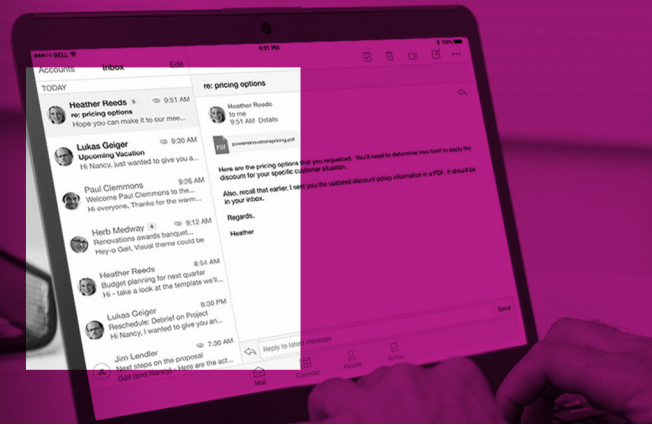


IBM Verse

Mail Reimagined for a New Way to Work



Traditional Mail



- Don't know which app to use
- Don't know what to focus on
- Can't find what I need
- Too hard to share content/knowledge
- Overburdened, overstressed, frustrated, unproductive

IBM Verse

- Integrated, clean, clear space accessible anywhere, anytime
- Top-actions view based on my priorities and behaviors
- Analytics and fast, smart search
- Two-click sharing and share-on-send
- Fully empowered and engaged employees free to focus on what's important



What is IBM Verse?

IBM Verse is mail as you've never imagined it before. Using advanced design thinking, the latest in social analytics, and delivered from the cloud to your favorite mobile device or desktop, IBM Verse helps you prioritize your work, personalize your work experience, build stronger working relationships, and frees you to spend more time on higher value work.

Why did we create IBM Verse?

Social, mobile, and cloud technologies have significantly changed the expectation of consumers for mail, social and other collaboration tools. Consumers are bringing those changed expectations to their workplace. While at work, these same people are experiencing significant information overload from disconnected applications built for an earlier era. As a leader in social, real-time and mail collaboration for business, IBM is addressing the enterprise demand for newer ways of working together. With IBM Verse, we plan to leapfrog the marketplace with a unique, innovative solution for a new way of working.

How is IBM doing it ?

IBM is using Design thinking to build IBM Verse. By bringing together design experts from IBM Design Lab with industry and technology experts, and plenty of real world customers and business partner users, we are creating a product that fits the new way people want to work.

How will IBM Verse benefit me?

IBM Verse will help you get work done in 3 new ways. It's mail that understands you: cloud-enabled, designed for mobile devices, and powered by IBM's analytics and advanced search, IBM Verse works for you, not the other way around. It clears the clutter and creates more clarity: experienced through a simple, see-only-what-you-need interface, IBM Verse helps you focus on the things that matter most. And finally, it's about connecting me to we: with an array of intelligent, secure and engaging social apps, IBM Verse opens up new ways to work together.

How is it different from what other email vendors have today?

IBM Verse is unique and, we think, far ahead of what else is out there in the Marketplace. IBM Verse has been in the public eye since we announced the vision from the main stage at IBM Connect 2014 in Orlando, FL in January. Since then, our competition has tried to keep up with our vision. We are more confident than ever in our strong competitive advantage. IBM's approach is looking at the mail challenge from the users' perspective to focus squarely on helping you organize, prioritize and execute quickly and effectively.

To learn more visit ibm.com/verse



When can I buy or start using IBM Verse?

IBM intends to make the IBM Verse service generally available starting March 31, 2015. You will be able to purchase IBM Verse through the IBM Cloud Marketplace, ibm.com/verse, your IBM Sales Representative or your authorized IBM Business Partner. Whether you are a new customer, or an existing IBM customer, we will make it easy for you to sign up.

How much will IBM Verse cost? And I heard there might be a free version of IBM Verse, is that true?

IBM plans to make Verse available starting at \$5US per user per month. Actual costs, terms, and conditions may apply, so please refer to ibm.com when the service goes live for additional details. And yes, IBM plans to make a no-cost version of IBM Verse available, on or shortly after the IBM Verse service general availability. This no-cost option will be an ideal way to experience IBM Verse in an easy-to-consume online trial environment, with a single signup on ibm.com/verse.

What will the no cost version of IBM Verse provide? Why would I upgrade to a paid version?

The IBM Verse no-cost version will be an excellent way to experience first hand the great productivity benefits of integrated social and mail. The no-cost version is planned to provide you with the ability to work with web-based mail, calendar and contact information in the cloud, and social collaboration made easy, with real-time access to who you want to share and collaborate with, including beyond your own organization with other freemium subscribers. And as you experience IBM Verse and see the value you can get, we're sure you'll want to upgrade!

Will there be a beta for IBM Verse?

Yes. IBM plans to make a beta version of IBM Verse available starting in February, 2015. This beta is planned to last until or shortly after the IBM Verse planned service general availability on March 31, 2015. New participants can begin signing up today at ibm.com/verse. IBM ConnectED 2015 customer and partner attendees will also get an email shortly to help them sign up quickly for the beta. And ConnectED attendees can visit the IBM Verse booth in the TechnOasis to sign up. IBM plans to roll IBM Verse beta participants into the no-cost version of IBM Verse on or shortly after the service becomes generally available on March 31, 2015.

To learn more visit ibm.com/verse

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