

Affordable payment plans for Watson Marketing, Watson Commerce and Watson Supply Chain solutions

Highlights

- Drive innovation, modernize operations, benefit from AI and Blockchain
 - Get more business value with flexible, predictable payments
 - Start sooner while preserving cash and credit lines
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Deliver a unified experience to your customers sooner with financing

Watson Marketing, Watson Commerce and Watson Supply Chain can help you interact with your customers on a deeper, more human level, giving you an essential competitive advantage. Our AI and Blockchain-fueled solutions empower professionals to deliver personalized and proactive customer experiences that drive growth and fuel business transformation.

- Marketing professionals can drive loyalty by making every touchpoint an opportunity to engage with your customers and deliver personalized experiences.
- Commerce professionals learn in-the-moment insights to deliver relevant, intuitive experiences across the customer journey whenever and wherever they are.
- Supply chain professionals are enabled to proactively predict and mitigate disruption and risks.

To help you get started more quickly on your new or expanded Watson Marketing, Watson commerce and Watson Supply Chain solutions, IBM Global Financing offers affordable payment plans that can turn upfront costs into predictable payments and let you preserve cash and credit lines for other strategic projects. We can even finance your annual and multi-year software-as-a-service (SaaS) subscriptions so you can get the best price while still making regular monthly payments.

Leverage IBM Global Financing's expertise in technology financing to create an optimal solution that brings you greater business value.

For example, IBM Global Financing helped a provider of banking and insurance services in Australia save money by spreading out upfront payments for Watson Marketing over three years at 0 percent interest. We also helped an international restaurant chain keep costs low and predictable through a five-year contract that covered the costs of software licensing, maintenance, upgrades and support.

Put customers at the center of your relationship

Financing can help you maintain your competitive edge when you invest in transformative, AI and Blockchain solutions that allow you to quickly adapt to changing needs.

- **Generate more business value** and modernize business tooling by eliminating budget-related delays.
- **Improve alignment** between cost and benefits by spreading out payments over time for a wide range of commerce projects.
- **Achieve your vision** while conserving cash as you integrate your commerce, marketing and supply chain solutions into core business functions.

Support new initiatives and adapt to changing needs

As new technologies continue to drive disruption, there's a rapidly growing need to acquire innovative commerce, marketing, and supply chain solutions. IBM Global Financing expertise can help you best leverage investments to take advantage of opportunities to engage with your audiences in more relevant ways.

Why IBM?

IBM Global Financing has been in operation for more than 35 years and serves clients in over 60 countries, spanning more than 20 industries. With a global reach and expertise in IT financing, working capital, credit and IT asset recovery services and processes, IBM Global Financing offers flexible payment plans for IT infrastructure, software and services from both IBM and non-IBM suppliers.

For more information

To learn more about financing your Watson Marketing, Watson Commerce and Watson Supply Chain solutions, please contact your IBM Global Financing representative or IBM Business Partner, or visit: ibm.com/financing

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