

You and IBM

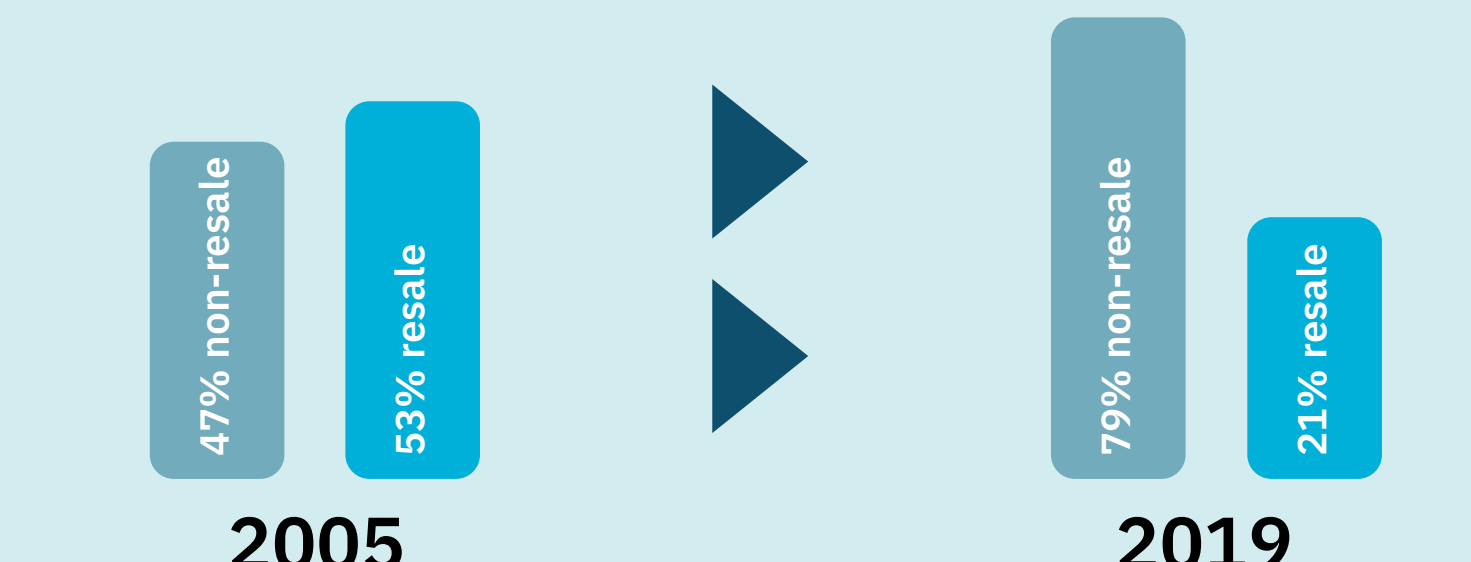


Building tomorrow together

The service provider market is changing, as non-resale cloud solutions gain popularity:



Non-resale solutions growth



Your business model will need to adapt to this change. What's the best way to take advantage?
Embedded Solutions with IBM

By teaming with IBM and embedding our innovation, you can deliver new solutions quickly and sustainably:

- Enhance your product** with the latest IBM innovation
- Start selling faster** through easy deployment
- Reach new markets** and scale your business
- Grow your revenue** by attracting new customers

Instead of embracing new technology alone, a partnership for Embedded Solutions takes away the expense and risk:

- Pricing clarity**
- Flexible billing options**
- Multi-year licensing**
- Reduced development costs**
- Get to market faster**
- Support when you need it**
- Scalability**

And when you team with IBM, you get market-leading business and technical expertise, too:

- Open standards and architectures**
- A broad portfolio of technology, from cognitive and AI to cloud and Blockchain**
- Support and resources to speed up your go-to-market time**
- Deep technical skills across many disciplines**
- IBM Global Financing**

Start embedding with **IBM Cloud** today.

Unlock your potential now