



At the Olympic Games:

**coming to the net
creates certain advantages.
Like more satisfied customers.**

PROOF

The Games count on IBM solutions for Customer Relationship Management. You can, too.

How do you better serve your customers when your customers just happen to be the best athletes in the world? IBM gives them the information they want, when they want it through an intranet called INFO. Connecting the 260,000 members of the Olympic Family, INFO reports schedule changes, features athletes' bios, provides weather forecasts, covers historical facts, and much more. That's inspirational. Solutions for Customer Relationship Management by IBM – swifter, higher, stronger.

Let IBM Website Testing help you build better customer relationships. One way is via IBM's DB2® Universal Database. This is the tool that's supplying the information that everyone needs and needs fast. In fact, DB2 is used by a number of sales and customer analysis applications across multiple platforms – from new mobile offerings to business intelligence solutions. All of which can help you know your customers better than ever. So you can offer the kind of products and services they're looking for, resulting in increased loyalty. DB2. For better customer service, for better bottom lines.

My offer! or for more information, simply call (514) 938-6957, or visit <http://www.ibm.com>

