



IBM Social Media Analytics V1.2

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At a glance

IBM® Social Media Analytics V1.2 on-premise licensing model delivers:

- Demographic analytics to unravel new markets
- Extended discovery capabilities to identify what you may not know
- Influencer analytics for key author analysis
- Geographic analysis for regional unique insights
- Behavioral analytics to identify users, detractors, influencers, and recommenders to track brand and reputation management
- Addition of Simplified Chinese and Traditional Chinese
- Easy-to-use standard charts that can be easily edited by business user
- Intraday updates for near real-time analysis

Overview

IBM Social Media Analytics V1.2 enables marketing professionals to be more agile and responsive to the customer and facilitates entire organizations to measure social media across supply chain, and the customer service spectrum. Utilizing a big data platform, you get key behavioral, demographic, geographic, influencer analysis, and advanced analytics discovery capabilities, with standard dashboards, that are easily configurable for the business user. The extensive analytic capabilities provide organizations with the ability to interpret, measure, and act on the information gathered.

Key prerequisites

Refer to the [Technical information](#) section for details.

Planned availability date

March 5, 2013: Electronic availability

March 12, 2013: Media availability

Description

IBM Social Media Analytics V1.2 delivers key analysis for:

- Behavioral analytics to identify users, detractors, influencers, and recommenders to track brand issues, reputation management, new markets, and campaign optimization. Moreover, these capabilities can be extended to other key business needs.
- Demographic analytics to unravel new markets and target campaigns.
- Influencer analysis to measure the overall impact of marketing and business programs with essential individuals.
- Advanced analytics discovery capabilities to identify key terms to improve or uncover new customer, market, campaign, or other opportunities in your existing models.

IBM Social Media Analytics has prebuilt dashboards, which are easily configurable for the business user. This is key as many business users are looking for powerful metrics but want the ability to add charts and graphs to PowerPoint or do more with the dashboards for their needs. Moreover, intrahour updates within the solution track information that is important to your campaigns and other near real-time business events.

The English, French, Spanish, Dutch, and German dictionaries are improved and Chinese is added to the list of languages. You can quickly get started with Social Media Analytics without an investment in hardware or software.

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM website

http://www.ibm.com/able/product_accessibility/index.html

Program number

Program number	VRM	Program name
5725-I39	1.2.0	IBM Social Media Analytics

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Technical information

Specified operating environment

Hardware requirements

For complete details concerning the minimum hardware requirements to install and run IBM Social Media Analytics, refer to the following

http://pic.dhe.ibm.com/infocenter/prodguid/v1r0/clarity-reports/report/html/hardwareReq_sForProduct?deliverableId=1320333068720&osPlatform=linux

Software requirements

For complete details concerning the minimum software requirements to install and run IBM Social Media Analytics, refer to the following

http://pic.dhe.ibm.com/infocenter/prodguid/v1r0/clarity-reports/report/html/softwareReq_sForProduct?deliverableId=1320333068720&osPlatform=linux

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

Security, auditability, and control

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information

This product is only available via Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Software Value Plus.

For more information about IBM Software Value Plus, visit

http://www.ibm.com/partnerworld/page/svp_authorized_portfolio

To locate IBM Business Partners for Software Value Plus in your geography for a specific Software Value Plus portfolio, visit

Product information

Licensed function title	Product group	Product category
IBM Social Media Analytics	IBM Social Media Analytics	IBM Social Media Analytics
Program name	PID number	Charge unit description
IBM Social Media Analytics	5725-I39	Per Resource Value Unit

Charge metrics definitions

Resource Value Unit (RVU)

RVU is a unit of measure by which the program can be licensed. RVU Proofs of Entitlement (PoEs) are based on the number of units of a specific resource used or managed by the program. Licensee must obtain sufficient entitlements for the number of RVUs required for licensee's environment for the specific resources as specified in the table below. RVU entitlements are specific to the program and the type of resource and may not be exchanged, interchanged, or aggregated with RVU entitlements of another program or resource.

General charge terms

The resource for the purpose of RVU calculation is a thousand documents processed by the program in a calendar month. A document is a finite volume of data that is enveloped within a document header and trailer record that marks its beginning and end or any electronic representation of a physical document. Each thousand document entitlement represents one thousand documents. Licensee must obtain sufficient entitlements to cover the highest number of documents processed monthly by the program in any consecutive 12 month period.

Resource Value Unit conversion table

- From 1 to 100 Resources, 1.0 RVU per Resource
- From 101 to 250 Resources, 100 RVUs plus 0.9 RVUs per Resource above 100
- From 251 to 500 Resources, 235 RVUs plus 0.8 RVUs per Resource above 250
- From 501 to 750 Resources, 435 RVUs plus 0.6 RVUs per Resource above 500
- From 751 to 1,250 Resources, 585 RVUs plus 0.5 RVUs per Resource above 750
- From 1,251 to 2,000 Resources, 835 RVUs plus 0.4 RVUs per Resource above 1,250
- For more than 2,000 Resources, 1,135 RVUs plus 0.3 RVUs per Resource above 2,000

Passport Advantage program licenses

IBM Social Media Analytics

Part description	Part number
IBM Social Media Analytics	
IBM Social Media Analytics Per Resource value Unit Annual SW S&S Rnw1	E0H9QLL
IBM Social Media Analytics Per Resource value Unit Lic + SW S&S 12 Mo	D0Z2VLL
IBM Social Media Analytics Per Resource Value Unit SW S&S Reinstate 12 Mo	D0Z2WLL

Passport Advantage supply

Program name/description	Part number
IBM Social Media Analytics V1.2.0 BM Social Media Analytics 1.2 Linux™ x86 English Media Pack	B902AEN

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

IBM Social Media Analytics V1.2.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Social Media Analytics per Resource Value Unit	BM Social Media Analytics 1.2 Linux x86 English Media Pack	B902AEN

Terms and conditions

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

Licensing

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use.

Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

License Information form number

Program name	Program number	Form number
IBM Social Media Analytics	5725-I39	L-LCOE-92RL25

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation

of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

This product is only available via Passport Advantage. It is not available as shrinkwrap.

Usage restriction

Yes. For additional information refer to the License Information Document that is available on the IBM Software License Agreement website.

<http://www.ibm.com/software/sla/sladb.nsf>

International Passport Agreement

Software Subscription and Support applies

Yes. Software Subscription and Support is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and technical support are provided by the Software Subscription and Support offering

as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support with each program license acquired. The initial period of Software Subscription and Support can be extended by the purchase of a renewal option, if available.

While your Software Subscription and Support is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available, electronic access, to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1 assistance 24 hours a day, 7 days a week. For additional details, consult your IBM Software Support Handbook at

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<http://www.ibm.com/software/passportadvantage>

Other terms

System i® Software Maintenance applies

No

Educational allowance available

Not applicable.

Statement of good security practices

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

Prices

Passport Advantage

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