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Armonk, New York 10504

Doing Business with IBM

A Guide for Star Analytics Customers

Dear Customer:

Welcome to IBM!

As you know from the Star Analytics' "Customer Migration Letter" letter, IBM acquired various assets of Star Analytics, including its staff of skilled professionals. The combined team is in the process of integrating Star Analytics software into the IBM Business Analytics portfolio.

With your signature of the "Customer Migration Letter," your company agreed to the transition of your Maintenance and Support to IBM through the IBM Passport Advantage (PA) program. Because your organization had purchased licensed software solutions with support and maintenance from Star Analytics, IBM wants to provide you with important information that will help you transact business with IBM in the near future.

As the next step in your migration to IBM, the following "Doing Business with IBM" guide describes changes to expect and actions needed to maximize the benefits of your relationship with IBM. It will also ensure a smooth transition to IBM's business systems and processes.

Star Analytics has identified you as the Primary Contact for your company. As part of the transition into IBM, Star Analytics has endeavored to contact you to verify you are the correct Primary Contact and to also confirm and/or gather contact information for your Technical and Billing contacts. Because you are the Primary Contact, you are receiving this communication.

As a customer of IBM, you have access to Star Analytics offerings from IBM now under the IBM brand, as well as the extensive IBM portfolio of software solutions and services offerings, while enjoying the high-quality, responsive service you have come to expect from both Star Analytics and IBM.

We anticipate that you and your organization will experience a smooth transition to IBM over the next several months. During this process, the IBM team and your IBM Star Analytics representatives are available to answer any questions and to address your ongoing software support and service needs.

Please watch for these very important IBM communications, which you will receive in the upcoming days as your Star Analytics software entitlements are loaded into IBM systems.

"Welcome to IBM" letter, which includes:

- Your IBM customer number & Software site number
- How to access the "Software and services online" customer web portal to download software and manage your account

"Technical Support Information" letter which contains important information about accessing IBM Support

Should you have any questions about your ongoing software support and service needs, you may contact us at starsupp@us.ibm.com.

Table of Contents - Changes to Expect and Actions to Take

NOTE: As part of the acquisition, personal information may be transferred from Star Analytics to IBM. IBM's privacy policy may be viewed online at: <http://www.ibm.com/privacy>.

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IMPORTANT ACTIONS FOR STAR ANALYTICS CUSTOMERS

As the Primary Contact, you need to create an IBM profile – why it's important

Why an IBM profile	Website
<p>With an IBM profile, you can view, update or add personal contact details, job title or registration settings.</p> <p>Please note there may be a delay of up to 15 minutes before you will be able to use your new IBM ID.</p>	<p>Take action - create or update your IBM profile here:</p> <p>https://www.ibm.com/account/profile/us?</p>

As the Primary Contact, you need to create an IBM registration – why it's important

Why an IBM registration	Website
<p>Your IBM registration ID, also known as a Web ID, is your single point of access to IBM Web applications, such as Passport Advantage, which will allow you to manage your current licensed software.</p> <p>You need just one IBM ID and one password to access any IBM registration-based application.</p>	<p>Take action - create or update your IBM registration here:</p> <p>https://www.ibm.com/account/profile/us?page=reg</p> <p>Note: If you were an IBM customer prior to the acquisition of Star Analytics you may already have an IBM registration ID. Using the link above, ensure the information on file with IBM is accurate.</p>
IBM profile and IBM registration FAQs	https://www.ibm.com/account/profile/us?page=faqhelp#13
Worldwide IBM registration helpdesk	https://www.ibm.com/account/profile/us?page=helpdesk

ENROLLMENT IN PASSPORT ADVANTAGE

An important next step in your migration from Star Analytics to IBM is to provide you with the opportunity to enroll in IBM's Passport Advantage program (<http://www.ibm.com/software/passportadvantage>).

Passport Advantage is IBM's comprehensive program for software license acquisition, Software Subscription and Support, IBM Appliances and IBM SaaS subscriptions. It is designed for larger enterprises that may have multiple sites. Passport Advantage gives you more opportunities to obtain better pricing for your volume purchases over time and allows you to manage all of your IBM offerings (product upgrades and technical support) under a single, common set of agreements, processes and tools. As an example, Passport Advantage Online is a web tool that helps you manage your licensed software, buy new licenses, renew subscriptions, download entitled software, manage contact information, and more.

In order to make the enrollment process easy for you and to answer any questions you may have, we have put a dedicated IBM team in place to assist. This team will be reaching out to you over the next several weeks to help you understand the value and benefits of Passport Advantage enrollment.

ACCOUNTS PAYABLE AND PURCHASING

Effective May 14, 2013, you will use common processes to acquire software products and services from IBM.

The quotes and invoices you receive will change in format, and they will be issued from an IBM location. Your remit-to address will change, and in certain countries, also the transaction currency that you are using today. Please check the following items on your internal vendor records:

Important actions for Star Analytics customers:

Tax ID Exemption Certificates and Change Requirements

Vendor name will change from Star Analytics to the applicable local/regional IBM entity covering your location (the term “Vendor” below represents the applicable IBM entity).

Vendor applicable Tax Identification Number will change.

If you are currently exempt from Sales and Use tax, or local VAT taxes, you will need to issue your company's **Tax / VAT Exemption Certificates** to IBM with your first order after May 14, 2013.

Electronic Software Delivery Tax Exception for U.S. customers

Vendor applicable **E-Delivery Tax Exception for US customers only** – if applicable, please check with your sales representative for processing details.

Table of changes for Accounts Payable and Purchasing

What is changing	Description
Vendor name	Vendor name will change to the applicable local/regional IBM operation covering your location (the term “Vendor” below represents the applicable IBM entity).
Vendor remit-to address	Vendor remit-to address for checks, wire transfers and overnight payments will change to IBM. The new details will appear on your invoices issued from IBM. Invoices issued from Star Analytics should still be made payable to Star Analytics and remitted per the instructions on the Star Analytics invoice.
Vendor standard payment terms	In most countries, IBM standard payment terms of “due upon receipt” may be applicable. You will find this information on either your invoice or quote.
Currency	In some countries, the currencies used by Star Analytics are different than those used by IBM, thus you may be transacting in a different currency with IBM.

What is changing	Description
Language	In some countries, the correspondence you will receive from IBM may be in the local language.
Customer number	<p>Star Analytics customers have been assigned IBM customer numbers (ICNs) and a Software Site Number. Over the upcoming days, you will receive your ICN and Software Site Number in a welcome letter from IBM.</p> <p>Please note that your ICN will be used on all order-related communications.</p>
Purchase documentation	Correspondence related to new purchases will be sent to the contact(s) listed in your IBM profile associated with your ICN unless specified otherwise in your order.
Part number and product description	<p>New part numbers and product descriptions for the IBM Star Analytics portfolio will replace the existing Star Analytics product descriptions.</p> <p><i>“Star Integration Server”</i> becomes <i>“IBM Cognos Integration Server”</i></p> <p><i>“Star Command Center”</i> becomes <i>“IBM Cognos Command Center”</i></p> <p>These new part numbers and descriptions will appear on quotes and invoices you receive from IBM.</p>
Document format	The format of documents (quotes, services statements of work, invoices, etc.) you receive will change based on the local/regional IBM operation covering your location.
PO requirement	If your company requires issuing a purchase order to facilitate payment for any goods or services, IBM will require a new purchase order. Contact your IBM representative with any questions.
New Licensing & Software Download Process	<p>The re-branded IBM Star Analytics offerings are governed by the IBM Passport Advantage / Passport Advantage Express Agreements and the IBM International Program License Agreement (IPLA) /License Information document (LI)</p> <p>What you should know about IBM Passport Advantage / Passport Agreements</p> <p>IBM Cognos Integration Server License Agreements</p> <p>IBM Cognos Command Center License Agreements</p> <p>The Passport Advantage Online web portal will allow you to download your entitled software.</p> <p>Passport Advantage Online videos, your how-to guide to accessing and using PAO</p>

What is changing	Description
Tax Liability	All order transactions will include applicable sales tax (unless you have a tax exempt certificate on file with IBM). Taxes will be included in the Invoice. If you are currently exempt from Sales and Use tax, or local VAT taxes, you will need to issue your company's <u>Tax / VAT Exemption Certificates</u> to IBM with your first order.

SOFTWARE SUPPORT

Thank you for choosing Star Analytics software products and services and for giving IBM the opportunity to provide your organization with technical support on your Star Analytics product. As work continues to integrate Star Analytics and IBM Software Support, IBM will offer Star Analytics customers expanded capabilities through the existing IBM Support infrastructure. The IBM support team is working hard to ensure your smooth and positive transition to IBM Software Support.

In the months ahead, Technical Support for the portfolio of Star Analytics products will be fully transitioned to standard IBM Support systems. During the transition, the Star Analytics Support team will become part of the IBM Support organization and continue to focus on delivering customer satisfaction without compromise. Existing Star Analytics Support systems such as the [Website](#), [Knowledge Base](#) and [Product Documentation](#) will continue to be in effect until we cut over to IBM Support systems on June 18, 2013. Notification will be sent prior to changes taking effect. For the latest information, refer to the Customer Center at <http://www-01.ibm.com/software/analytics/staranalytics/customercenter/support.html>.

Note the following:

- The Star Analytics Website, <http://staranalytics.com/> will transition to ibm.com.
- Star Analytics Technical Support which is currently accessed through existing channels of email, web and phone submission will change. On June 18, 2013, IBM Star Analytics customers should leverage IBM's phone and electronic methods to access IBM Star Analytics Technical Support. IBM's [Service Request Tool](#) will be available to open Problem Management Reports (PMR's) electronically, along with [new phone numbers](#) to access IBM Star Analytics Technical Support.
- Over the month of May 2013, letters & emails will be sent to IBM Star Analytics Primary Site Technical Contacts (STC). Information such as your IBM Customer Number (ICN), instructions on how to register for an IBM ID, instructions for how your STC can enable others in your organization to open PMR's will be included. For more information on IBM's eSupport initiatives refer to <http://www-01.ibm.com/support/electronicssupport/>.
- The [IBM Support Handbook](#) is an excellent resource to help clients and Business Partners work more effectively with IBM. Technical Support will be provided in accordance to the [IBM Support Handbook](#) as IBM Support systems are enabled.
- During the transition, electronic downloads have been temporarily disabled. If you have a download requirement, please contact starsupp@us.ibm.com. Once enabled, clients will be able to download software from IBM's [Passport Advantage](#) site.

As we work to integrate Star Analytics and IBM Support, we will offer IBM Star Analytics customers expanded capabilities through the existing IBM Support infrastructure. For the most current information on the Star Analytics Technical Support transition to IBM, please check back to this page: <http://www-01.ibm.com/software/analytics/staranalytics/customercenter/support.html>.

Should you have any questions regarding support processes or the support integration to IBM, please e-mail starsupp@us.ibm.com for further assistance.

SUPPORT RENEWALS

Effective March 15, 2013, Star Analytics Support and Maintenance became known as IBM Subscription and Support (S&S).

All S&S renewals with expiration dates prior to March 31, 2013 were invoiced from Star Analytics following Star Analytics Support and Maintenance renewal process.

In the upcoming months, IBM will begin the process to renew all S&S renewals dated March 31, 2013 and after. These renewals will be processed following the IBM Passport Advantage renewal processes. For those customers whose S&S expires after March 31, 2013, you will be granted a support extension to ensure no lapse in S&S coverage until IBM can produce your organization's renewal quote. The renewal transactions are dependent upon the completion of a number of other integration activities. Once the renewal quotes are produced, they will be sent to each customer by their IBM PA renewal representative. Moving forward after this transition period, all future S&S renewals for the IBM Star Analytics products will follow standard IBM PA S&S renewal processes and be led by regional IBM PA renewal teams.
