

## IBM Acquires Vivant Digital Business in Australia

Accelerating Capabilities for IBM iX - One of the World's Largest Digital Agencies and Global Business Design Partners

IBM iX Extends Strategy to Meet Market Demand; Deliver Digital Reinvention and Experience Design

SYDNEY, Oct. 4, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) today announced its intention to acquire Vivant Digital business (Vivant), a boutique digital and innovation agency based here. This acquisition [extends the strategy](#) and design expertise of [IBM iX](#), one of the world's largest digital agencies and global business design partners, with Vivant talent and expertise to accelerate clients' digital transformations.

The CEO and founder of Vivant, Anthony Farah, will also take the role of Digital Strategy & iX Leader for IBM Australia and New Zealand.

With close to a decade of innovation consultancy experience, Vivant has established a strong reputation for its design philosophy and innovative approach, using insights from behavioural science, data and technology for Australian start-ups and corporates, primarily in the financial services and distribution industries.

"Customer experience is a critical element as our clients develop their business strategy," said Paul Papas, Global Leader, IBM iX. "IBM shares a similar design, consulting and management philosophy with Vivant, and our combined teams will raise the bar for experience-led, design driven, digital reinvention."

Together IBM iX and Vivant, based in Sydney and Melbourne, will address the growing need of clients seeking transformation through innovative digital business models and bold customer experiences.

"This is an exciting direction for Vivant clients and employees. We now have scale and greater opportunity to address the growing needs of CEOs and innovation leaders willing to disrupt the market by seeking out new business models," said Anthony Farah. "We see it as converging the best of big with the best of small."

This adds to [IBM acquisitions](#) made during 2016 as it rapidly expands its iX global capabilities in strategic ways to better serve clients. From strategy and design to scalable digital, commerce and mobile, IBM iX's team of specialists work side-by-side with clients across more than 36 global IBM Studios. Working at the intersection of strategy, creativity and technology, IBM iX helps clients digitally reinvent their businesses.

The acquisition is expected to close in the fourth quarter of 2017 subject to applicable regulatory review and customary closing conditions. Financial details were not disclosed.

### About IBM iX

For more information on IBM iX, visit [www.ibm.com/ibmix](http://www.ibm.com/ibmix)

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