

10 Reasons We Believe Digital Disruptors Choose IBM Digital Experience

What the analysts are saying about IBM:

- 1 **Gartner, Inc.:** IBM is in the Leaders quadrant for Digital Experience Platforms for ability to execute and completeness of vision.¹
- 2 **IDC:** IDC calculates that organizations adopting IBM Digital Experience will realize a five-year ROI of 661%.²
- 3 **Ovum Ltd.:** IBM Digital Experience ranks highest in Execution of all providers of Web Experience Management solutions.³

What customers are saying about IBM Digital Experience:

- 4 Banca Carige, a major retail bank in Italy, chose IBM DX to build better relationships with its customers
- 5 “[With IBM DX] ... we were able to come up with some really innovative solutions to bring content and commerce together...” Soccer.com
- 6 “People coming to ... [our]... sites see content that is dynamically filtered and assembled based on their profiles and interests.” UnipolSai Assicurazioni S.p.A, large insurer
- 7 “... we think that the IBM and Shutterstock solution will help reduce our monthly workload by up to 10 percent...” Look Listen digital agency
- 8 “Building on IBM Digital Experience software, we can extend our physical healing environment into a virtual environment ...” Meander Medical Center
- 9 “We needed a platform that would allow us to nimbly deliver a modern customer experience—access from mobile devices and tablets, for example...” Blue Shield of California
- 10 “We now focus on communicating information in the way employees want to receive it rather than on what’s convenient for us in getting it out to them...” Tinker Federal Credit Union

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1. Gartner Magic Quadrant for Digital Experience Platforms, 17 January 2018, G00318713, Jim Murphy, Gene Phifer, et al .

2. IDC White Paper, sponsored by IBM, IBM Digital Experience Is Enabling Organizations to Derive More Revenue Through Better Customer Experiences, August 2018

3. OVUM Decision Matrix: Selecting a Web Experience Management Solution, 2018-19

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