IBM Universal Behavior Exchange offers marketers a cloud-based platform that exchanges customer behavior data in context without complex and costly integration projects

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Overview

Marketers understand that the customer journey occurs across multiple channels and devices. They know customers like to research and review products across devices, social platforms, and websites to make informed decisions. To engage customers, the typical brand uses an average of more than 30 different solutions. A big marketing challenge is to process, analyze, and understand customer data collected from multiple marketing technologies and leverage that data to deliver relevant, timely customer engagement activities.

IBM® Universal Behavior Exchange (IBM UBX) is an open, cloud-based service that enables marketers to exchange customer behavior data in context across an ecosystem of pre-integrated IBM and partner applications in order to deliver comprehensive, omnichannel customer experiences without lengthy, costly software integrations.

Connect applications and quickly share real-time, contextual customer behavior

UBX features an intuitive user interface with simplified workflows that makes it easy for users to connect applications and quickly begin sharing event and audience data between certified, UBX-integrated applications. These include applications from IBM, IBM Business Partners, and client proprietary applications.

Expand behavioral insights with IBM Business Partners

UBX includes a growing ecosystem of certified IBM Business Partners who create and leverage a vast pool of behavioral data. These IBM Business Partner applications capture customer data and make it actionable across multiple channels, such as social, mobile, web, CRM, email, and paid advertising. Marketers benefit from the seamless connectivity of integrated applications with access to a wealth of customer behavior data. IBM Business Partners benefit by reaching a user base that relies on UBX to maximize the return of their technology investments. With UBX, organizations, including IBM Business Partners, can easily share their customer data between the applications that they already own.

Easily share customer behavior data across IBM applications

The UBX platform includes a growing list of integrated IBM applications from the IBM Watson® Customer Engagement portfolio. Integrated IBM applications include IBM Watson Campaign Automation, IBM Watson Customer Experience Analytics,
IBM Watson Marketing Insights, IBM Watson Content Hub, IBM WebSphere (R) Commerce, and IBM Campaign. UBX users can share customer behavior data between integrated IBM applications that they own or subscribe to with no volume restrictions.

**Leverage shared customer behavior data to create meaningful, timely customer engagements**

Connecting customer behavior data across marketing applications helps marketers better understand customers in context, based on their cross-channel behaviors. Marketers can, in turn, leverage data insights in their customer engagement applications to help deliver the right offer at the right time through the right channel.

**UBX adds IBM Universal Behavior Exchange (UBX) Standard Edition**

UBX Standard Edition enables UBX data exchange or syndication between IBM and non-IBM applications. This includes data exchange between IBM and IBM Business Partner applications, between IBM Business Partner applications, and with client proprietary applications. For details about UBX Standard Edition, go to the Description section.

**Key prerequisites**

Universal Behavior Exchange (UBX) requires an internet connection and browser.

User eligibility for UBX requires active entitlement to a Watson Customer Engagement offering.

To share customer data between applications in UBX, users must have valid licenses or entitlements to the applications that they connect for data sharing. Application providers must define authorization requirements when they register and integrate their applications with UBX.

**Planned availability date**

October 10, 2017

**Description**

**Universal Behavior Exchange (UBX) Standard Edition**

UBX Standard Edition enables UBX data exchange or syndication between IBM and non-IBM applications. This includes exchange of customer behavior data between these integrated UBX applications:

- IBM application and IBM application
- IBM application and IBM Business Partner application
- IBM application and client proprietary application
- IBM Business Partner application and IBM Business Partner application
- Client proprietary application and client proprietary application
- IBM Business Partner application and client proprietary application

An organization's eligibility for UBX Standard Edition requires an active entitlement to a Watson Customer Engagement offering.

The base subscription volume is 50 million monthly events. This volume applies to data exchanges that include a non-IBM application. No volumes are required for
data exchange between IBM applications. Additional volumes can be purchased in increments of one million monthly events. Technical services are available to assist organizations to integrate their applications into the UBX ecosystem.

**Informational resources for UBX**

Digital marketing information, including an introductory product video:

- Customer data-driven marketing made easy with IBM UBX
- IBM Universal Behavior Exchange on IBM Marketplace

The UBX ecosystem is powered by IBM and IBM Business Partners. For information about partners, go to

- Expand behavioral insights with IBM Business Partners
- Watson Customer Engagement Partner Explorer

Many resources exist to help you learn about and integrate with UBX. Go to IBM developerWorks for more information.

**Accessibility by people with disabilities**

A US Section 508 Voluntary Product Accessibility Template (VPAT), containing details about accessibility compliance, can be found on the IBM Accessibility website.

**Product positioning**

Universal Behavior Exchange is part of the Watson Customer Engagement portfolio that includes offerings from Watson Marketing, Watson Commerce, and Watson Supply Chain. Watson Marketing brings the power of cognitive learning to marketers to help them deepen customer engagement, grow brand value, and fuel strategic growth.

**Program number**

<table>
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<tr>
<th>Program number</th>
<th>VRM</th>
<th>Program name</th>
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<tbody>
<tr>
<td>5900-A0Q</td>
<td>Cloud Service</td>
<td>IBM Universal Behavior Exchange</td>
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**Education support**

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers can be found on the IBM Training and Skills website.

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

**Offering Information**

Product information is available on the IBM Offering Information website.

More information is also available on the Passport Advantage and Passport Advantage Express website.
Documentation for Universal Behavior Exchange can be accessed in IBM Knowledge Center.

Services

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, contact your Lab Services Sales or Delivery Leader.

Technical information

Specified operating environment

Software requirements

Universal Behavior Exchange (UBX) requires an internet connection and browser.

User eligibility for UBX requires active entitlement to a Watson Customer Engagement offering.

To share customer data between applications in UBX, users must have valid licenses or entitlements to the applications that they connect for data sharing. Application providers must define authorization requirements when they register and integrate their applications with UBX.

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 offering is accessed through the internet. There is no physical media or electronic deliverable.

Security, auditability, and control

Universal Behavior Exchange provides the security and auditability features required for remotely accessed software. IBM's data security and privacy principles for Cloud Service are available at the Cloud Service terms website.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information
This product is only available through Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Channel Value Rewards.

More information can be found on the IBM Channel Value Rewards website.

To locate IBM Business Partners for Channel Value Rewards in your geography for a specific Channel Value Rewards portfolio, go to the Find a Business Partner page.

Product group: Watson Marketing

Product category: IBM Universal Behavioral Exchange (5900-A0Q)

**Passport Advantage**

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<td>IBM Universal Behavior Exchange-Standard Edition-Base-Instance per Month</td>
<td>D008LZX</td>
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<tr>
<td>IBM Universal Behavior Exchange-AddOn-Application Data Syndication-Function-Million Events per Month</td>
<td>D008HZX</td>
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**Charge metric**

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<tr>
<td>IBM Universal Behavior Exchange</td>
<td>5900-A0Q</td>
<td>Instance, Million Events</td>
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</table>

**Instance**

Instance is a unit of measure by which the Cloud Service can be obtained. An Instance is access to a specific configuration of the Cloud Service. Sufficient entitlements must be obtained for each Instance of the Cloud Service made available to access and use during the measurement period specified in Client's Proof of Entitlement (PoE) or Transaction Document.

**Million Events**

Million Events is a unit of measure by which the Cloud Service can be obtained. Event entitlements are based on the number of occurrences of a specific event related to the use of the Cloud Service. Event entitlements are specific to the Cloud Service and the type of event cannot be exchanged, interchanged or aggregated with other Event entitlements of another Cloud Service or type of event. Each Million Event entitlements represents one Million Events. Sufficient entitlements must be obtained to cover every event that occurs during the measurement period specified in Client’s PoE or Transaction Document.

**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 for the acquisition of Cloud Services from IBM consist of either the IBM Cloud Services Agreement and the applicable offering Service Description or the IBM International Passport Advantage Agreement or the International Passport Advantage Express Agreement and the IBM Terms of Use -- General Terms for Cloud Offerings and the applicable offering Service Description.

This product is only available through Passport Advantage. It is not available as shrinkwrap.
Technical support

Technical support is provided for Cloud Services and enabling software, as applicable, during the subscription period. Any enhancements, updates, and other materials provided by IBM as part of any such technical support are considered to be part of the Cloud Service, as applicable, and therefore governed by the applicable agreement as defined in Client's quote or transaction document. Technical support is included with the Cloud Service and is not available as a separate offering.

Additional technical support information for this Cloud Service offering may be found in the IBM Support Handbook or in service-specific documentation.

Terms of Use

Cloud Service offering-specific terms are available on the Cloud Service terms website.

Limited warranty

Refer to the warranty defined in the applicable agreement governing Client's acquisition for this offering.

Money-back guarantee

No

Volume orders (IVO)

No

Passport Advantage applies

Yes, information is available on the Passport Advantage and Passport Advantage Express website.

Usage restrictions

Yes

This offering is subject to usage restrictions.

See the Cloud Service terms for details.

Software Subscription and Support applies

No

IBM Operational Support Services - SoftwareXcel

No

Variable charges apply

No

Educational allowance available

Not applicable.
Statement of good security practices

IT system security involves protecting systems and information through intrusion 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 regulatory compliant, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

Important: IBM does not warrant that any systems, products, or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.

Prices

Business Partner information

If you are an IBM Business Partner -- Distributor for Workstation Software acquiring products from IBM, you may link to Passport Advantage Online for resellers where you can obtain Business Partner pricing information. An IBMid and password are required to access the IBM Passport Advantage website.

Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner for Channel Value Rewards. Additional information is also available on the Passport Advantage and Passport Advantage Express website.

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**IBM United States**