

## **IBM ASL Misys Testimonial**

### VOICE OVER

No matter their size, industry, or area of expertise, IBM business partners everywhere are discovering the value and benefits of the Application-Specific License. An Application-Specific License – or ASL – is an IBM contract for partners to integrate and license IBM middleware with their applications and services, allowing them to sell bundled solutions to their end customers. IBM has over 1000 ASL partners today, including Misys, a global supplier of IT solutions to the financial services industry.

**Ed Ho:** The Misys business is truly global. We have over 1200 customers. They are banks, or governments, or government sponsored entities, they are buy-side customers, they are corporations around the world and we operate in all four regions. ...So we operate on a 24x7 basis.

Our objective is to be the leading application software and services vendor in the industry and the industries that we have chose focus on financial services. ...we utilize our own components as well as our partners' components to help build solutions that satisfy their needs.

...we have the IBM Blue Stack for example, the Cognos, InfoSphere, DB2 stack embedded with some of our solutions in terms of business intelligence... Do you have the IBM logos or graphics to add to the screen here?

The Application Specific License is a very flexible program for vendors such as ourselves. ...It enables us to use the IBM middleware and embed that within our own solution sets.

We have a fixed rate agreement with IBM so our sales executives and people involved in the sales process understand the boundaries in which they can negotiate.

We have total control of the pricing and have flexibility in pricing as well as the ownership of the customer. Therefore, the customer can turn to Misys, for example, for the solution set and not have to go back to both IBM and Misys.

The feedback we have got from our sales force has been excellent. They have been able to have tremendous freedom in their ability to go out and sell the solutions...

...with some of our other vendors that we work with and other partners, we would have to go back and get their approvals on many different terms of the contract as we are negotiating. In this case, we minimize that too to a small number.

IBM has a tremendous amount of cache with our customer base... So it helps enable us to sell our products much easier because it comes with brand name recognition and quality which is obviously very important but also comes with an expertise and insight and investment and a commitment that is again second to none, which enables our customers to gain a competitive advantage in the markets over their own customers.

The ASL Agreement for us will expedite our profits over the next three to five years. The fact that we can get to market much faster and that we have a great cooperative agreement and technical support from the IBM staff will enable us to instead of driving revenues in three to five year time, in probably two to three years' time...

And if I were to give anybody a tip, I would say use IBM to the maximum limit and incorporate them into your solution selling process, because it can only help you along the way.