Software withdrawal: Pricing option for IBM Unica eMessage Post Click Analytics - Replacement available

Table of contents

1 Overview
1 Withdrawn programs
1 Replacement program information
2 Announcement countries

Overview

This announcement highlights the ability to subscribe to IBM® Unica eMessage Post Click Analytics on a monthly basis. Part numbers for monthly subscription replace the previously available yearly subscription part numbers.

Withdrawn programs

Effective on the dates shown, IBM will withdraw from marketing with replacement part numbers from the following program licensed under the IBM International Program License Agreement:

<table>
<thead>
<tr>
<th>Program number</th>
<th>Program release name</th>
<th>Withdraw from marketing date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5725-E28</td>
<td>IBM Unica eMessage Post Click Analytics</td>
<td>August 22, 2012</td>
</tr>
</tbody>
</table>

Replacement program information

<table>
<thead>
<tr>
<th>withdrawn parts</th>
<th>Program number</th>
<th>Replacement parts</th>
<th>Program number</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Unica eMessage Post Click Analytics</td>
<td>5725-E28</td>
<td>IBM Unica eMessage Post Click Analytics</td>
<td>5725-E28</td>
</tr>
</tbody>
</table>

Orders for IBM Unica eMessage Post Click Analytics based on Million Server Calls per Month will additionally need to include IBM Unica eMessage Post Click Analytics Million Server Calls One-Time Setup (part number D0QCGLL).

<table>
<thead>
<tr>
<th>Withdrawn parts</th>
<th>Replacement parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part number</td>
<td>Part number</td>
</tr>
<tr>
<td>DOPT2LL IBM Unica eMessage Post Click Analytics Access per Annum</td>
<td>D0QCDLL IBM Unica eMessage Post Click Analytics Million Server Calls per Month</td>
</tr>
</tbody>
</table>
For additional information about IBM Unica eMessage Post Click Analytics, refer to Software Announcement ZP12-0291, dated June 19, 2012.

**Part number withdrawal (for a program not withdrawn from marketing)**

The IBM part numbers specified in this announcement will be withdrawn from marketing with replacement part numbers available. Orders for the withdrawn part numbers placed on or after the effective withdrawal date will not be filled.

Currently subscribed customers will not have their services interrupted and will continue to receive program support in accordance with the applicable IBM agreement. As contracts come up for renewal, the IBM software renewals manager or your IBM representative will provide guidance for ordering replacement subscription part numbers.

**Reference information**

For information about IBM Unica eMessage Post Click Analytics, refer to Software Announcement ZP12-0291, dated June 19, 2012.

**Announcement countries**

All European, Middle Eastern, and African countries except:

- Iran
- Sudan
- Syria

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