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* Value Proposition for IBM Software Premium Support Services: Quantifying the Cost/Benefit Case

FOR MORE INFORMATION

For more information about IBM Software Accelerated Value Program, go to:

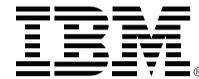
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* Value Proposition for IBM Software Premium

Support Services: Quantifying the Cost/Benefit Case



IBM Software Accelerated Value Program

Unlock the value of your IBM software investment.



WORK FASTER AND SMARTER

Work faster, and smarter, with the IBM Software Accelerated Value Program and watch your business accelerate in its software ROI throughout the life cycle of your IT infrastructure. Market needs and business needs are always changing, and fluctuating. Today's businesses are expected to seamlessly respond to potential volatility, requiring you to continually find ways to achieve higher productivity and savings from your IT infrastructure, while simultaneously planning for the future needs of your business.

As your business expands, the capability of your IT infrastructure needs to expand - not contract - along with it. In order to achieve this, you need a faster return on your investment for your IBM middleware software purchases. Our software gives you the tools that you need to succeed, but will you integrate and customize these tools for your environment? Software Accelerated Value helps you successfully unlock more quickly the full potential capabilities and value of your software investment, accelerating your business operations to optimal efficiency.

