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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:

ibm.com/software/support/acceleratedvalue

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IBM Software Accelerated Value Program

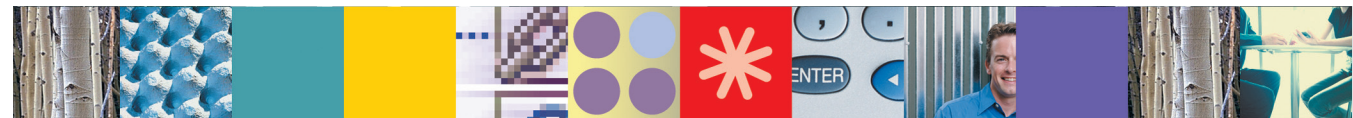
Unlock the value of your IBM software investment.



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.



But it doesn't end there. You need to manage your software performance throughout the life cycle to generate higher value for your business. At every stage of the software life cycle - from planning, through deployment, growth and optimization, upgrades and changes - you will be faced with delivering more value and managing greater complexity in order to continue meeting your company's growing business demands. Today's reality "is do more than less." Can you afford the potential outcomes of an IT infrastructure operating over-capacity or the cost of inefficient under-utilization?

To successfully manage these complex IT infrastructures you need:

- Faster return on your investment
- Deployment Assistance
- Reduced costs
- Increased Productivity
- Faster Business Results
- Dedicated Resources
- Enhanced problem management

BUILDING A DEDICATED PARTNERSHIP

IBM Software Accelerated Value Program helps unlock the value of your IBM middle-ware software and strengthens your IT infrastructure throughout the life cycle. Our tiered offering levels provide flexibility in building a partnership with IBM. In turn, that partnership assists you with preventative actions, delivering smooth interoperability management, and overcoming implementation barriers for new technology.



Depending on the level of coverage you purchase, you may benefit from some of the following:

- Accelerated Value Leader helps with situation management and reporting, strategic advice, planning, and proactive support and problem management.
- Accelerated Value Specialist provides deep technical skills along with risk mitigation planning, advice on critical fixes and plays an active role in problem determination and diagnostic coaching.
- On-site assistance activities can include reviewing an existing application for adherence to best practices, performance improvements, guidance on deployment, migration or upgrading software.
- Emergency on-site assistance is available in the event of a business-critical (severity 1) issue. IBM makes every effort to dispatch an engineer to your site within an expedited time period.
- First Access to Technical Content provides prompt access to valuable technical information relevant to your environment.
- Certification Exam Vouchers available for each named caller to take one complimentary certification exam.
- Knowledge Sharing Calls available exclusively for our Accelerated Value Clients.
- Executive Sponsor is a senior member of IBM's worldwide support team assigned to assist you to receive the highest return on your software investment.

IBM Software Accelerated Value Program can help reduce operational costs and minimize risk. A recent study by International Technology Group reported that the value of our legacy offerings helped our clients realize overall annual returns ranging from 1.1 to 2.7 times costs.*



"The PSM has enabled CCSF to not only save money through proactive activities of our PSM, but the true value is in our relationship with IBM and enabling CCSF to maximize our software investment. Our deployment of IBM software could not have been more successful without our Premium Support Agreement."

— Scott Melendez, Project Manager,
City and County of San Francisco CA, U.S.A.

