

News

Press releases

IBM and StreamServe form alliance to optimize ERP applications and deliver more flexible output

Single platform improves critical business communications with customers and supplier -- from print to the internet, and beyond

Boulder, Colo. and Boston, Mass., May 8, 2002 . . . IBM* Printing Systems and StreamServe Inc.**, an Advanced IBM Business Partner providing business communication software, today announced a strategic alliance enabling joint resale and consulting activities that integrate software and services from both companies into ERP applications. As a result of this alliance, customers can take advantage of a single platform with robust output management to streamline and manage critical business communications, whatever their current IT infrastructure.

Effective immediately, the initial focus for the alliance is to enhance the flexibility of all printed output from ERP applications. By adopting IBM and StreamServe's 'single platform' approach, companies can enrich and personalize corporate business communications with graphics and information from other applications into core ERP output, and deliver it in multipleformats via whatever media the recipient prefers – such as e-mail, printed document, fax or presented on the Web.

Based on IBM's extensive e-business, integration and consulting expertise coupled with its process and output management software, Infoprint* Workflow and Infoprint Manager, and the StreamServe Business Communication Platform** – customers are presented with a revolutionary new way to manage all kinds of critical business communications in a common system, without needing to abandon existing infrastructure investments.

For example, new options can now be added for output design and delivery, leveraging customers' existing investment in ERP forms and scripts, while combining information from other business systems at the same time. It will also now be possible to have bi-directional exchange of business documents to and from ERP environments. This can be done by generatingoutput from ERP applications, transforming it into the desired format, and delivering it through the most appropriate channel based on need and cost considerations.

“Typically, an ERP enterprise has many output management challenges, from managing hundreds or thousands of different printers, to delivering the right output to the right destination with a minimum of network and printer overhead,” said Rich Troksa, Business Line Executive, Enterprise Output Solutions, IBM Printing Systems. “The ability to translate and distribute business communication from multiple ERP sources in any format – be it print, e-mail, fax, over the web or in application interchange formats like XML, HTML, PDF, EDI – means customers can anticipate and embrace changing markets, customer needs and technology much more easily. And the good news is customers don't have to abandon their existing IT investment to do it.”

Nick Earle, Chief Executive Officer of StreamServe, commented: “In choosing StreamServe as a strategic alliance, IBM has recognized StreamServe as a leader and innovator in a new market space that we're calling Enterprise Business Communications. Together, we've formed a long-term consulting and resale

relationship that's designed to help large companies overcome the challenges of scaling, evolving and managing business communication. With IBM and StreamServe, enterprises can take cost and complexity out of their critical business communications to help improve the bottom line, and they can expand the scope of those communications to drive revenue through better customer service and innovative new services."

About StreamServe:

StreamServe is a provider of business communication software. Its solutions enable companies to manage, personalize, and automate the flow of critical business information between its customers, suppliers, and eMarketplaces.

StreamServe began operations in Sweden in 1995. Over the past seven years, it has experienced explosive growth and now has offices in the United States, Singapore, Germany, France, the United Kingdom, the Netherlands, Finland, Denmark, Spain and Norway. StreamServe has more than 3,000 customers across a wide range of industries representing the new and old economies. The company has partnerships with major business application vendors, such as IBM, SAP, Oracle, IFS, Intenia, Baan and Scala. The company also has a partnership with Hewlett-Packard, eBusiness providers and system integrators. For more information on StreamServe, please visit www.streamserve.com.

About IBM Printing Systems:

IBM Printing Systems specializes in e-business printing solutions that deliver "Power to the Printer*". It focuses on information and output management solutions that enhance operations, maximize efficiencies, reduce costs and create new business opportunities. A leader in production print solutions, print-on-demand technologies, distributed print technologies, one-to-one marketing initiatives and print management software, IBM Printing Systems' offerings include printers, software, consultation, systems integration, supplies, service and support. For more information visit www.ibm.com/printers.

More information:

For more information about IBM Printing Systems and StreamServe business communication solutions, including videos of executives' from both companies, visit the IBM/StreamServe Web site at <http://www.streamserve.com/ibm>