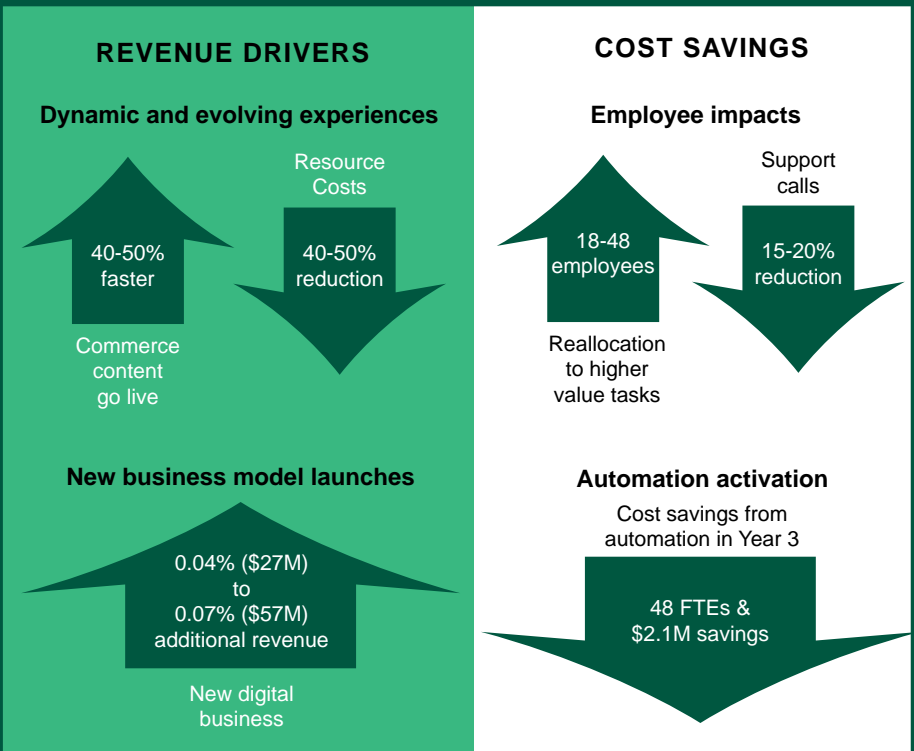
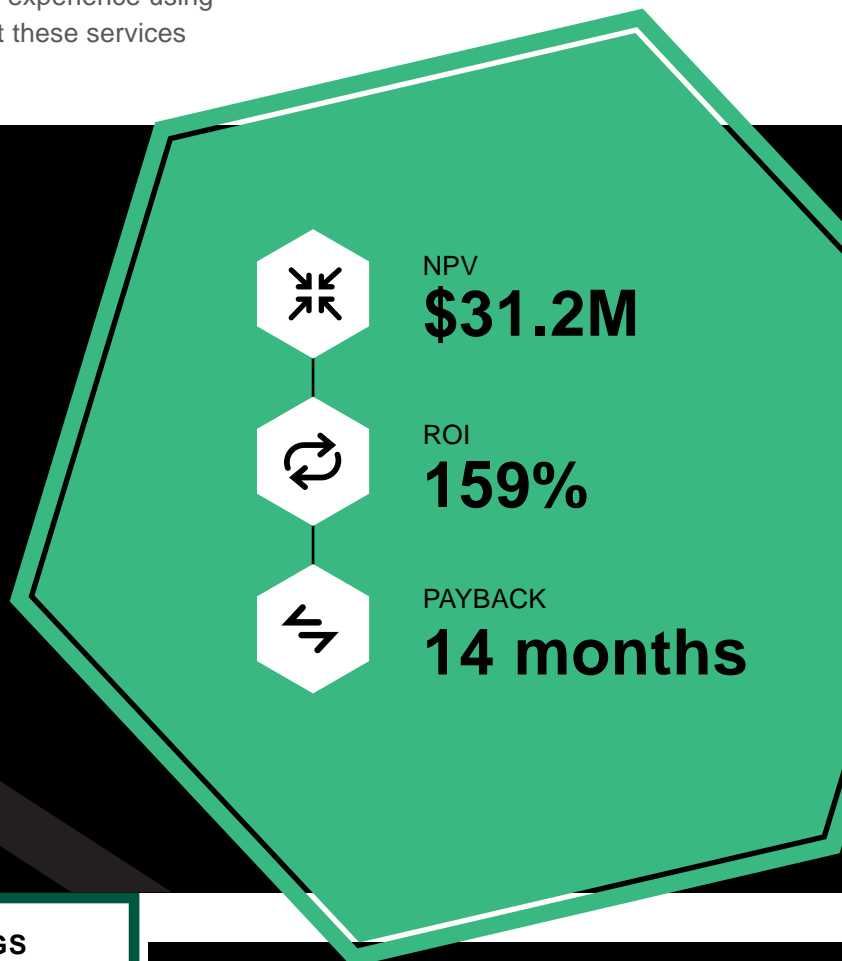
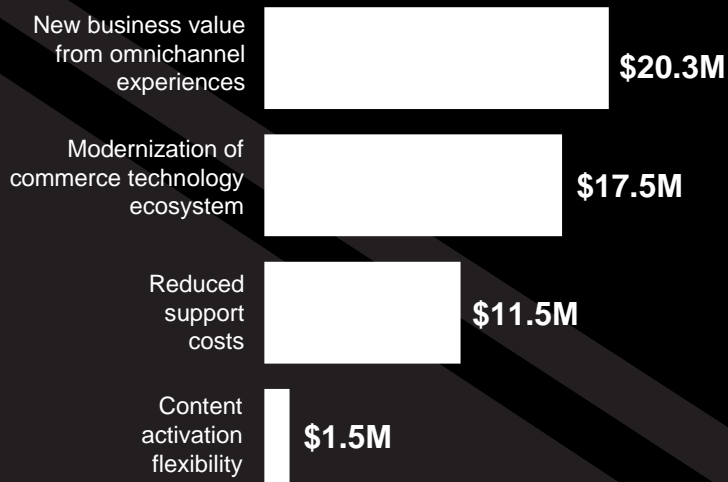


The Total Economic Impact™ Of IBM iX Digital Commerce Services

Through four customer interviews with decision-makers with experience using IBM iX Digital Commerce Services, Forrester concluded that these services have the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted



TIME TO VALUE OF ALL BENEFITS: 50-61% FASTER

“Thanks to IBM iX, our digital commerce went from less than 1% of revenue to over 10% in just three years.”

CIO and CDO, manufacturing

“IBM iX not only had the expertise but also the trust required to get our organization behind investing in omnichannel commerce.”

VP of IT, pharmaceutical



This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of IBM iX Digital Commerce Services, December 2022.

Commissioned by
IBM