



Select IBM Enterprise Marketing Management On Demand products offer new pricing options and services

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Overview

The following IBM® Enterprise Marketing Management On Demand products offer new pricing options, new services, and trade-up parts.

IBM Unica® eMessage: Post Click Analytics parts based on usage, with option to trade up to higher-capacity Web Analytics for Post Click Analytics parts

IBM Coremetrics® :

- Subscriptions to advanced reports based on usage
- Services for data export
- Extension options for data retention

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: SE001).

Key prerequisites

IBM Coremetrics Web Analytics Advanced Report Services subscriptions require customized report setup that would be initiated through a statement of work with IBM services.

IBM Enterprise Marketing Management on-premise products run on a variety of operating systems; IBM Enterprise Marketing Management on-demand products require an Internet connection and browser. For a complete description refer to:

IBM Enterprise Marketing Management Solutions delivers enhanced integrated digital marketing and cross-channel marketing offerings, Software Announcement [212-123](#), dated May 15, 2012

Planned availability date

June 19, 2012

Description

Accessibility by people with disabilities

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

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

Reference information

Refer to

- IBM Coremetrics Digital Marketing Optimization Suite
Software Announcement [211-397](#), dated October 18, 2011
- IBM Unica Cloud-based offerings provide customer level business insight that helps boost marketing results,
Software Announcement [211-392](#), dated October 18, 2011
- IBM Unica eMessage makes email and other outbound digital campaigns part of a cross-channel marketing program,
Software Announcement [211-244](#), dated July 19, 2011
- IBM Enterprise Marketing Management Solutions delivers enhanced integrated digital marketing and cross-channel marketing offerings,
Software Announcement [212-123](#), dated May 15, 2012

Program number

Program number	Program name
5725-E35	IBM Coremetrics Web Analytics
5725-E28	IBM Unica eMessage

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services or to contact a Software Services sales specialist, visit

<http://www.ibm.com/software/sw-services/>

Ordering information

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

Charge metric

Program number	Program name	Charge metric
5725-E35	IBM Coremetrics Web Analytics	Million Server Calls

Part number	Description
D0QN4LL	IBM Coremetrics Web Analytics Retention Extension Million Server Calls per Month
D0QN5LL	IBM Coremetrics Web Analytics Retention Extension Daily Fee for Partial Month
D0QN6LL	IBM Coremetrics Explore Retention Extension Million Server Calls per Month
D0QN7LL	IBM Coremetrics Explore Retention Extension Daily Fee for Partial Month
D0QN8LL	IBM Coremetrics Web Analytics Standard Data Export Million Server Calls per Month
D0QN9LL	IBM Coremetrics Web Analytics Standard Data Export Daily Fee for Partial Month
D0QNALL	IBM Coremetrics Web Analytics End of Contract Data Export Million Server Calls On-Demand Setup
D0QCKLL	IBM Coremetrics Web Analytics Advanced Report Services for 1 Simple Report Million Server Calls per Month
D0QCLLL	IBM Coremetrics Web Analytics Advanced Report Services for 1 Simple Report Daily Fee for Partial Month
D0QCMLL	IBM Coremetrics Web Analytics Advanced Report Services for 2 Simple Reports Million Server Calls per Month
D0QCPLL	IBM Coremetrics Web Analytics Advanced Report Services for 2 Simple Reports Daily Fee for Partial Month
D0QCQLL	IBM Coremetrics Web Analytics Advanced Report Services for 5 Simple Reports Million Server Calls per Month
D0QCQLL	IBM Coremetrics Web Analytics Advanced Report Services for 5 Simple Reports Daily Fee for Partial Month
D0QCRLl	IBM Coremetrics Web Analytics Advanced Report Services for 10 Simple Reports Million Server Calls per Month
D0QCSLL	IBM Coremetrics Web Analytics Advanced Report Services for 10 Simple Reports Daily Fee for Partial Month
D0QCTLL	IBM Coremetrics Web Analytics Advanced Report Services for 20 Simple Reports Million Server Calls per Month
D0QCULL	IBM Coremetrics Web Analytics Advanced Report Services for 20 Simple Reports Daily Fee for Partial Month
D0QCVLL	IBM Coremetrics Web Analytics Advanced Report Services for 40 Simple Reports Million Server Calls per Month
D0QCWLL	IBM Coremetrics Web Analytics Advanced Report Services for 40 Simple Reports Daily Fee for Partial Month
D0QDBLL	IBM Coremetrics Web Analytics Advanced Report Services for 1 Complex Report Million Server Calls per Month
D0QDCLL	IBM Coremetrics Web Analytics Advanced Report Services for 1 Complex Report Daily Fee for Partial Month
D0QDDLl	IBM Coremetrics Web Analytics Advanced Report Services for 2 Complex Reports Million Server Calls per Month
D0QDELL	IBM Coremetrics Web Analytics Advanced Report Services for 2 Complex Reports Daily Fee for Partial Month
D0QDFLL	IBM Coremetrics Web Analytics Advanced Report Services for 5 Complex Reports Million Server Calls per Month
D0QDGLL	IBM Coremetrics Web Analytics Advanced Report Services for 5 Complex Reports Daily Fee for Partial Month
D0QDHLL	IBM Coremetrics Web Analytics Advanced Report Services for 10 Complex Reports Million Server Calls per Month
D0QDILL	IBM Coremetrics Web Analytics Advanced Report Services for 10 Complex Reports Daily Fee for Partial Month

D0QDJLL	IBM Coremetrics Web Analytics Advanced Report Services for 20 Complex Reports Million Server Calls per Month
D0QDKLL	IBM Coremetrics Web Analytics Advanced Report Services for 20 Complex Reports Daily Fee for Partial Month
D0QDLLL	IBM Coremetrics Web Analytics Advanced Report Services for 40 Complex Reports Million Server Calls per Month
D0QDMLL	IBM Coremetrics Web Analytics Advanced Report Services for 40 Complex Reports Daily Fee for Partial Month

Program number	Program name	Charge Metric
5725-E28	IBM Unica eMessage	Million Server Calls

Part number	Description
D0QCDLL	IBM Unica eMessage Post Click Analytics Million Server Calls per Month
D0QCELL	IBM Unica eMessage Post Click Analytics Daily Fee for Partial Month
D0QCFLl	IBM Unica eMessage Post Click Analytics Million Server Calls Overage
D0QCGLL	IBM Unica eMessage Post Click Analytics Million Server Calls One-Time Set Up
D0QCHLL	IBM Unica Web Analytics for eMessage Post Click Analytics Million Server Calls per Month
D0QCILL	IBM Unica Web Analytics for eMessage Post Click Analytics Daily Fee for Partial Month
D0QCJLL	IBM Unica Web Analytics for eMessage Post Click Analytics Million Server Calls Overage

Million Server Calls

Million Server Calls (MSCs) is a unit of measure by which the IBM SaaS can be obtained. MSCs are one (1) million Server Calls. 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 client ID. A server call processed by different client IDs will be counted as a unique server call for each unique client ID. A client ID separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more customer web sites. Sufficient entitlements must be obtained to cover the number of MSCs used during the measurement period specified in a Proof of Entitlement (PoE) or transaction document.

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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

Prices are unchanged by this announcement.

Order now

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