IBM Enterprise Marketing Management Cross-channel Marketing Optimization V9.1 enables marketers to enhance the customer relationship by optimizing the relevance and timeliness of every customer interaction.

At a glance

IBM® Enterprise Marketing Management (EMM) Cross-channel Marketing Optimization V9.1 delivers the following benefits:

- Ability to enhance the relationship with each customer by using real-time marketing and event-pattern detection make each customer interaction as relevant as possible.
- Interact Opportunity Detection offerings make offers presented in real-time more relevant to customers and thereby can help to achieve higher response rates.
- Interact eXtreme Caching offerings can support large volume deployments more easily and at lower cost.
- Introduction of SPSS® Modeler Advantage Marketing Edition, a new product, that puts easy-to-use predictive analytics capabilities into the hands of marketers so they can make the offers in their campaigns more relevant.
- Delivery of other Cross-channel Marketing Optimization solution enhancements offers improvements to usability, performance, and the integration of solution products.

Overview

EMM Cross-channel Marketing Optimization enables marketers to engage each customer and prospect in a cross-channel dialogue that builds upon past and current behavior to deepen customer relationships, increase customer lifetime value, and strengthen customers' return on marketing investment.

Version 9.1 includes new features and product offerings:

- IBM Interact Opportunity Detection offerings can recognize more complex event patterns than before, and factor those patterns into real-time marketing decisions.
- IBM Interact eXtreme Scale offerings can support large volume deployments more easily, and at lower cost, by using IBM WebSphere® eXtreme Scale.
- IBM SPSS Modeler Advantage Enterprise Marketing Management Edition ( SPSS Modeler Advantage Marketing Edition) puts easy-to-use, predictive analytics capabilities into the hands of marketers so that they can make their campaign offers relevant to customers' needs and interests. SPSS Modeler Advantage Marketing Edition is the strategic replacement for IBM PredictiveInsight.
In addition, Version 9.1 also features many enhancements to Cross-channel Marketing Optimization solution usability, performance, and product integrations.

A subset of EMM Cross Channel Marketing on premises products are offered for use with IBM zEnterprise® BladeCenter® Extension (zBX). zBX allows marketers to run select EMM products in their zEnterprise environment. zBX is part of the IBM zEnterprise System. For information about zBX, refer to

http://www-03.ibm.com/systems/z/hardware/enterprise/zbx.html

For information about EMM software and zBX hardware, refer to the published announcements and websites listed in the Reference information section.

Key prerequisites

To find operating environment information, refer to the Technical information section.

This section identifies EMM intra-product dependencies.

The following IBM products additionally require entitlement to Campaign V9.1:

- Contact Optimization V9.1 offerings
- Distributed Marketing V9.1 offerings
- SPSS Modeler Advantage Marketing Edition
- eMessage

The following IBM products additionally require entitlement to Marketing Operations V9.1:

- Marketing Operations API V9.1
- Financial Management Add-On V9.1 offerings
- Marketing Asset Management Add-On V9.1 offerings

The Leads Sales Force Automation V9.1 additionally requires entitlement to Leads V9.1.

The following IBM products additionally require entitlement to Interact V9.1:

- Interact Opportunity Detection for ATM, Kiosk, POS V9.1
- Interact Opportunity Detection for Digital Interactions V9.1
- Interact Opportunity Detection for Interactive Voice Response V9.1
- Interact Opportunity Detection for Mobile Interactions V9.1
- Interact Opportunity Detection for Sales and Service Agents V9.1

The following IBM products additionally require entitlement to Interact eXtreme Caching Adapter V9.1 and Interact V9.1:

- Interact eXtreme Caching for ATM, Kiosk, POS V9.1
- Interact eXtreme Caching for Digital Interactions V9.1
- Interact eXtreme Caching for Interactive Voice Response V9.1
- Interact eXtreme Caching for Mobile Interactions V9.1
- Interact eXtreme Caching for Sales and Service Agents V9.1
Planned availability date

- October 25, 2013: Electronic delivery for on-premises products, except for SPSS Modeler Advantage Marketing Edition
- November 12, 2013: Physical delivery for on-premises products, except for SPSS Modeler Advantage Marketing Edition
- December 13, 2013: Electronic delivery of SPSS Modeler Advantage Marketing Edition

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

Description

This release of Cross-channel Marketing Optimization delivers a new product, SPSS Modeler Advantage Marketing Edition, and delivers new features or enhancements for existing products:

- Campaign V9.1
- Contact Optimization V9.1
- Distributed Marketing V9.1
- Interact V9.1
- Leads V9.1
- Marketing Operations V9.1
- eMessage
- Marketing Operations OnDemand

Expanded event-pattern recognition capabilities in Interact offerings

With the introduction of Interact Opportunity Detection offerings, marketers can now take into consideration more complex event pattern recognition into real-time decisions about how to treat customers during live interactions. Using event pattern recognition in real-time decisions increases the relevance of offers and messages because the long-term context of the live interaction is better understood. It yields better conversion rates and marketing results.

Easier and lower-cost support for large-volume Interact deployments

New Interact eXtreme Caching offerings use WebSphere eXtreme Scale to store and manage customer profile and in-session contextual data during real-time decisions. This integration makes it easier and less expensive to deploy Interact offerings for large volume situations, where both scale and memory failover are important. The larger the volume of an Interact deployment, the more opportunities to present personalized offers and increase marketing success.

New SPSS Modeler Advantage Marketing Edition

A new offering, SPSS Modeler Advantage Marketing Edition, puts easy-to-use, predictive analytics capabilities into the hands of marketers so that they can make the offers in their campaigns more relevant to customers' needs and interests. Marketers can deploy predictive analytics without the assistance of expert IT staff. The integration between SPSS Modeler Advantage Marketing Edition and the Campaign product means that marketers can use predictive analytics while executing campaigns, thereby increasing campaign response rates.

 Enhancements to solution usability, performance, and integration

In addition to new features, Version 9.1 also includes many enhancements in the areas of product usability, performance, and integration.

- **Interact eXtreme Caching offerings** integrate Interact with WebSphere eXtreme Scale, so that customer data, both profile data and in-session contextual data, can be stored and managed by WebSphere eXtreme Scale functionality, not by the Interact product. The integration makes it easier and less expensive to deploy Interact for large volume situations, where both scale and memory failover are important.

- **Interact** comes with a new offer suppression management feature that provide users with a simple and intuitive interface for creating the logic that determines when to stop presenting a particular offer to a particular person, for example, after an offer is accepted, rejected, or ignored multiple times. Managing offer suppression logic helps ensure that the most relevant offer is always presented to each customer. This increases response rates, and this enhancement makes it easier to manage the logic.

- **Marketing Operations** now allows task times to display the time zone of the user. With this enhancement, staff who are assigned tasks can more easily assess due dates to better manage their work queue, thereby reducing project delays.

- **Marketing Operations** users can perform simple approvals from a portlet on their home page, rather than using the full approvals user interface. This means reviewers can execute approvals more quickly, and reduce approval bottlenecks that can delay projects.

- **Marketing Operations** users, who create projects and project requests in Marketing Operations that are linked to campaigns in the Campaign product, can use more metadata from the project or project request automatically, like metadata for the campaign. This capability lessens the data entry error from re-keying and reduces the overall risks of mistakes during campaign execution.

- **eMessage** product assets, such as graphics, messages, and so on, that are used in email campaigns can now be tracked and managed as offers in the central offer management repository. This new management capability increases visibility into the effectiveness of email marketing assets by presenting email marketing results in the same offer management reports that are used to evaluate other offers.

- **Campaign** can now be configured to automatically write offer presentations to the centralized contact history. This new capability makes it easier for companies to ensure that the contact history is complete, which in turn increases customer insight, by eliminating the risk that contact history recording is disabled for individual campaigns.

- **Campaign** users who try to delete a folder of offers that contains active offers are now presented with a warning that the deletion of the folder will retire the active offers. This means lower risk of errors in the offer management process, which could disrupt active campaigns and reduce the marketing results from those campaigns.

- **Contact Optimization** adds a new contact optimization constraint for agent capacity that allows optimization processes to consider how many offers an agent, typically in a call center, can handle. Agent capacity is a common consideration for agent-executed campaigns. The ability to factor this constraint into the optimization process yields better overall results.

- **Contact Optimization** now uses IBM CPLEX® Optimizer to execute the mathematical calculations necessary to choose the best offer for each campaign target.

- **The interaction history** in the Marketing Platform, the technical platform for EMM solution products, can now accept outside data pulled directly from a database, rather than just a specially-formatted file. This flexibility ensures the interaction history contains all relevant data and makes it a more complete record which can improve the accuracy of insights and marketing plans that are built using it.

- **Marketing Operations OnDemand (MOOD)** includes a new feature called the generic Approval Task. Currently, approvals exist for creative pieces only. The new generic Approval Task allows MOOD the flexibility to approve any
attachment, whether inside the MOOD application, such as a financial plan or document, or outside of the application, such as an external website.

**Accessibility by people with disabilities**

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


**Reference information**

For information about new, replacement parts to support packaging updates for EMM Cross-channel Marketing Optimization, refer to Software Announcement ZP13-0662, dated October 22, 2013.

For information about withdrawal and replacement of parts to support packaging updates for EMM Cross-channel Marketing Optimization products, refer to Software Withdrawal Announcement ZP13-0663, dated October 22, 2013.


For information about zEnterprise BladeCenter for EMM Cross-channel Marketing Optimization, refer to Software Announcement ZP13-0220, dated May 7, 2013.

**Availability of national languages**

The EMM products included in this announcement are available in the following languages in addition to US English on the dates given in the Planned availability date section:

- Brazilian Portuguese
- French
- German
- Italian
- Japanese
- Korean
- Russian
- Simplified Chinese
- Spanish

Exceptions include:

- SPSS Modeler Advantage Marketing Edition is available in all of the previously listed languages except Russian.
- Interact Opportunity Detection offerings are available in US English only.
- Marketing Operations OnDemand is available in US English, French, German, and Spanish.
Program number

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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/

For information about educational training for SPSS Modeler Advantage Enterprise Marketing Management Edition, contact your IBM sales representative.

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 on-premises products is available at
  http://www.ibm.com/support/entry/portal/
- Product information for software as a service (SaaS) products is available to customers at
  http://support.ibmcloud.com
Technical information

Specified operating environment

Software and hardware requirements
IBM EMM on-premise products run on a variety of operating systems. EMM on-demand products require an Internet connection and browser.

For the most current system requirements for the EMM Cross-channel Marketing Optimization products, visit

http://www.ibm.com/support/entry/portal/

For an individual product, select Product documentation, and find the document: Recommended Software Environments and Minimum System Requirements.

For Marketing Operations OnDemand, a SaaS product, find system requirements at

http://support.ibmcloud.com

System requirements for zEnterprise BladeCenter Extension (zBX)
EMM Cross-channel Marketing Optimization V9.1 products are supported for use with a subset of the models and operating systems that are supported for zBX blade servers, as follows:

- BladeCenter PS701 Express®.
  EMM Cross-channel Marketing Optimization V9.1 products running on BladeCenter PS701 are supported on the following IBM AIX® versions:
  - AIX 6.1
  - AIX 7.1

- BladeCenter HX5 7873.
  EMM Cross-channel Marketing Optimization V9.1 products running on BladeCenter HX5 7873 are supported on the following Red Hat Enterprise Linux™ (RHEL), SUSE Linux Enterprise Server (SLES), and Microsoft™ Windows™ versions:
  - RHEL 6.x - 64-bit only
  - SLES 11sp2 - 64-bit only (with restriction: IBM Leads does not support SLES)
  - Windows Server 2008 R2 - 64-bit only (requires zBX Model 02 or Model 03)
  - Windows Server 2012 Datacenter Edition - 64-bit only (requires zBX Model 03)

For the most current system requirements for zBX servers, visit

http://www-03.ibm.com/systems/z/hardware/zenterprise/zbx.html

For the most current system requirements for EMM Cross-channel Marketing Optimization products, visit

http://www.ibm.com/support/entry/portal/

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
On-premises products are delivered on CDs or DVDs. Software as a service (SaaS) products are accessed via the Internet; there are no physical or electronic deliverables. This program, when downloaded from a website, contains the applicable IBM license agreement and License Information, if appropriate, and will be presented for acceptance at the time of installation of the program. For future reference, the license and License Information will be stored in a directory such as LICENSE.TXT.

Security, auditability, and control

IBM EMM on-premises products use the security and auditability features of the host operating system.

IBM 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 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 except for IBM eMessage, which is available only through the Software Solution Providers (SSP) program.

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/

Additional Business Partner restrictions

SPSS Modeler Advantage Marketing Edition is available to Business Partners through the SVP program only. Additional Business Partner restrictions for SPSS Modeler Advantage Marketing Edition are described in the following paragraph.

The EMM software that includes SPSS Modeler Advantage Marketing Edition can be distributed through Partners who distribute the EMM software along with the Partner's value add. The Partner's value-add can either be technology that is soft-bundled with the EMM software or a value add of services. When the EMM software is distributed by these Partners, it can either be distributed via a Software as a Service (SaaS) model or licensed for on-premise use. When the Partner buys licenses of EMM software that include SPSS Modeler Advantage Marketing Edition, it is sold on a per Authorized User basis. Each Authorized User license can be assigned to and utilized by one client of the business partner. Such license cannot be shared,
nor can it be reassigned other than for transfer of the Authorized User entitlement to a different client of the Business Partner. Such reassignment of license can be made on a monthly basis in the case of SaaS distribution, or a yearly basis in the case of on-premise distribution.

**Bundling restriction for SPSS Modeler Advantage Marketing Edition**

SPSS Modeler Advantage Marketing Edition is to be sold exclusively through Passport Advantage. Inclusion of this product in ASL, OEM, SaaS, or other types of bundling arrangements is not permitted. Any exception to this restriction requires written authorization from the SPSS product management team.

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


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

Pricing for new offerings is based on one or more of the charge metrics listed in the Charge metrics 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/slabd.nsf

**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.

**Install**

Install is a unit of measure by which the program can be licensed. An install is an installed copy of the program on a physical or virtual disk made available to be executed on a computer. Licensee must obtain an entitlement for each install of the program.

**Port**

Port is a unit of measure by which the program can be licensed. A Port represents a single phone line or phone connection. Licensee must obtain an entitlement for every Port connected to the program.

**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 - 1,000 Average Daily 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 - 100,000 Average Daily Mobile Interactions**

The Resource for the purposes of RVU calculation is one hundred thousand (100,000) Average Daily Mobile Interactions. A Mobile Interaction is equivalent to a mobile message and is defined as a request from a uniquely identified mobile client for offers. The Average Daily Mobile Interactions are determined by dividing the aggregate number of mobile messages per calendar year by 365. The Interaction is considered mobile if the interaction factors in the precise location (latitude and longitude) of the client device.

**RVU Conversion Table for Digital and Mobile 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

**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

Passport Advantage : Program descriptions and part numbers

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IBM Interact for Mobile Interactions for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact Opportunity Detection for ATM, Kiosk, POS**

IBM Interact Opportunity Detection for ATM, Kiosk, POS RVU License + SW Subscription & Support 12 Months

IBM Interact Opportunity Detection for ATM, Kiosk, POS RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for ATM, Kiosk, POS RVU SW Subscription & Support Reinstatement 12 Months

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

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

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

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

IBM Interact Opportunity Detection for ATM, Kiosk, POS for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact Opportunity Detection for Digital Interactions**

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


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

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

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

IBM Interact Opportunity Detection for Digital Interactions for zEnterprise BladeCenter Extension RVU License + SW Subscription & Support 12 Months
IBM Interact Opportunity Detection for Digital Interactions for zEnterprise BladeCenter Extension RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for Digital Interactions for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact Opportunity Detection for Interactive Voice Response**

IBM Interact Opportunity Detection for Interactive Voice Response Port License + SW Subscription & Support 12 Months

IBM Interact Opportunity Detection for Interactive Voice Response Port Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for Interactive Voice Response Port SW Subscription & Support Reinstatement 12 Months

IBM Interact Opportunity Detection for Interactive Voice Response Port Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact Opportunity Detection for Interactive Voice Response Port Subsequent Fixed Term License + SW Subscription & Support 12 Months

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IBM Interact Opportunity Detection for Interactive Voice Response for zEnterprise BladeCenter Extension Port Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for Interactive Voice Response for zEnterprise BladeCenter Extension Port SW Subscription & Support Reinstatement 12 Months

**Interact Opportunity Detection for Mobile Interactions**

IBM Interact Opportunity Detection for Mobile Interactions RVU License + SW Subscription & Support 12 Months

IBM Interact Opportunity Detection for Mobile Interactions RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for Mobile Interactions RVU SW Subscription & Support Reinstatement 12 Months

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

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

IBM Interact Opportunity Detection for Mobile Interactions for zEnterprise BladeCenter Extension RVU License + SW Subscription & Support 12 Months
IBM Interact Opportunity Detection for Mobile Interactions for zEnterprise BladeCenter Extension RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact Opportunity Detection for Mobile Interactions for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact Opportunity Detection for Sales and Service Agents**

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

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

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

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

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

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

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

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

**Interact eXtreme Caching Adapter**

IBM Interact eXtreme Caching Adapter Install License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching Adapter Install Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching Adapter Install SW Subscription & Support Reinstatement 12 Months

IBM Interact eXtreme Caching Adapter Install Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching Adapter Install Subsequent Fixed Term License + SW Subscription & Support 12 Months
IBM Interact eXtreme Caching Adapter for zEnterprise BladeCenter Extension Install License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching Adapter for zEnterprise BladeCenter Extension Install Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching Adapter for zEnterprise BladeCenter Extension Install SW Subscription & Support Reinstatement 12 Months

**Interact eXtreme Caching for ATM, Kiosk, POS**

IBM Interact eXtreme Caching for ATM, Kiosk, POS for RVU License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for ATM, Kiosk, POS RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching for ATM, Kiosk, POS RVU SW Subscription & Support Reinstatement 12 Months

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

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

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

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

IBM Interact eXtreme Caching for ATM, Kiosk, POS for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact eXtreme Caching for Digital Interactions**

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

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

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

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

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

IBM Interact eXtreme Caching for Digital Interactions for zEnterprise BladeCenter Extension RVU License + SW Subscription & Support 12 Months
IBM Interact eXtreme Caching for Digital Interactions for zEnterprise BladeCenter Extension RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching for Digital Interactions for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact eXtreme Caching for Interactive Voice Response**

IBM Interact eXtreme Caching for Interactive Voice Response Port License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response Port Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response Port SW Subscription & Support Reinstatement 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response Port Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response Port Subsequent Fixed Term License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response for zEnterprise BladeCenter Extension Port License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response for zEnterprise BladeCenter Extension Port Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching for Interactive Voice Response for zEnterprise BladeCenter Extension Port SW Subscription & Support Reinstatement 12 Months

**Interact eXtreme Caching for Mobile Interactions**

IBM Interact eXtreme Caching for Mobile Interactions RVU License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Mobile Interactions RVU Annual SW Subscription & Support Renewal 12 Months

IBM Interact eXtreme Caching for Mobile Interactions RVU SW Subscription & Support Reinstatement 12 Months

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

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

IBM Interact eXtreme Caching for Mobile Interactions for zEnterprise BladeCenter Extension RVU License + SW Subscription & Support 12 Months

IBM Interact eXtreme Caching for Mobile Interactions for zEnterprise BladeCenter Extension RVU Annual SW Subscription & Support Renewal 12 Months
IBM Interact extreme Caching for Mobile Interactions for zEnterprise BladeCenter Extension RVU SW Subscription & Support Reinstatement 12 Months

**Interact eXtreme Caching for Sales and Service Agents**

IBM Interact extreme Caching for Sales and Service Agents Authorized User Value Unit License + SW Subscription & Support 12 Months

IBM Interact extreme Caching for Sales and Service Agents Authorized User Value Unit Annual SW Subscription & Support Renewal 12 Months

IBM Interact extreme Caching for Sales and Service Agents Authorized User Value Unit SW Subscription & Support Reinstatement 12 Months

IBM Interact extreme Caching for Sales and Service Agents Authorized User Value Unit Initial Fixed Term License + SW Subscription & Support 12 Months

IBM Interact extreme Caching for Sales and Service Agents Authorized User Value Unit Subsequent Fixed Term License + SW Subscription & Support 12 Months

IBM Interact extreme Caching for Sales and Service Agents for zEnterprise BladeCenter Extension Authorized User Value Unit License + SW Subscription & Support 12 Months

IBM Interact extreme Caching for Sales and Service Agents for zEnterprise BladeCenter Extension Authorized User Value Unit Annual SW Subscription & Support Renewal 12 Months

IBM Interact extreme Caching for Sales and Service Agents for zEnterprise BladeCenter Extension Authorized User Value Unit SW Subscription & Support Reinstatement 12 Months

**Passport Advantage : Media packs**

All customers with entitlement and current maintenance subscriptions are entitled to current media.

<table>
<thead>
<tr>
<th>Media packs descriptions</th>
<th>Part numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Campaign V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03QML</td>
</tr>
<tr>
<td>IBM Contact Optimization V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03SML</td>
</tr>
<tr>
<td>IBM Distributed Marketing V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03RML</td>
</tr>
<tr>
<td>IBM Interact V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03TML</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03VML</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching Adapter V9.1 for Multiplatforms Multilingual Media Pack</td>
<td>BN03UML</td>
</tr>
</tbody>
</table>
IBM Interact Opportunity Detection V9.1 for Multiplatforms English Media Pack
IBM Leads V9.1 for Multiplatforms Multilingual Media Pack
IBM Marketing Operations V9.1 for Multiplatforms Multilingual Media Pack
IBM SPSS Modeler Advantage Enterprise Marketing Management Edition for Multiplatforms Multilingual Media Pack

**Charge metrics**

The following charge metrics apply to the Campaign (5725-D22) offering.

<table>
<thead>
<tr>
<th>Program name</th>
<th>Charge metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM SPSS Modeler Advantage Enterprise Marketing Management Edition</td>
<td>Authorized User</td>
</tr>
</tbody>
</table>

The following charge metrics apply to the Interact (5725-D22) offering.

<table>
<thead>
<tr>
<th>Program name</th>
<th>Charge metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Interact eXtreme Caching Adapter</td>
<td>Install</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching for Interactive Voice Response, IBM Interact Opportunity Detection for Interactive Voice Response</td>
<td>Port</td>
</tr>
<tr>
<td>IBM Interact for Mobile Interactions, IBM Interact eXtreme Caching for Mobile Interactions, IBM Interact Opportunity Detection for Mobile Interactions</td>
<td>Resource Value Unit - 100,000 Average Daily Mobile Interactions</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching for Digital Interactions, IBM Interact Opportunity Detection for Digital Interactions</td>
<td>Resource Value Unit - 1,000 Average Daily Digital Interactions</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching for ATM, Kiosk, POS, IBM Interact Opportunity Detection for ATM, Kiosk, POS</td>
<td>Resource Value Unit - Client Device</td>
</tr>
<tr>
<td>IBM Interact eXtreme Caching for Sales and Service Agents, IBM Interact Opportunity Detection for Sales and Service Agents</td>
<td>User Value Unit - Authorized User</td>
</tr>
</tbody>
</table>

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**License Information form number**

License information form numbers for EMM Cross-channel Marketing Optimization V9.1 products:

<table>
<thead>
<tr>
<th>Product identifier</th>
<th>Product name</th>
<th>License Instruction ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>5725-D22</td>
<td>IBM Campaign</td>
<td>L-PBOR-99KGVT</td>
</tr>
<tr>
<td>5725-D22</td>
<td>IBM Contact Optimization</td>
<td>L-PBOR-99JT46</td>
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<tr>
<td>5725-D22</td>
<td>IBM Distributed Marketing</td>
<td>L-PBOR-99KA9</td>
</tr>
<tr>
<td>5725-D22</td>
<td>IBM Interact</td>
<td>L-PBOR-99JSY9</td>
</tr>
<tr>
<td>5725-D23</td>
<td>IBM Leads</td>
<td>L-PBOR-99KHER</td>
</tr>
<tr>
<td>5725-D24</td>
<td>IBM Marketing Operations</td>
<td>L-PBOR-99KHLK</td>
</tr>
<tr>
<td>5725-N00</td>
<td>IBM SPSS Modeler Advantage</td>
<td>L-PBOR-99PQNB</td>
</tr>
</tbody>
</table>

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


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Software as a Service Terms of Use documents for eMessage and Marketing Operations OnDemand are available at:

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

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**Limited warranty**

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**Money-back guarantee**

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No

**Variable charges apply**

No

**Educational allowance available**

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