



Highlights

- Minimize up-front payments and better align project cost outlays with anticipated benefits
 - Accelerate the time required to recover project costs
 - Preserve cash and existing lines of credit for other requirements
 - Make the optimal solution affordable by bridging expenses between budget years
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Financing Big Data & Analytics

IBM Global Financing can help you turn big data into insights

Leading organizations across all industries are adopting advanced technologies to generate new, actionable insights from big data that can help them dramatically reduce financial risks, increase operational efficiencies, enhance customer loyalty and improve business outcomes. These organizations are tapping into big data and applying analytics to transform their businesses and their industries.

IBM Global Financing can help your business invest in the big data and analytics platform you need for the future while conserving cash today. Financing can include the software, hardware and services required for short term projects as well as transformational initiatives such as the development of cloud based infrastructures to handle the growing demand for data-driven insights.

Enhance your project's success

IBM Global Financing helps eliminate budget barriers that can delay your ability to capitalize on the benefits of big data and analytics. The right financing solution can help your company:

- **Accelerate time to value:** A transportation company lowered their total cost of ownership and maximized their return on investment by financing a new decision support modeling system.
- **Consolidate funding:** A consumer products company adopted the infrastructure required to support analytics and coordinated all software and other technology investments into predictable payments.
- **Gain financial flexibility:** Monthly payments helped a research firm quickly adopt the data management platform they needed, while still meeting their budget goals.



Access the IT financing expertise required to support your vision

IBM Global Financing offers simple contracts with rapid approvals and flexible payment structures and terms. Attractive leasing programs and loans with rates as low as 0 percent are available to credit-qualified clients.

Ask your IBM Global Financing representative or IBM Business Partner which option is best for your project:

Financing option	Benefits
Loans	<ul style="list-style-type: none">Affordably acquire the technology you need nowSchedule payments to match targeted deployment datesConserve cash with access to an alternative source of funds
Fair Market Value (FMV) leases	<ul style="list-style-type: none">Achieve a lower cost of ownership for expert integrated systems, mobile devices and server and storage solutionsIncrease capacity at any timeShift obsolescence and disposal risk to IBM Global Financing
IBM Project Financing™	<ul style="list-style-type: none">Secure a dedicated funding source to avoid project delays for large-scale projectsIntegrate financing for IBM Global Services engagements and IBM and non-IBM hardware and software

Why IBM?

As a client, you will gain access to the skills and expertise of the world's number one IT captive financier with operations in more than 55 countries. With over three decades of IT financing experience, IBM Global Financing team has a thorough understanding of credit and technology risk and extensive financing expertise.

For more information

To learn more about flexible financing options that best fit your unique needs, please contact your IBM Global Financing representative or IBM Business Partner, or visit the following website:

ibm.com/financing/us/big-data-and-analytics



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