

INTEGRATION OF BEST PRACTICES

STREAMLINING OPERATIONS

CYCLE-TIME REDUCTION

PRICE PRESSURE

GLOBALIZATION

As you prepare for the next millennium, look to IBM and Baan. This strategic alliance now offers the most advanced data management and business management system available today: **BAAN and IBM DB2**, the powerful yet cost-effective solution manufacturers use today to help them face the challenges of tomorrow.

One of the leading Enterprise Resource Planning (ERP) solutions in the world, **BAAN** has partnered with the power of the **IBM DB2** relational database management system. Manufacturing companies like yours can achieve fast return on investment by helping you achieve:

- **Faster re-engineering and minimized implementation cycles**
- **Accurate, highly available information in an easy-to-manage distributed environment**
- **Advanced information systems companywide**
- **Best practice adoption**
- **Improved cost efficiency through shortened development and product cycle times**
- **Inventory and service level improvements**



To find out more about IBM Data Management Products and Baan, please visit each of our websites:

<http://www.software.ibm.com/data/db2>
and <http://www.baan.com>

Commercial software vendors can register for the IBM Solution Developer Program and select the DB2 Partners in Development specialty offering via the WorldWide Web at: <http://www.developer.ibm.com>

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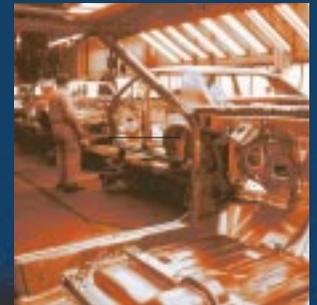
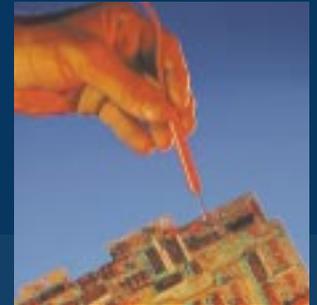
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IBM DB2 and BAAN

Let this advanced enterprise management solution prepare your company for a new universe in business computing

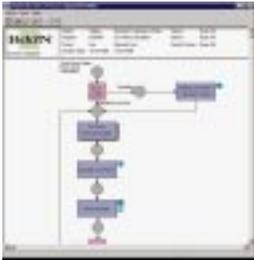


IBM DB2 and BAAN. Prepare for the next era.

BAAN

BAAN fully integrated business management software adapts to your company's business structure and links your business processes. It centralizes organizational planning and management capabilities and provides a state-of-the-art computing environment with:

- Desktop applications
- Internet conductivity
- Application modules
- Technology tools



These capabilities are optimized when BAAN is united with the IBM DB2® family of database products for an integrated solution now available for Windows NT®, AIX®, OS/390® and OS/400® systems.

BAAN is a new concept in business management software that incorporates and goes beyond Enterprise Resource Planning (ERP). The Baan solution uses the concept of Dynamic Enterprise Modeling (DEM) to adapt to the changing organizational structures, business practices and operational procedures of any manufacturing company.



IBM DB2

IBM DB2, the award-winning database product, is widely known for its ability to handle complex data and queries, and for its performance, availability and scalability. DB2 helps you:

- Provide a common database technology with scalability that supports multiple platforms.
- Access a variety of data sources as if they were a central database.
- Lower training costs.
- Work with your existing technology and customized application set.
- Offer multimedia applications that handle text, images, audio and video data.
- Provide for secured transaction management and database integrity.
- Save your business money in hardware, software and support personnel.
- Allow for the integration of your existing data and applications.

DB2 is more than a database engine, it is a full-function database management system that enables your organization to take advantage of Data Warehouse and Data Mining technologies.

DB2 supports many popular operating environments, including AIX, OS/2®, HP-UX**, Solaris**, Windows NT, Santa Cruz Operations (SCO), the Siemens Nixdorf SINIX**, and OS/390.

Today, more than 30 million end-users are using the IBM DB2 family of products. More than 2,000 terabytes of customer data are managed by IBM DB2 relational database



technology. Many Fortune 500 companies and global industry leaders rely on DB2 to manage their mission-critical business applications. IBM understands how to help you manage your most important asset – data – better than any other company.

IBM DB2 and BAAN let your organization stay ahead, and give it a competitive edge.

Research, support and training

Two IBM/Baan Competency Centers have been established, one in the United States and one at Baan headquarters in Barneveld, The Netherlands. Technical experts at the centers work to optimize the BAAN and IBM DB2 solution to meet the specific needs of customers worldwide.