IBM ®

Dear IBM Clients and Business Partners:

In June, we wrote to announce that IBM and Coremetrics had signed a definitive agreement for IBM to acquire Coremetrics, a leader in Web analytics and integrated marketing optimization software. We're delighted to let you know that the acquisition is now closed, and Coremetrics is now officially part of IBM Software Group.

We're extremely pleased to have reached this milestone so quickly. It marks the beginning of a new chapter in IBM and Coremetrics' history together. Since 2006, IBM and Coremetrics have partnered to deliver a leading cross-channel business analytics solution specifically for use with IBM WebSphere Commerce software.

Today's announcement builds on this shared history and positions IBM to extend its analytics strategy, which includes a range of offerings available through IBM's Business Analytics and Optimization Consulting organization – a team of 5,000 consultants and a network of analytics solution centers backed by an overall investment of more than $11 billion in acquisitions in the last five years.

Together, IBM and Coremetrics will help even more marketing professionals automate and optimize their marketing processes to create the greatest possible return on their marketing investments. We plan to move forward to make available Coremetrics' analytics and online marketing solutions in IBM's product portfolio, which in turn will help us provide increased business insight and agility to marketing professionals across a wide range of industries.

The IBM Coremetrics team plans to continue to support existing customers and partners as it does today. We intend to build on that support structure, giving you access to an exceptional array of resources as we integrate IBM's rich customer support infrastructure with the Coremetrics world-class support organization. Look for more details in the coming weeks.

We encourage you to learn more about this announcement by viewing the press release.

Sincerely,

Craig Hayman
General Manager, Industry Solutions
IBM Software Group

Joe Davis, CEO
Coremetrics
An IBM Company