use seat user that has been assigned Unica Manager access.

Business Users must be licensed under Unica CustomerInsight Limited Use Authorized User charge metric.

Unica CustomerInsight Limited Use

Unica CustomerInsight is licensed using the following charge metric: Authorized User.

Authorized User: Each business user of the system must be licensed, business users can use an EasySet, but they cannot generate an EasySet. An EasySet is a data collection that holds only the information each marketer requires and which refreshes automatically as needed. With EasySets, marketers don't get lost in data they don't understand or require.

Full use seat users must be licensed under Unica CustomerInsight Authorized User charge metric.

Unica Optimize

Unica Optimize is licensed using the following charge metric: Resource Value Unit.

Resource Value Unit (RVU): The Resource for the purpose of the RVU calculation is one thousand (1,000) Records managed by the Program in a production environment. There are two types of Records: Limited Records and Active Customer Records. The total number of records used for RVU calculation shall be the total number of unique Active Customer Records plus one fifth of the total number of unique Limited Records that will be accessed for use in designing and executing marketing communications in production over the entire life of software usage.

Limited Records are defined as: 1) prospects who have not transacted business with Customer in the past; 2) inactive customers who have not transacted business with Customer in the past 12 months and do not otherwise have an active open account with Customer, and; 3) customers or prospects that Customer is not able to market to as a result of (i) the customer/prospect opting-out of all marketing communications, (ii) the record containing incomplete or inaccurate contact information, or (iii) other legal restrictions.

Active Customer Records are defined as all customer database records that are not Limited Records.

IBM does not charge additional fees for non-production environments for Unica Optimize products priced on an RVU basis.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 100 Resources, RVUs per Resource = 1.3000 for a maximum of 130 RVUs at this level (cumulative RVUs of 130)

From 101 to 400 Resources, RVUs per Resource = 0.2700 for a maximum of 81 RVUs at this level (cumulative RVUs of 211)

From 401 to 1,000 Resources, RVUs per Resource = 0.1800 for a maximum of 108 RVUs at this level (cumulative RVUs of 319)

From 1,001 to 5,000 Resources, RVUs per Resource = 0.1000 for a maximum of 400 RVUs at this level (cumulative RVUs of 719)

From 5,001 Resources or greater Resources, RVUs per Resource: 0.0400

Entitlement to Unica Campaign is required to license Unica Optimize and must be licensed separately.

Unica Interact

Unica Interact is licensed using the following charge metrics: Authorized User, Resource Value Unit and User Value Unit. The appropriate charge metric should be selected for the licensee's environment.

Authorized User: Each user of the system must be licensed.

Unica Interact for Web Interactions

Unica Interact for Web interactions is licensed using the following charge metric: Resource Value Unit.

Resource Value Unit (RVU): The Resource for the purposes of RVU calculation is one thousand (1,000) Average Daily Web Interactions, A Web Interaction is equivalent to a session and is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes and no requests for pages from other domains intervening between page requests. In other words, a session ends when someone goes to another site, or 30 minutes elapse between page views, whichever comes first. The Average Daily Web Interactions are determined by dividing the aggregate number of visits to the website per calendar year by 365.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 10 Resources, RVUs per Resource = 200 for a maximum of 2,000 RVUs at this level (cumulative RVUs of 2,000)

From 11 to 100 Resources, RVUs per Resource = 100 for a maximum of 9,000 RVUs at this level (cumulative RVUs of 11,000)

From 101 or greater Resources, RVUs per Resource = 50

Entitlement to Unica Campaign is required to license Unica Interact For Web Interactions and must be licensed separately.

Unica Interact for ATM, Kiosk, POS

Unica Interact for ATM, Kiosk, POS is licensed using the following charge metric: Resource Value Unit.

Resource Value Unit (RVU): The Resource for the purposes of RVU calculations is Client Devices managed by the Program in a production environment. Client Device is a unit of measure by which the Program can be licensed. A Client Device is a single user computing device or special purpose sensor or telemetry device that requests the execution of or receives for execution a set of commands, procedures, or applications from or provides data to another computer system that is typically referred to as a server or is otherwise managed by the server. Multiple Client Devices may share access to a common server. A Client Device may have some processing capability or be programmable to allow a user to do work. Examples include, but are not limited to actuators, appliances, automated teller machines, automatic meter readers, cash registers, disk drives, desktop computers, kiosks, notebook computers, personal digital assistant, point-of-sale terminals, sensors, smart meters, tape drives, and technical workstations. Licensee must obtain entitlements for every Client Device which runs, provides data to, uses services provided by, or otherwise accesses the Program and for every other computer or server on which the Program is installed.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 250 Resources, RVUs per Resource = 20 for a maximum of 5,000 RVUs at this level (cumulative RVUs of 5,000)

From 251 to 1,000 Resources, RVUs per Resource = 18 for a maximum of 13,500 RVUs at this level (cumulative RVUs of 18,500)

From 1,001 to 10,000 Resources, RVUs per Resource = 8 for a maximum of 72,000 RVUs at this level (cumulative RVUs of 90,500)

From 10,001 to 25,000 Resources, RVUs per Resource = 4 for a maximum of 60,000 RVUs at this level (cumulative RVUs of 150,500)

From 25,001 to 50,000 Resources, RVUs per Resource = 2 for a maximum of 50,000 RVUs at this level (cumulative RVUs of 200,500)

From 50,001 or greater Resources, RVUs per Resource = 1

Entitlement to Unica Campaign is required to license Unica Interact for ATM, Kiosk, POS and must be licensed separately.

Unica Interact for Sales and Service Agents

Unica Interact for Sales and Service Agents licensed using the following charge metric: User Value Unit.

User Value Unit (UVU): The User for the purposes of calculations is a Sales and Service Agents Authorized User.

To determine the number of UVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable UVU factors determined from the following list and sum the results:

From 1 to 250 Users, UVUs per User = 20 for a maximum of 5,000 UVUs at this level (cumulative UVUs of 5,000)

From 251 to 1,000 Users, UVUs per User = 18 for a maximum of 13,500 UVUs at this level (cumulative UVUs of 18,500)

From 1,001 to 10,000 Users, UVUs per User = 8 for a maximum of 72,000 UVUs at this level (cumulative UVUs of 90,500)

From 10,001 to 25,000 Users, UVUs per User = 4 for a maximum of 60,000 UVUs at this level (cumulative UVUs of 150,500)

From 25,001 to 50,000 Users, UVUs per User = 2 for a maximum of 50,000 UVUs at this level (cumulative UVUs of 200,500)

From 50,001 or greater Users, UVUs per User = 1

Entitlement to Unica Campaign is required to license Unica Interact for Sales and Services Agents and must be licensed separately.

Unica Predictive Insight

Unica Predictive Insight is licensed using the following charge metric: Authorized User.

Authorized User: Each user of the system must be licensed.

Unica Detect

Unica Detect is licensed using the following charge metric: Resource Value Unit.

Resource Value Unit (RVU): The Resource for the purpose of the RVU calculation is one thousand (1,000) Account Records managed by the Program in a production environment. Account Records refers to the number of unique entities (accounts/customers/households) that are monitored for transactional activity.

To determine the number of RVUs for each tier applicable to licensee's use of the programs, multiply the number of resources for that tier by the applicable RVU factors determined from the following list and sum the results:

From 1 to 100 Resources, RVUs per Resource = 1.3000 for a maximum of 130 RVUs at this level (cumulative RVUs of 130)

From 101 to 400 Resources, RVUs per Resource = 0.2700 for a maximum of 81 RVUs at this level (cumulative RVUs of 211)

From 401 to 1,000 Resources, RVUs per Resource = 0.1800 for a maximum of 108 RVUs at this level (cumulative RVUs of 319)

From 1,001 to 5,000 Resources, RVUs per Resource = 0.1000 for a maximum of 400 RVUs at this level (cumulative RVUs of 719)

From 5,001 Resources or greater Resources, RVUs per Resource: 0.0400

IBM does not charge additional fees for non-production environments for Unica Detect products priced on an RVU basis.

Passport Advantage program licenses

Unica Campaign

Part description	Part number
IBM Unica Campaign Limited Use	
IBM Unica Campaign Lmtd Use Per Authorized User Annual SW S&S Rnw1	E0BZILL
IBM Unica Campaign Lmtd Use Per Authorized User Initl FT Lic+S&S 12 Mo	D0J6ZLL
IBM Unica Campaign Lmtd Use Per Authorized User Lic + SW S&S 12 Mo	D0J7BLL
IBM Unica Campaign Lmtd Use Per Authorized User SW S&S Reinstate 12 Mo	D0J7CLL
IBM Unica Campaign Lmtd Use Per Authorized User Subsq FT Lic+S&S 12 Mo	E0BZ9LL

Unica Campaign

IBM Unica Campaign	
IBM Unica Campaign Per Authorized User Annual SW S&S Rnw1	E0BZRLL
IBM Unica Campaign Per Authorized User Initl FT Lic+S&S 12 Mo	D0J6XLL

IBM Unica Campaign Per Authorized User Lic + SW S&S 12 Mo	D0J7SLL
IBM Unica Campaign Per Authorized User SW S&S Reinstate 12 Mo	D0J7TLL
IBM Unica Campaign Per Authorized User Subsq FT Lic+S&S 12 Mo	E0BZ7LL
IBM Unica Campaign Per Resource Value Unit Annual SW S&S Rnw1	E0BZULL
IBM Unica Campaign Per Resource Value Unit Initl FT Lic+S&S 12 Mo	D0J6YLL
IBM Unica Campaign Per Resource Value Unit Lic + SW S&S 12 Mo	D0J7YLL
IBM Unica Campaign Per Resource Value Unit SW S&S Reinstate 12 Mo	D0J7ZLL
IBM Unica Campaign Per Resource Value Unit Subsq FT Lic+S&S 12 Mo	E0BZ8LL

Unica Campaign

IBM Unica Interact	
IBM Unica Interact Authorized User Lic + SW S&S 12 Mo	D0J8ILL
IBM Unica Interact Authorized User Annual SW S&S Rnw1	E0C04LL
IBM Unica Interact Authorized User Initl FT Lic+S&S 12 Mo	D0J6ALL
IBM Unica Interact Authorized User SW S&S Reinstate 12 Mo	D0J8JLL
IBM Unica Interact Authorized User Subsq FT Lic+S&S 12 Mo	E0BYKLL

Unica Campaign

IBM Unica Distributed Marketing	
IBM Unica Distributed Marketing Authorized User Initl FT Lic+S&S 12 Mo	D0J70LL
IBM Unica Distributed Marketing Authorized User Annual SW S&S Rnw1	E0BZLLL
IBM Unica Distributed Marketing Authorized User Lic + SW S&S 12 Mo	D0J7HLL
IBM Unica Distributed Marketing Authorized User SW S&S Reinstate 12 Mo	D0J7ILL
IBM Unica Distributed Marketing Authorized User Subsq FT Lic+S&S 12 Mo	E0BZALL
IBM Unica Distributed Marketing Install Annual SW S&S Rnw1	E0C0BLL
IBM Unica Distributed Marketing Install Initl FT Lic+S&S 12 Mo	D0J73LL
IBM Unica Distributed Marketing Install Lic + SW S&S 12 Mo	D0J8XLL
IBM Unica Distributed Marketing Install SW S&S Reinstate 12 Mo	D0J8YLL
IBM Unica Distributed Marketing Install Subsq FT Lic+S&S 12 Mo	E0BZDLL

Unica Campaign

IBM Unica Distributed Marketing API	
IBM Unica Distributed Marketing AP Install SW S&S Reinstate 12 Mo	D0J8LLL
IBM Unica Distributed Marketing API Install Annual SW S&S Rnw1	E0C05LL
IBM Unica Distributed Marketing API Install Initl FT Lic+S&S 12 Mo	D0J71LL
IBM Unica Distributed Marketing API Install Lic + SW S&S 12 Mo	D0J8KLL
IBM Unica Distributed Marketing API Install Subsq FT Lic+S&S 12 Mo	E0BZBLL

Unica Campaign

IBM Unica Distributed Marketing for Non-Production Environment	
IBM Unica Distributed Marketing NP Env Install Annual SW S&S Rnw1	E0C07LL

IBM Unica Distributed Marketing NP Env Install LIC + SW D0J8PLL
 S&S 12 Mo
 IBM Unica Distributed Marketing NP Env Install SW S&S D0J8QLL
 Reinstate 12 Mo

Unica Campaign

IBM Unica Interact for Web Interactions
 Unica Interact for Web Interactions RVU Lic + SW S&S 12 D0J7FLL
 Mo
 Unica Interact for Web Interactions RVU SW S&S D0J7GLL
 Reinstate 12 Mo
 Unica Interact for Web Interactions RVU Annual SW S&S E0BZKLL
 Rnw1
 Unica Interact for Web Interactions RVU Initl FT D0J69LL
 Lic+S&S 12 Mo
 Unica Interact for Web Interactions RVU Subsq FT E0BYJLL
 Lic+S&S 12 Mo

Unica Campaign

IBM Unica Interact for ATM, Kiosk, POS
 IBM Unica Intrct ATMkioskPOS Per Resource Value Unit E0BZTLL
 Annual SW S&S Rnw1
 IBM Unica Intrct ATMkioskPOS Per Resource Value Unit D0J6HLL
 Initl FT Lic+S&S 12 Mo
 IBM Unica Intrct ATMkioskPOS Per Resource Value Unit D0J7WLL
 Lic + SW S&S 12 Mo
 IBM Unica Intrct ATMkioskPOS Per Resource Value Unit SW D0J7XLL
 S&S Reinstate 12 Mo
 IBM Unica Intrct ATMkioskPOS Per Resource Value Unit E0BYSLL
 Subsq FT Lic+S&S 12 Mo

Unica Campaign

IBM Unica Interact for Sales and Service Agents
 Authorized
 IBM Unica Intrct SalesSrv Agt Auth UVU Annual SW S&S E0C09LL
 Rnw1
 IBM Unica Intrct SalesSrv Agt Auth UVU Initl FT Lic+S&S D0J6TLL
 12 Mo
 IBM Unica Intrct SalesSrv Agt Auth UVU Lic + SW S&S 12 D0J8TLL
 Mo
 IBM Unica Intrct SalesSrv Agt Auth UVU SW S&S Reinstate D0J8ULL
 12 Mo
 IBM Unica Intrct SalesSrv Agt Auth UVU Subsq FT Lic+S&S E0BZ3LL
 12 Mo

Unica Campaign

IBM Unica CustomerInsight
 IBM Unica CustomerInsight Per Authorized User Annual SW E0BZVLL
 S&S Rnw1
 IBM Unica CustomerInsight Per Authorized User Initl FT D0J6BLL
 Lic+S&S 12 Mo
 IBM Unica CustomerInsight Per Authorized User Lic + SW D0J80LL
 S&S 12 Mo
 IBM Unica CustomerInsight Per Authorized User SW S&S D0J81LL
 Reinstate 12 Mo
 IBM Unica CustomerInsight Per Authorized User Subsq FT E0BYLLL
 Lic+S&S 12 Mo
 IBM Unica CustomerInsight Per Resource Value Unit E0BZFLL
 Annual SW S&S Rnw1
 IBM Unica CustomerInsight Per Resource Value Unit Initl D0J68LL
 FT Lic+S&S 12 Mo
 IBM Unica CustomerInsight Per Resource Value Unit Lic + D0J75LL
 SW S&S 12 Mo
 IBM Unica CustomerInsight Per Resource Value Unit SW D0J76LL
 S&S Reinstate 12 Mo
 IBM Unica CustomerInsight Per Resource Value Unit Subsq E0BYILL
 FT Lic+S&S 12 Mo

Unica Campaign

IBM Unica CustomerInsight Limited Use
IBM Unica CustomerInsight LU Per Authorized User Annual SW S&S Rnw1 E0BZZLL
IBM Unica CustomerInsight LU Per Authorized User Initl D0J6CLL
FT Lic+S&S 12 Mo
IBM Unica CustomerInsight LU Per Authorized User Lic + D0J88LL
SW S&S 12 Mo
IBM Unica CustomerInsight LU Per Authorized User SW S&S D0J89LL
Reinstate 12 Mo
IBM Unica CustomerInsight LU Per Authorized User Subsq E0BYMLL
FT Lic+S&S 12 Mo

Unica Campaign

IBM Unica Optimize
IBM Unica Optimize Per Authorized User Annual SW S&S E0C00LL
Rnw1
IBM Unica Optimize Per Authorized User Initl FT Lic+S&S D0J72LL
12 Mo
IBM Unica Optimize Per Authorized User Lic + SW S&S 12 D0J8ALL
Mo
IBM Unica Optimize Per Authorized User SW S&S Reinstate D0J8BLL
12 Mo
IBM Unica Optimize Per Authorized User Subsq FT Lic+S&S E0BZCLL
12 Mo
IBM Unica Optimize Per Resource Value Unit Annual SW E0C02LL
S&S Rnw1
IBM Unica Optimize Per Resource Value Unit Initl FT D0J74LL
Lic+S&S 12 Mo
IBM Unica Optimize Per Resource Value Unit Lic + SW S&S D0J8ELL
12 Mo
IBM Unica Optimize Per Resource Value Unit SW S&S D0J8FLL
Reinstate 12 Mo
IBM Unica Optimize Per Resource Value Unit Subsq FT E0BZELL
Lic+S&S 12 Mo

Unica Detect

IBM Unica Detect
IBM Unica Detect Per Resource Value Unit Annual SW S&S E0BZQLL
Rnw1
IBM Unica Detect Per Resource Value Unit Initl FT D0J6QLL
Lic+S&S 12 Mo
IBM Unica Detect Per Resource Value Unit Lic + SW S&S D0J7QLL
12 Mo
IBM Unica Detect Per Resource Value Unit SW S&S D0J7RLL
Reinstate 12 Mo
IBM Unica Detect Per Resource Value Unit Subsq FT E0BZ0LL
Lic+S&S 12 Mo

Unica Leads

IBM Unica Leads
IBM Unica Leads Per Authorized User Annual SW S&S Rnw1 E0C01LL
IBM Unica Leads Per Authorized User Initl FT Lic+S&S 12 D0J6DLL
Mo
IBM Unica Leads Per Authorized User Lic + SW S&S 12 Mo D0J8CLL
IBM Unica Leads Per Authorized User SW S&S Reinstate 12 D0J8DLL
Mo
IBM Unica Leads Per Authorized User Subsq FT Lic+S&S 12 E0BYNLL
Mo
IBM Unica Leads Per Install Annual SW S&S Rnw1 E0C03LL
IBM Unica Leads Per Install Initl FT Lic+S&S 12 Mo D0J6ELL
IBM Unica Leads Per Install Lic + SW S&S 12 Mo D0J8GLL
IBM Unica Leads Per Install SW S&S Reinstate 12 Mo D0J8HLL
IBM Unica Leads Per Install Subsq FT Lic+S&S 12 Mo E0BYPLL

Unica Leads

IBM Unica Leads for Non-Production Environment
IBM Unica Leads For NP Env Per Install Annual SW S&S Rnw| E0C0CLL
IBM Unica Leads For NP Env Per Install Lic + SW S&S 12 MO D0J8ZLL
IBM Unica Leads For NP Env Per Install SW S&S Reinstate 12 Mo D0J90LL

Unica Marketing Operations

IBM Unica Marketing Asset Management Add-On Limited Use for Non-Prod Env
IBM Unica Mrkting AssetMgmt AO LU NP Per Install Annual SW S&S Rnw| E0BZGLL
IBM Unica Mrkting AssetMgmt AO LU NP Per Install Initl FT Lic+S&S 12 Mo D0J6KLL
IBM Unica Mrkting AssetMgmt AO LU NP Per Install Lic + SW S&S 12 Mo D0J77LL
IBM Unica Mrkting AssetMgmt AO LU NP Per Install SW S&S Reinstate 12 Mo D0J78LL
IBM Unica Mrkting AssetMgmt AO LU NP Per Install Subsq FT Lic+S&S 12 Mo E0BYVLL

Unica Marketing Operations

IBM Unica Financial Management Add-On Limited Use for Non-Production Env
IBM Unica Financial Mgt Add-On Ltd Use NP Install Initl FT Lic+S&S 12 Mo D0J6PLL
IBM Unica Financial Mgt Add-On Ltd Use NP Lic + SW S&S 12 Mo D0J7LLL
IBM Unica Financial Mgt Add-On Ltd Use NP SW S&S Reinstate 12 Mo D0J7MLL
IBM Unica Financial Mgt Add-On Ltd Use NP Subsq FT Lic+S&S 12 Mo E0BYZLL
IBM Unica Financial Mgt Add-On Ltd Use Non-Prod Install Annual SW S&S Rnw| E0BZNLL

Unica Marketing Operations

IBM Unica Marketing Asset Management Add-On Limited Use
IBM Unica Mrkting Asset Mgmt AO Ltd Use Per Install Annual SW S&S Rnw| E0BZWLL
IBM Unica Mrkting Asset Mgmt AO Ltd Use Per Install Initl FT Lic+S&S 12 Mo D0J6JLL
IBM Unica Mrkting Asset Mgmt AO Ltd Use Per Install Lic + SW S&S 12 Mo D0J82LL
IBM Unica Mrkting Asset Mgmt AO Ltd Use Per Install SW S&S Reinstate 12 Mo D0J83LL
IBM Unica Mrkting Asset Mgmt AO Ltd Use Per Install Subsq FT Lic+S&S 12 Mo E0BYULL

Unica Marketing Operations

IBM Unica Marketing Operations
IBM Unica Mrkting Operations Per Authorized User Annual SW S&S Rnw| E0C06LL
IBM Unica Mrkting Operations Per Authorized User Initl FT Lic+S&S 12 Mo D0J6FLL
IBM Unica Mrkting Operations Per Authorized User Lic + SW S&S 12 Mo D0J8MLL
IBM Unica Mrkting Operations Per Authorized User SW S&S Reinstate 12 Mo D0J8NLL
IBM Unica Mrkting Operations Per Authorized User Subsq FT Lic+S&S 12 Mo E0BYQLL

Unica Marketing Operations

IBM Unica Marketing Operations Limited Use
IBM Unica Marketing Operation Ltd Us Auth User Initl FT DOJ6GLL
Lic+S&S 12 Mo
IBM Unica Marketing Operation Ltd Use Auth User Lic + DOJ8RLL
SW S&S 12 Mo
IBM Unica Marketing Operations Ltd Use Auth User Annual EOC08LL
SW S&S Rnw
IBM Unica Marketing Operations Ltd Use Auth User SW S&S DOJ8SLL
Reinstate 12 Mo
IBM Unica Marketing Operations Ltd Use Auth User Subsq E0BYRLL
FT Lic+S&S 12 Mo

Unica Marketing Operations

IBM Unica Marketing Asset Management Add-On
IBM Unica Marketing Asset Management Add-on Install EOC0ALL
Annual SW S&S Rnw
IBM Unica Marketing Asset Management Add-on Install DOJ6ILL
Initl FT Lic+S&S 12 Mo
IBM Unica Marketing Asset Management Add-on Install Lic DOJ8VLL
+ SW S&S 12 Mo
IBM Unica Marketing Asset Management Add-on Install SW DOJ8WLL
S&S Reinstate 12 Mo
IBM Unica Marketing Asset Management Add-on Install E0BYTLL
Subsq FT Lic+S&S 12 Mo

Unica Marketing Operations

IBM Unica Financial Management Add-On Limited Use
IBM Unica Financial Mgt Add-On Ltd Use Install Annual E0BZMLL
SW S&S Rnw
IBM Unica Financial Mgt Add-On Ltd Use Install Initl FT DOJ6NLL
Lic+S&S 12 Mo
IBM Unica Financial Mgt Add-On Ltd Use Install Lic + SW DOJ7JLL
S&S 12 Mo
IBM Unica Financial Mgt Add-On Ltd Use Install SW S&S DOJ7KLL
Reinstate 12 Mo
IBM Unica Financial Mgt Add-On Ltd Use Install Subsq FT E0BYYLL
Lic+S&S 12 Mo

Unica Marketing Operations

IBM Unica Marketing Asset Management Add-On for
Non-Production Environment
IBM Unica Mrkg Asst Mgt Add-on NP Install Annual SW S&S E0BZXLL
Rnw
IBM Unica Mrkg Asst Mgt Add-on NP Install Initl FT DOJ6SLL
Lic+S&S 12 Mo
IBM Unica Mrkg Asst Mgt Add-on NP Install Lic + SW S&S DOJ84LL
12 Mo
IBM Unica Mrkg Asst Mgt Add-on NP Install SW S&S DOJ85LL
Reinstate 12 Mo
IBM Unica Mrkg Asst Mgt Add-on NP Install Subsq FT E0BZ2LL
Lic+S&S 12 Mo

Unica Marketing Operations

IBM Unica Financial Management Add-On
IBM Unica Financial Management Add-on Install Annual SW E0BZHLL
S&S Rnw
IBM Unica Financial Management Add-on Install Initl FT DOJ6LLL
Lic+S&S 12 Mo
IBM Unica Financial Management Add-on Install Lic + SW DOJ79LL
S&S 12 Mo
IBM Unica Financial Management Add-on Install SW S&S DOJ7ALL
Reinstate 12 Mo
IBM Unica Financial Management Add-on Install Subsq FT E0BYWLL
Lic+S&S 12 Mo

Unica Marketing Operations

IBM Unica Financial Management Add-On for Non-Production Environment	
IBM Unica Financial Management Add on NP Per Install Annual SW S&S Rnw1	E0BZJLL
IBM Unica Financial Management Add on NP Per Install Initl FT Lic+S&S 12 Mo	D0J6MLL
IBM Unica Financial Management Add on NP Per Install Lic + SW S&S 12 Mo	D0J7DLL
IBM Unica Financial Management Add on NP Per Install SW S&S Reinstate 12 Mo	D0J7ELL
IBM Unica Financial Management Add on NP Per Install Subsq FT Lic+S&S 12 Mo	E0BYXLL

Unica NetInsight

IBM Unica NetInsight	
IBM Unica NetInsight Per Authorized User Annual SW S&S Rnw1	E0BZSLL
IBM Unica NetInsight Per Authorized User Initl FT Lic+S&S 12 Mo	D0J6RLL
IBM Unica NetInsight Per Authorized User Lic + SW S&S 12 Mo	D0J7ULL
IBM Unica NetInsight Per Authorized User SW S&S Reinstate 12 Mo	D0J7VLL
IBM Unica NetInsight Per Authorized User Subsq FT Lic+S&S 12 Mo	E0BZ1LL
IBM Unica NetInsight Per Resource Value Unit Annual SW S&S Rnw1	E0BZYLL
IBM Unica NetInsight Per Resource Value Unit Initl FT Lic+S&S 12 Mo	D0J6ULL
IBM Unica NetInsight Per Resource Value Unit Lic + SW S&S 12 Mo	D0J86LL
IBM Unica NetInsight Per Resource Value Unit SW S&S Reinstate 12 Mo	D0J87LL
IBM Unica NetInsight Per Resource Value Unit Subsq FT Lic+S&S 12 Mo	E0BZ4LL

Unica PredictiveInsight

IBM Unica PredictiveInsight	
IBM Unica PredictiveInsight Per Authorized User Annual SW S&S Rnw1	E0C0DLL
IBM Unica PredictiveInsight Per Authorized User Initl FT Lic+S&S 12 Mo	D0J6WLL
IBM Unica PredictiveInsight Per Authorized User Lic + SW S&S 12 Mo	D0J91LL
IBM Unica PredictiveInsight Per Authorized User SW S&S Reinstate 12 Mo	D0J92LL
IBM Unica PredictiveInsight Per Authorized User Subsq FT Lic+S&S 12 Mo	E0BZ6LL

Passport Advantage supply

IBM Unica Campaign v8.5.0	
IBM Unica Campaign v8.5 Multilingual Media Pack	BN002ML
IBM Unica CustomerInsight v8.5.0	
IBM Unica CustomerInsight v8.5 Multilingual Media Pack	BN009ML
IBM Unica Detect v8.5.0	
IBM Unica Detect v8.5 English Media Pack	BN00CEN
IBM Unica Dstrbtd Mrktnng v8.5.0	
IBM Unica Distributed Marketing v8.5 Multilingual Media Pack	BN006ML
IBM Unica Interact v8.5.0	
IBM Unica Interact v8.5 Multilingual Media Pack	BN007ML
IBM Unica Leads v8.5.0	
IBM Unica Leads v8.5 Multilingual Media Pack	BN00AML
IBM Unica Mrkting Operations v8.5.0	
IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
IBM Unica NetInsight v8.5.0	

IBM Unica NetInsight v8.5 Multilingual Media Pack	BN00DML
IBM Unica Optimize V8.5.0	
IBM Unica Optimize v8.5 Multilingual Media Pack	BN008ML
IBM Unica PredictiveInsight v8.5.0	
IBM Unica PredictiveInsight v8.5 English Media Pack	BN000EN

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

Unica Mrkting Operations V8.5.0

Entitled maintenance offerings description	Media packs description	Part number
Unica Financial Management Add-On Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Financial Management Add-On Non-Production Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Financial Mgmt Add-On Limited Use Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Financial Mgmt Add-On Limited Use Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Asset Management Add-On Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Asset Management Add-on Limited Use Non-Production Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Asset Management Add-on Non-Production Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Asset Management Add-on Non-Production Limited Use Install	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Operations Authorized User	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML
Unica Marketing Operations Limited Use Authorized User	IBM Unica Marketing Operations v8.5 Multilingual Media Packs	BN00BML

Unica Leads V8.5.0

Unica Leads Authorized User	IBM Unica Leads v8.5 Multilingual Media Pack	BN00AML
Unica Leads Install	IBM Unica Leads v8.5 Multilingual Media Pack	BN00AML
Unica Leads for Non-Production Environment Install	IBM Unica Leads v8.5 Multilingual Media Pack	BN00AML

Unica NetInsight V8.5.0

Unica NetInsight Authorized User	IBM Unica NetInsight v8.5 Multilingual Media Pack	BN00DML
Unica NetInsight Resource Value Unit	IBM Unica NetInsight v8.5 Multilingual Media Pack	BN00DML

Unica PredictiveInsight V8.5.0

Entitled maintenance offerings description	Media packs description	Part number
Unica PredictiveInsight Authorized User	IBM Unica PredictiveInsight v8.5 English Media Pack	BN000EN

Unica Optimize V8.5.0

Unica Optimize Authorized User	IBM Unica Optimize v8.5 Multilingual Media Pack	BN008ML
Unica Optimize Resource Value Unit	IBM Unica Optimize v8.5 Multilingual Media Pack	BN008ML

Unica CustomerInsight V8.5.0

Unica CustomerInsight Authorized User	IBM Unica CustomerInsight v8.5 Multilingual Media Pack	BN009ML
Unica CustomerInsight Limited Use Authorized User	IBM Unica CustomerInsight v8.5 Multilingual Media Pack	BN009ML
Unica CustomerInsight Resource Value Unit	IBM Unica CustomerInsight v8.5 Multilingual Media Pack	BN009ML

Unica Campaign V8.5.0

Unica Campaign Authorized User	IBM Unica Campaign v8.5 Multilingual Media Pack	BN002ML
Unica Campaign Limited Use Authorized User	IBM Unica Campaign v8.5 Multilingual Media Pack	BN002ML
Unica Campaign Resource Value Unit	IBM Unica Campaign v8.5 Multilingual Media Pack	BN002ML

Unica Detect V8.5.0

Unica Detect Processor Value Unit	IBM Unica Detect v8.5 English Media Pack	BN00CEN
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Unica Interact V8.5.0

Unica Interact Authorized User	IBM Unica Interact v8.5 Multilingual Media Pack	BN007ML
Unica Interact for ATM, Kiosk, Point of Service Resource value Unit	IBM Unica Interact v8.5 Multilingual Media Pack	BN007ML
Unica Interact for Sales and Service Agents User Value Unit	IBM Unica Interact v8.5 Multilingual Media Pack	BN007ML
Unica Interact for Web Interactions Resource Value Unit	IBM Unica Interact v8.5 Multilingual Media Pack	BN007ML

Unica Dstrbtd Mrktng V8.5.0

Unica Distributed Marketing API Install	IBM Unica Distributed Marketing v8.5 Multilingual Media Pack	BN006ML
Unica Distributed Marketing Authorized User	IBM Unica Distributed Marketing v8.5 Multilingual Media Pack	BN006ML
Unica Distributed Marketing Install	IBM Unica Distributed Marketing v8.5 Multilingual Media Pack	BN006ML
Unica Distributed Marketing Non-Production Install	IBM Unica Distributed Marketing v8.5 Multilingual Media Pack	BN006ML

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License Information form numbers

Program name	Program number	Form number
IBM Unica Detect 8.5	5725-D16	L-SBBN-8D93D2
IBM Unica NetInsight 8.5	5725-D17	L-SBBN-8D93DL
IBM Unica PredictiveInsight 8.5	5725-D21	L-SBBN-8D938M
IBM Unica Campaign 8.5	5725-D22	L-SBBN-8D7LNH
IBM Unica CustomerInsight 8.5	5725-D22	L-SBBN-8D93BG
IBM Unica Interact 8.5	5725-D22	L-SBBN-8D93AY
IBM Unica Optimize 8.5	5725-D22	L-SBBN-8D93AC
IBM Unica Distributed Marketing 8.5	5725-D22	L-SBBN-8D939R
IBM Unica Leads 8.5	5725-D23	L-SBBN-8D93BX
IBM Unica Marketing Operations 8.5	5725-D24	L-SBBN-8D93CE

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Passport Advantage applies

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AP distribution

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India/South Asia**	Yes
Australia	Yes
People's Republic of China	Yes
Hong Kong S.A.R of the PRC	Yes
Macao S.A.R of the PRC	Yes
Taiwan	Yes
Korea	Yes
New Zealand	Yes
Japan IOT	
Japan	Yes

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