IBM® Product Recommendations Analytics Independent makes it easier for digital marketers and e-commerce professionals to add automated recommendations

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Overview

IBM® Product Recommendations Analytics Independent, a new flexible purchasing option, offers digital marketers and e-commerce professionals benefits similar to those of the existing IBM Product Recommendations offering, but without the requirement of subscribing to IBM Digital Analytics as a prerequisite. Users simply need to implement IBM Digital Analytics tags.

Product Recommendations Analytics Independent equips e-commerce professionals with everything they need to manage and present relevant, effective, and timely recommendations throughout the buying journey. It does this by automatically optimizing product recommendations based on each customer's current and historical shopping interests and search queries, wisdom of the crowd, and business rules.

Users of Product Recommendations Analytics Independent can also take advantage of the simplified technology deployment and tag management capabilities that IBM Digital Data Exchange provides. Additionally, when more detailed results reporting is needed, users can easily add IBM Digital Analytics.

Key prerequisites

For details, refer to the Technical information section.

Planned availability date

October 8, 2013

Refer to the Availability of national languages section for national language availability.

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be requested at

Product positioning

IBM Product Recommendations Analytics Independent offering is part of the IBM Digital Marketing Optimization solution providing e-commerce professionals with the ability to easily enhance their existing recommendations strategy. It offers all the benefits of IBM Product Recommendations, but without the prerequisite of IBM Digital Analytics.

You still have the option to purchase IBM Product Recommendations as an additional component of the Digital Marketing Optimization solution. For information, contact your IBM sales representative.

Reference information


Availability of national languages

IBM Product Recommendations Analytics Independent offers the same language support as IBM Product Recommendations. No new translated languages are added. In addition to US English, support is available for the following languages:

- Brazilian Portuguese
- French
- German
- Japanese
- Simplified Chinese
- Spanish

Program number

<table>
<thead>
<tr>
<th>Program number</th>
<th>VRM</th>
<th>Program name</th>
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<tbody>
<tr>
<td>5725-E35</td>
<td>SaaS</td>
<td>IBM Digital Analytics</td>
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Consulting and services

IBM Software Services for EMM offers hands-on technical and analytical expertise to help you develop the best optimization plan, processes, and procedures to meet your company's digital marketing optimization needs. To find out more, visit the IBM Software Services for EMM website

http://www-01.ibm.com/software/marketing-solutions/services/

Education support

The IBM Software Training team offers a portfolio of education services to help customers successfully deploy and use EMM solutions.
To see the entire portfolio of EMM courses, along with descriptions, locations, and availability dates, access the following site and select your country under the appropriate solution heading at

http://www-304.ibm.com/jct03001c/services/learning/

**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**

Product information is available through individual product user interfaces.

Additionally, product information for SaaS products is available at

http://support.ibmcloud.com

**Technical information**

**Specified operating environment**

**Hardware and software requirements**

General system requirements for Digital Marketing Optimization SaaS products include the following.

**Note:** Individual offerings may have specific system requirements. For details, refer to product documentation.

- A workstation that supports the browser with 1 GB of RAM or more and a minimum screen resolution of 1024 x 768. Recommended screen resolution is 1280 x 1024.
- A direct Internet connection.
- Adobe® Flash Player version 10 or 11, which you can obtain from the Adobe website
  http://get.adobe.com/flashplayer/
- One of the following Internet browsers:
  - Microsoft® Internet Explorer versions 7 through 9
  - Mozilla Firefox versions 2 through 20, Extended Support Release (ESR)

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**

**Packaging**

This product is accessed via the Internet. There are no physical or electronic deliverables.
Security, auditability, and control

EMM software as a service (SaaS) products provide the security and auditability features required for remotely accessible software. The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Global Technology Services®

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings, for the efficient installation, implementation, or integration of this product.

Ordering information

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

Product group: IBM Enterprise Marketing Management

Product Identifier Description (PID)

IBM Digital Analytics  S725-E35

Product category: Digital Marketing Optimization

For ordering information, consult your IBM representative, or visit http://www-306.ibm.com/software/support/pa.html

Passport Advantage

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<tr>
<td>IBM Product Recommendations Analytics Independent</td>
<td>D11AMLL</td>
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<td>Million Server Calls per Month</td>
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<td>D11ANLL</td>
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<td>Million Server Calls Daily Fee for Partial Month</td>
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<tr>
<td>Service Level Agreement</td>
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Pricing

The pricing for IBM Product Recommendation Analytics Independent is based on Million Server Calls.

Million Server Calls (MSCs) is a unit of measure by which the IBM SaaS can be obtained. A Server Call is data passed to and processed by IBM SaaS as a result of a tagged event, initiated by a tracked visitor for one Entity ID. A Server Call processed by different Entity IDs will be counted as a unique Server Call for each unique Entity ID. An Entity ID separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more customer websites. Each
MSC entitlement represents one Million Server Calls. Sufficient Million Server Call entitlements must be obtained to cover the number of Server Calls processed during the measurement period specified in the customer's Proof of Entitlement (PoE) or Transaction Document.

An Entity ID is a unique identifier for any entity represented within the IBM SaaS. For the IBM Digital Analytics SaaS, the Entity ID (often referred to as a Client ID in this SaaS usage) separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more websites.

**Charge metric**

The following charge metric applies to the new offerings introduced in this announcement:

<table>
<thead>
<tr>
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<th>Charge metric</th>
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<tbody>
<tr>
<td>IBM Product Recommendations</td>
<td>Million Server Calls</td>
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<tr>
<td>Analytics Independent</td>
<td></td>
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**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 Passport Advantage Agreement and the IBM Software as a Service (SaaS) Terms of Use.

This product is available only via Passport Advantage.

**Subscription**

This offering requires a customer-signed IBM International Passport Agreement and IBM SaaS Terms of Use. The Terms of Use document outlines the terms of this offering.

The offering's Terms of Use document is available on the IBM Software as a Service (SaaS) Terms of Use website


**Technical support**

Technical support is included with subscriptions purchased through Passport Advantage and Passport Advantage Express® and is provided for this IBM SaaS offering and Enabling Software, as applicable, during the Subscription Period as set forth in the Terms of Use.

**License Information form number**

The service's Terms of Use document is available on the IBM Software as a Service (SaaS) Terms of Use website


**Limited warranty applies**

Yes

**Limited warranty**

For warranty information, refer to the Terms of Use for this offering.
Volume orders (IVO)  
No

Passport Advantage applies  
Yes, and through the Passport Advantage website at  
http://www.ibm.com/software/passportadvantage

System i® Software Maintenance applies  
No

Variable charges apply  
No

Educational allowance available  
Education allowance does not apply.  
Education software allowance does not apply.  
Special education prices are available for qualified customers through Passport Advantage.

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

For all local charges, contact your IBM representative.

IBM Global Financing

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http://www.ibm.com/financing

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restrictions may apply. Rates and offerings are subject to change, extension, or withdrawal without notice.

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**Announcement countries**

All European, Middle Eastern, and African countries except Iran, Sudan, and Syria.

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http://www.ibm.com/planetwide/