

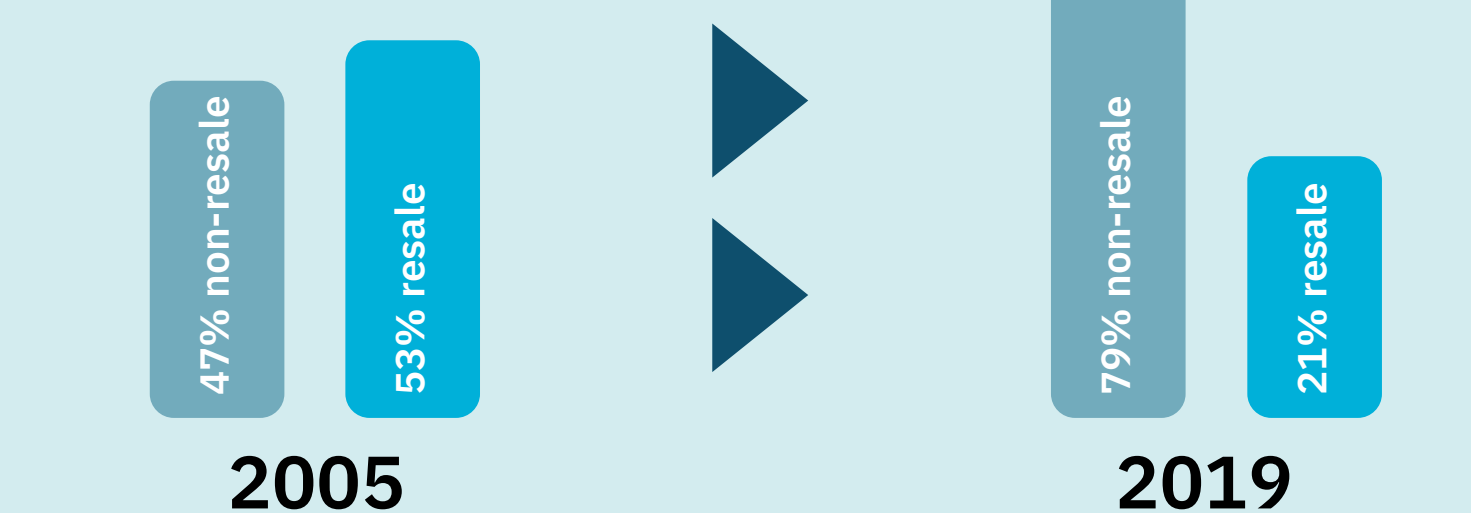
# You and IBM

## 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**