

# Turn Data and Analytics into a Competitive Advantage

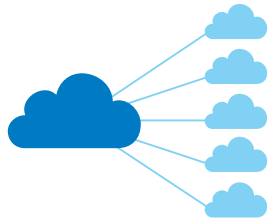
Business leaders recognize that applying analytics across all data types is changing operations and decision making



## Three things you must get right to transform your business, using big data and analytics



## IT financing can help you act now to transform your business with speed and conviction



Reduce up-front payments when building private, public or hybrid cloud solutions



Optimize IT infrastructure investment to respond to business needs



Maximize purchasing power and align payments with timing of solution benefits

**IBM Global Financing has offerings for consulting and implementation services, software and infrastructure so your organization can innovate with big data and analytics**

Learn more: [www.ibm.com/financing/us/big-data-and-analytics](http://www.ibm.com/financing/us/big-data-and-analytics)

Source: (1): IBM Global C-Suite Study, 2013

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