Highlights

• More accurate insights help you quickly spot emerging social trends
• Ask questions using familiar terms and get easily understood answers
• Retrieve social conversations on any topic through intuitive interface
• Acquire and deploy social media analytics with competitive payment plans

Financing IBM Watson Analytics for Social Media Solutions

Eliminate guesswork. Gain clearer insights on social media conversations through advanced analytics.

Engaging with customers through social networks is becoming essential—to understand the conversation, take the pulse of your audience, and gain revealing actionable insights to make informed decisions.

Understanding the constant flow of conversation from multiple channels—and analyzing it quickly and effectively—requires more effective technologies. But advanced analytics based on IBM Watson can turn unstructured data from the cloud into easily visualized and organized information that clarifies meaning, identifies essential relationships, and adds more value to social media initiatives.

Understand social behavior through smart data discovery, advanced analytics and financing

IBM Watson Analytics for Social Media constantly takes the pulse of your audience—monitoring relevant conversations across all social channels—on the cloud—so you can easily visualize social behavior and interaction.

Fully leveraging IBM’s market leadership in cognitive computing and IBM Watson Analytics, this solution:
- **Identifies trends and patterns** that reveal attitudes of an entire social sphere—plus uses additional data to present a more holistic view of the topic you’re analyzing.

- **Creates revealing visualizations** of social conversations and behavior through highly intuitive dashboards that deliver enriched insights to improve business planning and strategy.

- **Understands familiar terms.** Simply type a question to receive a clearly presented analysis in conversational language.

- **Separates social conversations into concepts** to better identify relationships, even suggesting topics to include or exclude to strengthen your social model.

IBM Global Financing offers cost-effective and customized IT financing options to deploy this solution to meet social media objectives, improve cash management, and reduce total cost of ownership.

**Track conversations across all social channels. Deploy advanced analytics with financing.**

Start using cognitive computing to enrich your discoveries and gain insights from billions of social media users worldwide though a set of customized financing options that include:
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<th>Financing option</th>
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| Loans                   | • Get competitive rates to acquire the technology you need now  
                          • Predictable scheduled payments to match targeted deployment milestones  
                          • Additional funding sources to conserve cash                                                                                         |
| Fair Market Value (FMV) | • Lower cost of ownership for IT hardware and appliances  
                          • More flexibility to add capacity as your needs change  
                          • Shifts obsolescence and disposal risk to IBM Global Financing                                                                       |
| IBM Project Financing™  | • One dedicated funding source to avoid project delays  
                          • Integrated financing for IBM hardware, software and services and non-IBM content which is part of an overall IBM end user client solution may also be eligible for financing through IBM Global Financing. |
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 and credit, IBM Global Financing offers flexible payment plans and leasing solutions for IBM software, services and IT infrastructure including pre-owned servers and storage. Non-IBM content which is part of an overall IBM end user client solution may also be eligible for financing through IBM Global Financing.

For more information

To learn more about financing for IBM Watson Analytics for Social Media, please contact your IBM Global Financing representative or IBM Business Partner, or visit the following website: ibm.com/financing/us-en/solutions/watson
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