Unleash the power of Watson Customer Engagement

Put customers at the center of your business—affordably.

Businesses believe one thing. Customers perceive another.

81% of consumer brands say they have a holistic view of their customers.

But only 37% of consumers believe their favorite retailer understands them.

Join the move to digital marketing and delight your customers.

88% of consumer brands agree that their growth depends on personalizing the customer experience.

66% of CMOs regard developing deeper, richer customer experiences as their top marketing priority.

Enter the era of cognitive engagement with financing from IBM.

Explore new ways customized financing can help you elevate your customer experience.

- Competitive rates for IBM software licenses, subscriptions, and support
- Flexible payment options for IBM and non-IBM software, hardware and services
- Extensive IT financing expertise

Get started today.
Learn more at: ibm.com/financing/us/commerce
Follow us at @IBMFinancing

---

1-3 "The Consumer Conversation: The experience and customer satisfaction, from the customer’s perspective."
4 "IBM Global C-suite Study, Marketing C-suite: Insights from the Global C-suite Study — The CMO perspective."
5 "Charges for software and services must be one-time, non-recurring. Minimum deal size is USD 5,000, with a maximum of USD 1 million. Not all products qualify for all offers; please check with your local representative.

© Copyright IBM Corporation 2018. IBM, the IBM logo, and ibm.com are trademarks of IBM Corp. registered in many jurisdictions worldwide.
Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml.
IBM Global Financing offerings are provided through IBM subsidiaries and divisions worldwide to qualified commercial and government clients. Rates and availability are based on a client’s credit rating, financing terms, offering type, equipment and product type and options, and may vary by country. Non-hardware items must be one-time, non-recurring charges and are financed by means of loans. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice and may not be available in all countries. IBM and IBM Global Financing do not, nor intend to, offer or provide accounting, tax or legal advice to clients. Clients should consult with their own financial, tax and legal advisors. Any tax or accounting treatment decisions made by or on behalf of the client are the sole responsibility of the client.