IBM EMM Cross-channel Marketing Optimization introduces new parts to support packaging updates for IBM Campaign, IBM Contact Optimization, and IBM Interact

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Overview

New, replacement part numbers for IBM® Campaign, IBM Contact Optimization, and IBM Interact are available and are required as a result of:

- Changes to the Value Unit tables associated with Resource Value Unit and User Value Unit pricing
- New, unique Limited Record part numbers added to simplify the ordering process. Limited Records were previously combined with Active Records.

These new, replacement part numbers replace part numbers announced as withdrawn in Software Withdrawal Announcement ZP13-0663, dated October 22, 2013. Part number changes will impact neither existing entitlements nor support. Entitlements for existing customers will be migrated to the replacement part numbers before the end of their current maintenance period.

Planned availability date

October 22, 2013

Availability of programs with encryption algorithm in France is subject to French government approval.

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

Reference information

For information about parts to be withdrawn from EMM Cross-channel Marketing Optimization to support packaging updates, refer to Software Withdrawal Announcement ZP13-0663, dated October 22, 2013.

Availability of national languages

No new translated languages are added for the products in this announcement.
Program number

<table>
<thead>
<tr>
<th>Program number</th>
<th>VRM</th>
<th>Program name</th>
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<tr>
<td>5725-D22</td>
<td>9.1</td>
<td>IBM Campaign</td>
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<tr>
<td>5725-D22</td>
<td>9.1</td>
<td>IBM Interact</td>
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</table>

Technical information

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 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

http://www.ibm.com/partnerworld/wps/bplocator/

Product group: IBM Enterprise Marketing Management

Product Identifier Description (PID)

IBM Campaign 5725-D22
IBM Contact Optimization 5725-D22
IBM Interact 5725-D22

Product category: Cross-channel Marketing Optimization

For ordering information, consult your IBM representative or authorized IBM Business Partner, or visit


**Charge Metric, Resource, and User Definitions**

Pricing for replacement parts is based on one or more of the charge metrics listed in the Charge metric section, with definitions as follows. For complete licensing details, refer to the License Information form number section, or visit

http://www-03.ibm.com/software/sla/sladb.nsf

Limited Records

Limited Records are defined as: 1) prospects who have not transacted business with customer in the past; 2) inactive customers who have not transacted business with customer in the past 12 months and do not otherwise have an active open account with customer; or 3) customers or records related to prospects that a customer is not able to currently market to as a result of (i) the customer/prospect opting-out
of marketing communications, (ii) the record containing incomplete or inaccurate
contact information, or (iii) other legal restrictions.

Active Customer Records

Active Customer Records are defined as all customer database records that are not
Limited Records.

Authorized User

Authorized User is a unit of measure by which the program can be licensed. An
Authorized User is a unique person who is given access to the program. The
program may be installed on any number of computers or servers and each
Authorized User may have simultaneous access to any number of instances of
the program at one time. Licensee must obtain separate, dedicated entitlements
for each Authorized User given access to the program in any manner directly or
indirectly (for example: via a multiplexing program, device, or application server)
through any means. An entitlement for an Authorized User is unique to that
Authorized User and may not be shared, nor may it be reassigned other than for the
permanent transfer of the Authorized User entitlement to another person.

Resource Value Unit (RVU)

Resource Value Unit (RVU) is a unit of measure by which the program can be
licensed. RVU Proofs of Entitlement 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.

RVU - Digital Interactions

The Resource for the purposes of RVU calculation is one thousand (1,000) Average
Daily Digital Interactions. A Digital Interaction is equivalent to a non-mobile session
and is defined as a series of URL requests from the same uniquely identified client
with a time of no more than 30 minutes and no requests for URLs from other
domains intervening between requests. In other words, a session ends when
someone goes to another site, or 30 minutes elapse between pageviews, whichever
comes first. The Average Daily Digital Interactions are determined by dividing the
aggregate number or visits per calendar year by 365.

RVU Conversion Table for Digital Interactions

From 1 to 2 Resources, 1 RVU per Resource
From 3 to 5 Resources, 2 RVUs plus .90 RVUs per Resource above 2
From 6 to 10 Resources, 4.7 RVUs plus .80 RVUs per Resource above 5
From 11 to 20 Resources, 8.7 RVUs plus .70 RVUs per Resource above 10
From 21 to 35 Resources, 15.7 RVUs plus .60 RVUs per Resource above 20
From 36 to 50 Resources, 24.7 RVUs plus .45 RVUs per Resource above 35
For more than 50 Resources, 31.45 RVUs plus .30 RVUs per Resource above 50

RVU - Client Device

The Resource for the purposes of RVU calculations is Client Device managed by the
program. Client Device is a unit of measure by which the program can be licensed.
A Client Device is a single user computing device or special purpose sensor or
telemetry device that requests the execution of or receives for execution a set of
commands, procedures, or applications from or provides data to another computer
system that is typically referred to as a server or is otherwise managed by the
server. Multiple Client Devices may share access to a common server. A Client
Device may have some processing capability or be programmable to allow a user to
do work. Examples include, but are not limited to actuators, appliances, automated
teller machines, automatic meter readers, cash registers, disk drives, desktop
computers, kiosks, notebook computers, personal digital assistant, point-of-sale
terminals, sensors, smart meters, tape drives, and technical workstations. Licensee
must obtain entitlements for every Client Device which runs, provides data to,
uses services provided by, or otherwise accesses the program and for every other computer or server on which the program is installed.

RVU Conversion Table for Client Device

From 1 to 100 Resources, 1 RVU per Resource
From 101 to 250 Resources, 100 RVUs plus .90 RVUs per Resource above 100
From 251 to 500 Resources, 235 RVUs plus .80 RVUs per Resource above 250
From 501 to 750 Resources, 435 RVUs plus .60 RVUs per Resource above 500
From 751 to 1250 Resources, 585 RVUs plus .50 RVUs per Resource above 750
From 1251 to 2000 Resources, 835 RVUs plus .40 RVUs per Resource above 1250
For more than 2000 Resources, 1135 RVUs plus .30 RVUs per Resource above 2000

Resource Value Unit - Account Records

The Resource for the purpose of the RVU calculation is one hundred thousand (100,000) Records managed by the Program Used in Production. There are two types of Records requiring entitlements: Limited Records and Active Customer Records.

Resource Value Unit Conversion Table for Account Records

From 1 to 2 Resources, 1 RVU per Resource
From 3 to 5 Resources, 2 RVUs plus .90 RVUs per Resource above 2
From 6 to 10 Resources, 4.7 RVUs plus .80 RVUs per Resource above 5
From 11 to 20 Resources, 8.7 RVUs plus .70 RVUs per Resource above 10
From 21 to 35 Resources, 15.7 RVUs plus .60 RVUs per Resource above 20
From 36 to 50 Resources, 24.7 RVUs plus .45 RVUs per Resource above 35
For more than 50 Resources, 31.45 RVUs plus .30 RVUs per Resource above 50

User Value Unit (UVU)

User Value Unit (UVU) is a unit of measure by which the program can be licensed. UVU Proofs of Entitlement are based on the number and type of Users for the given program. Licensee must obtain sufficient entitlements for the number of UVUs required for Licensee’s environment as specified in the table below. The UVU entitlements are specific to the program and type of user and may not be exchanged, interchanged, or aggregated with UVU entitlements of another program or type of user.

UVU - Authorized User

The User for the purposes of UVU calculations is an Authorized User. Authorized User is a unit of measure by which the program can be licensed. An Authorized User is a unique person who is given access to the program. The program may be installed on any number of computers or servers and each Authorized User may have simultaneous access to any number of instances of the program at one time. Licensee must obtain separate, dedicated entitlements for each Authorized User given access to the program in any manner directly or indirectly (for example: via a multiplexing program, device, or application server) through any means. An entitlement for an Authorized User is unique to that Authorized User and may not be shared, nor may it be reassigned other than for the permanent transfer of the Authorized User entitlement to another person.

UVU Conversion Table for Authorized User

From 1 to 100 users, 1 UVU per User
From 101 to 250 users, 100 UVUs plus .90 UVUs per User above 100
From 251 to 500 users, 235 UVUs plus .80 UVUs per User above 250
From 501 to 750 users, 435 UVUs plus .60 UVUs per User above 500
From 751 to 1250 users, 585 UVUs plus .50 UVUs per User above 750
From 1251 to 2000 users, 835 UVUs plus .40 UVUs per User above 1250
For more than 2000 users, 1135 UVUs plus .30 UVUs per User above 2000
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</table>
IBM Interact for ATM, Kiosk, POS RVU Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact for ATM, Kiosk, POS RVU Subsequent Fixed Term License + SW Subscription & Support 12 Months

IBM Interact for ATM, Kiosk, POS for zEnterprise BladeCenter Extension RVU License + SW Subscription & Support 12 Months

IBM Interact for ATM, Kiosk, POS for zEnterprise BladeCenter Extension RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact for ATM, Kiosk, POS for zEnterprise BladeCenter Extension Resource Value Unit SW Subscription & Support Reinstatement 12 Months

**Interact for Digital Interactions**

IBM Interact for Digital Interactions RVU License + SW Subscription & Support 12 Months

IBM Interact for Digital Interactions RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact for Digital Interactions RVU SW Subscription & Support Reinstatement 12 Months

IBM Interact for Digital Interactions RVU Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact for Digital Interactions RVU Subsequent Fixed Term License + SW Subscription & Support 12 Months

IBM Interact for Digital Interactions for zEnterprise BladeCenter Extension Resource Value Unit License + SW Subscription & Support 12 Months

IBM Interact for Digital Interactions for zEnterprise BladeCenter Extension Resource Value Unit Annual SW Subscription & Support Renewal 12 Months

IBM Interact for Digital Interactions for zEnterprise BladeCenter Extension Resource Value Unit SW Subscription & Support Reinstatement 12 Months

**Interact for Sales and Service Agents**

IBM Interact for Sales and Service Agents Authorized UVU License + SW Subscription & Support 12 Months

IBM Interact for Sales and Service Agents Authorized UVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact for Sales and Service Agents Authorized UVU SW Subscription & Support Reinstatement 12 Months

IBM Interact for Sales and Service Agents Authorized UVU Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact for Sales and Service Agents Authorized UVU Subsequent Fixed Term License + SW Subscription & Support 12 Months
IBM Interact for Sales and Service Agents for zEnterprise BladeCenter Extension
Authorized UVU License + SW Subscription & Support 12 Months

IBM Interact for Sales and Service Agents for zEnterprise BladeCenter Extension
Authorized UVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact for Sales and Service Agents for zEnterprise BladeCenter Extension
Authorized UVU SW Subscription & Support Reinstatement 12 Months

**Charge metric**

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<th>Program name</th>
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<th>Charge metrics</th>
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<td>Resource Value Unit - 100,000 Account Records</td>
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<tr>
<td>IBM Campaign Limited Records</td>
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<td>IBM Contact Optimization Limited Records</td>
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<td>Resource Value Unit - 100,000 Account Records</td>
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<td>IBM Interact for ATM, Kiosk, POS</td>
<td>5725-D22</td>
<td>Resource Value Unit - Client Devices</td>
</tr>
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<td>IBM Interact for Sales and Service Agents</td>
<td>5725-D22</td>
<td>User Value Unit - Authorized Users</td>
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<td>IBM Interact for Digital Interactions</td>
<td>5725-D22</td>
<td>Resource Value Unit - 1,000 Average Daily Digital Interactions</td>
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**License Information form number**

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**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.

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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.

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**Volume orders (IVO)**

No

**Passport Advantage applies**

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http://www.ibm.com/software/passportadvantage
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No

Variable charges apply

No

Educational allowance available

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**Prices**

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**Passport Advantage**

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