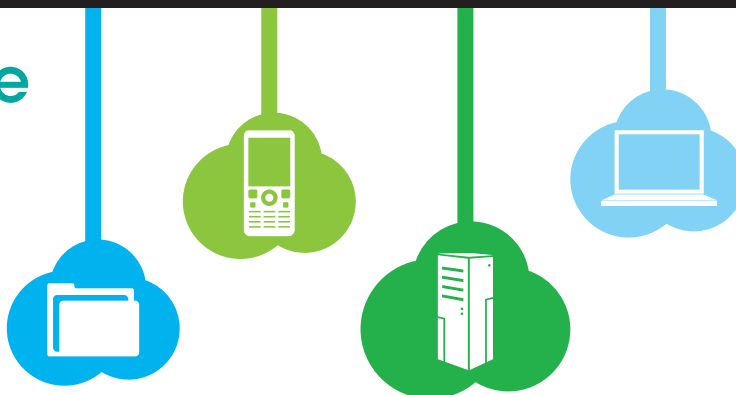


# IBM Digital Experience on Cloud accelerates digital experience delivery



Today's customers have higher expectations than ever before when it comes to digital experiences. In order to live up to those expectations—as well as the expectations of your employees, partners, and other users—your organization must build compelling, omnichannel digital experiences that present users with targeted, relevant content and provide the benefit of a more cohesive experience across channels.

IBM has become a trusted provider of powerful, secure and scalable digital experiences through its IBM Digital Experience platform. Now, we are offering the same proven functionality of IBM Digital Experience via a convenient, easy-to-manage Platform-as-a-Service (PaaS) cloud offering.

## *IBM Digital Experience on Cloud*

With IBM Digital Experience on Cloud, your business can take advantage of IBM's market-leading digital experience platform, while relying on IBM to manage and host the platform on our blazing-fast private cloud.

In today's fast paced business environment, line of business executives need to quickly develop, enhance and expand their digital applications and sites to meet higher customer expectations. At the same time, IT leaders must support more business needs with tight budgets, shifting skill requirements and continuing time pressures.

IBM Digital Experience on Cloud provides benefits to both business and IT leaders. Your line of business owners can start adopting the industry-leading digital experience platform within days of placing an order. Digital Experience on Cloud eliminates long procurement cycles, cuts down on complexity in the infrastructure deployment, and frees up resources to support new initiatives. Best of all, business owners no longer have to choose between the benefits of a comprehensive,

extensible platform and the ability to get something started right now. In addition, IT can rest comfortably knowing that the solution platform will be able to grow along with the organization's needs, helping to create value in the form of efficiency and cost control.

You focus on creating a great experience for your users, and IBM handles the operations, upgrades and monitoring of your digital experience platform.

IBM Digital Experience on Cloud empowers you to:

- Free up IT resources to focus on creating and managing your websites
- Deliver differentiated, contextual, and consistent experiences across channels
- Address the unique needs and behaviors of individual customers
- Achieve the right balance of CapEx and OpEx

IBM Digital Experience on Cloud gives you everything you need to create a great digital experience in one contract from a single trusted vendor. This includes software, platform, infrastructure and services. With all of this in one convenient package, you'll be able to implement the solution quickly and begin driving business value in a matter of weeks, not months.

## *Learn more at IBM Digital Experience Cloud*

Contact us: 1-877-426-3774, priority code: Lotus  
1-800-IBM-4YOU (800-426-4968)