

**Take the Express route to profitability**  
**Sell IBM software offerings in the mid-market**



Medium businesses aspire to be, and many times are, leaders in their specific industries, and they strive for excellence in the products and services they deliver. Success is defined by revenue growth, profitability, and leadership in their market niche and within the context of the industry within which they compete.

Nonetheless, these companies face many of the same integration challenges as much larger organizations. Like their larger counterparts, midmarket companies are searching for ways to streamline business processes, make their workforce more productive, and make it easier for customers, suppliers and partners to interact with the company in real time, all with high levels security.

To achieve their business goals, IT decision makers are looking for solutions that will:

- *Enable systems/applications*

*to communicate automatically and in real time with each other and with those of customers, suppliers and partners; eliminate manual handoffs and reentry*

- *Allow applications and people to access and share data wherever it may exist*
- *Protect and extend the value of existing IT resources: implement without having to “rip and replace”*
- *Increase flexibility: deploy new and modified business processes and/or applications to respond rapidly to market opportunities and conditions.*
- *Ensure secure and reliable systems – especially with external parties.*

Why are IBM SMB solutions so well suited to these companies? Solutions built on IBM Express Middleware help customers become more resilient. Working with its Business Partners, IBM helps customers quickly and securely put important information in the right hands – a secure and reliable way of integrating resources for running operations more efficiently across and beyond the business.

IBM Express Middleware is designed to meet the needs of midmarket companies:

- **Complete Solutions:** All components, tools and information needed for a successful implementation are provided as a **single package**.
- **Priced to Market:** Competitively priced. Total cost of solution is attractive to

Medium Businesses.

- **Right Functions:** Designed for use by Medium Businesses, providing competitive capabilities that perform in a consistent manner within the solution, solution family, and platform.

- **Competitive Features:** Provide “best of breed” features and functionality that are appropriate for medium business requirements and recognized by external authorities as being clear solution leaders

- **Enabled for Growth:** Readily scale to accommodate growing demand. A clear path exists to advance capabilities and investment protection.

- **Easy to Evaluate and Order:** Delivered through Medium Business enabled channels. Evaluation materials and ordering information simplified.

- **Easy to Learn & Use:** Simple and intuitive. Samples, tools and documentation are provided to facilitate a quick and successful first-use experience.

- **Easy to Deploy and Install:** Installation and implementation is quick and non-disruptive to the system and personnel. A default configuration is provided that is appropriate for most implementations.

- **Easy to Manage:** Operational out of the box. Configuration setup, and ongoing maintenance requires minimal administrative skill and interaction. Tools are provided to simplify complex tasks.

- **Easy to Support:** Utilizes full array of support channels to provide technology awareness, skills and deliverables, enablement, pre-sales support, implementation, and post sales support.

*“SMB is the fastest growing segment of the IT market and is growing faster than the IT market as a whole”*

Source: AMI

### Do your customers need IBM SMB Solutions?

They do if they need to.....

- **Make business processes flexible**, so that they can be easily modified to meet changing business and market requirements
- **Protect their IT investments, increase efficiency and lower the costs of running business processes** by creating tighter connections between systems and enabling web access, eliminating redundant tasks and facilitating self-service capabilities
- **Make transactions move faster and improve quality** – which lowers costs, improves responsiveness and leads to higher customer satisfaction
- **Securely connect internal systems with those of customers, suppliers and partners** to increase efficiency, lower costs and expand access to markets (more companies willing to buy from them)

**IBM Business Partners report a 9 to 1 ratio of profit to investment dollars**

**Reality Research & Consulting conducted a report analyzing Business Partner profitability when they engage with IBM software**

A few of the results include:

➤ IBM provides an excellent return on a Business Partner's overall investment. IBM Business Partners, on average, report a 9 to 1 ratio of profit dollars to investment dollars.

➤ IBM provides a 21X sales multiple. For every dollar a customer spends on IBM middleware, an additional \$21 is spent by that customer on related software, hardware, and services purchases.

➤ IBM certifications provide a significant ROI. Each dollar spent in training yields \$345 in revenue.

**Market Penetration**

The midmarket represents the next great engine of growth for IBM. As an example, companies with less than 1,000 employees account for more than 54 percent of IT spending in North America. To tap this opportunity, IBM has invested \$500 million in demand generation programs and sales incentives to help partners sell IBM solutions designed for the SMB space. IBM estimates the total middleware SMB opportunity for WebSphere, DB2 database software, Lotus, Rational and Tivoli will rise to around \$45 billion in 2004.

**Business Partner Opportunity**

For Regional Independent Software Vendors and Regional System Integrators, IBM provides a growing presence among midmarket customers, supported by substantial investment, offerings, promotion, and partnership commitment as well as a portfolio of middleware unmatched in its support of Windows and leading non-Windows environments, as well as partner programs and a resource network that makes our comprehensive offerings more accessible to you.

For Value Added Resellers and Reseller professionals IBM Accelerates your profitability, with qualified leads, sales and marketing tools and collateral, significant sales incentives, technical and sales education and support, and a framework to bring your solutions to a broader audience. IBM's Portfolio of middleware is unsurpassed in its integration with Windows and leading non-Windows environments, and it provides a significant, long term partner commitment



A wealth of information and tools are available for Business Partners to build their own practices and marketing campaigns around SMB solutions.

The best resource for IBM Business Partners is the Business Partner Zone on the PartnerWorld for Software Web site. To gain access to this site you must first register as an IBM Business Partner by visiting:  
[ibm.com/partnerworld/software](http://ibm.com/partnerworld/software)

With Business Partners playing such a critical role in the overall go-to-market plan for IBM SMB solutions, you have access to a variety of resources designed to help maximize your success:

**Marketing:** In the marketing materials section of the Business Partner Zone you will find materials that make it easy to promote your SMB solutions. We encourage you to use the direct marketing templates, email & Web copy, seminar resources, telemarketing scripts, and even suggested offers to use in your own demand generation activities.

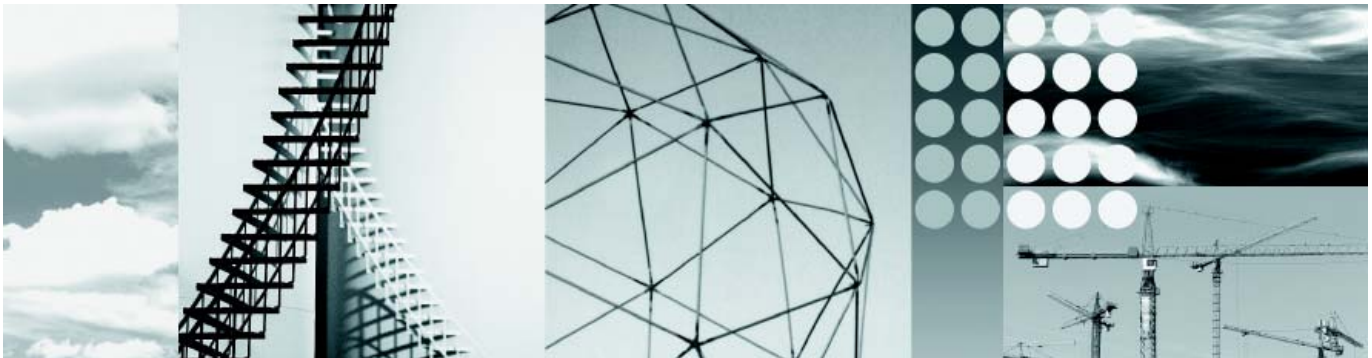
**Training and education:** IBM recognizes that the key to profitable services engagements is repeatability. So we offer a host of classes to help Business Partner technical resources gain expertise on the various products that comprise IBM SMB solutions.

**Sales Support:** You can use IBM's technical sales support to gain a competitive advantage when selling your own services.

Start today by visiting the BP Zone -> Marketing Resources -> 2004 Marketing Programs or contact your Business Partner Representative to add this to your PartnerPlan.

*“IBM is a formidable player in the small and midsize business market”*

Source: Vendor Rating Update: IBM Keeps SMB Focus on Upper Midmarket, Gartner RAS Core Research Note VDR-21-7618



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