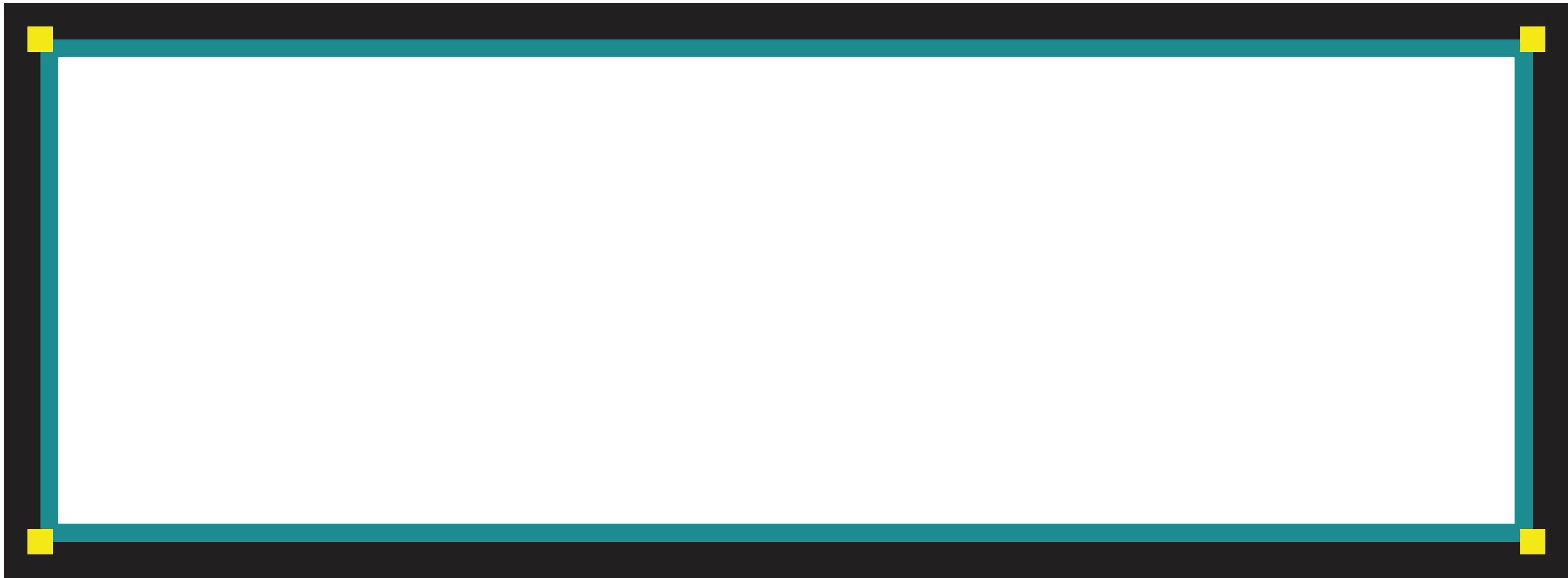




## Simple Tips to Boost Business Performance for Growing Businesses.

- An IBM Software Buyer's Guide -

IBM, the IBM logo, ibm.com, Let's Build A Smarter Planet, Smarter Planet, the planet icons, Rational and its products, WebSphere and its products, Lotus and its products, Tivoli and its products, Information Management and its products and DB2 are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml). Other company, product and service names may be trademarks or service marks of others. The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software. © 2010 IBM Corporation. All rights reserved.



## How can growing organisations maximise business performance and value?

The planet is getting smarter with intelligence being infused into everything around us. Today's businesses need to operate smarter to get ahead of the competition, perform at their optimum best and leverage IT to their advantage. But more often than not, due to budget constraints, mid-sized businesses feel pressured to "get by" with the least expensive solutions - and make do with a temporary fix to a bigger problem. It is no surprise then that these applications fail to offer a permanent working solution, and thus end up creating a more complex IT environment.

This means the business performance and effectiveness of mid-sized companies are often lower than what it could be, and they are not always using their systems, data and people to their full potential. And if their IT is not working as hard for their business as they are, it's possibly not providing as much value as it should.

IBM can help mid-sized companies leverage existing IT resources to help their businesses perform better. With IBM solutions, companies can make their businesses more flexible, boost productivity levels, enhance the accessibility and the value of information. This way, businesses can streamline operations and reduce expenses – while producing higher quality work and improving their customer experience.



## Improve Service

**At IBM, we recommend a few simple measures to maximise business performance.**

## Improve customer service to outperform your competition.

In a scenario where customers and employees expect anytime access to services and information, downtime is not what any business can afford. At IBM, we believe that by reducing downtime, midsized businesses can enhance their service levels and outperform the competition.

Our flexible, affordable solutions are designed to provide visibility across your organisation, letting you address problems quickly, and with ease.

### Tivoli® Storage Manager FastBack

IBM Tivoli® Storage Manager FastBack gives you the power to quickly recover any Microsoft® Windows® or Linux® server data, anywhere in the organisation, at any given point in time.

#### Here are a few other unique benefits:

- Helps provide continuous data protection and recovery management for Microsoft Windows and Linux servers, both in the data centre and in remote or branch offices.
- Gets applications and users up and running within minutes following any data loss, while full data recovery is performed in the background.
- Helps eliminate the need for traditional backup windows by continuously capturing data.
- Changes at the block level.
- Helps reduce storage and bandwidth requirements with block level incremental backup and integrated data de-duplication.
- Schedule automated data transfers based on flexible, policy-based settings.



## **Security, Business Continuity and Compliance**

## **Protect your customers' data and your bottom line.**

Data and Web applications have grown exponentially. Which means, the cost of data loss and system downtime has also grown. Investments in security and business continuity solutions that are priced right for mid-sized businesses can help lower the costs of an IT outage or data loss.

They can also ensure that your data is secure and in line with compliance requirements.

### **WebSphere® Application Server - Express V7.0**

This affordable, ready-to-go solution helps build dynamic Web sites and applications. It leverages the latest technologies like Java EE 5, Web 2.0, Web services support and integrated tooling to quickly build the applications and services that you need at a lower cost. Start-up is also simplified with easy-to-use integrated wizards.

#### **WebSphere Application Server addresses the following requirements:**

- Reduces IT operational costs.
- Increases the efficiency and reduces the complexity of administering your environment.
- Improves interactions with customers, business partners and employees.
- Develops business applications that give you a competitive advantage, more quickly and cost effectively.
- Improves the security, performance and availability of your key applications.
- Connects parts of your application across platforms in a standard, secure and interoperable way.
- Reduces the cost and complexity of maintaining your application infrastructure.

... all this, in a single, cost-effective software package.

### **Rational® DOORS**

Rational Doors is a requirements management tool from IBM which helps in controlling the requirements effectively, while improving staff efficiency and reducing project costs and delivery time.

**Rational DOORS facilitates the following:**

- Capturing, tracing, analysing and managing changes to information (requirements) and demonstrating compliance to regulations and standards.
- Traceability links within the Rational DOORS software help in tracing the requirements easily. It helps improve collaboration across the organisation with access to up-to-date viewing of requirements. Comprehensive traceability analysis capabilities also help ensure that no requirement is overlooked.
- Proactive change notification helps ensure that changes are not missed and that their impact can be thoroughly analysed.
- Interfaces to popular design, development and test environments can provide comprehensive lifecycle traceability and help teams align their efforts with business needs.

**Some of the standards that DOORS supports across various industries:**

- Pharmaceutical/Healthcare/Lifesciences: 21 CFR Part 11
- Defense/Aerospace/Naval: DO178B
- Automotive: V Model and QFD for Automotive
- Telecom: DOORS is the de-facto standard for any kind of telecommunication equipment development
- Engineering: Manages complex project requirements and provides complete traceability to customer specifications to the end product/deliverable

to a Web-based interface, all e-mail accounts are enabled with POP, authenticated SMTP and IMAP capabilities for use with e-mail clients such as Lotus Notes or Microsoft Outlook®.

**Features:**

- Essential Webmail POP3, IMAP4, and Authenticated SMTP.
- Calendaring with configurable event reminders and workday views.
- Anti-spam and anti-virus features.
- SSL Encryption, secure password recovery.
- Administrative tools to manage user accounts and global settings.

### IBM Lotus® Domino Express

Lotus Domino Express software provides security-rich e-mail, calendaring, scheduling, instant messaging and support for a wide range of business applications - at a price that is designed right for small and midsized businesses, and easy, userfriendly features.

**Sametime:** Facilitates chatting with colleagues across the enterprise and beyond from your e-mail, documents, calendar and more.

**Teamroom:** Stores and shares documents among team members, ensuring that all users can access the same data at any given point in time.

**Access:** Empowers users to work virtually from anywhere, through virtually any device, with rich desktop, browser and mobile access.

**Business application support:** Supports application development environments by enabling the rapid development and deployment of scalable and security rich workflow driven application.

### LotusLive iNotes

LotusLive iNotes e-mail is a business-class messaging solution for everyone in your organisation. Remote employees, retail workers and anyone who doesn't work behind a desk will appreciate the easy access to company e-mail. With Web-based e-mail, all of your employees will have real-time e-mail access through a Web browser and Internet connection. In addition



**Improve Speed and Accuracy  
of Decision Making**

**Use business  
intelligence to improve  
decision-making.**

Today, a lot of companies are working with disparate data, which can lead to inaccurate decision making and poor company performance. But with the right approach, better decisions can happen faster. IBM offers specific solutions for midsized businesses that will help you get the right information to the right people at the right time.

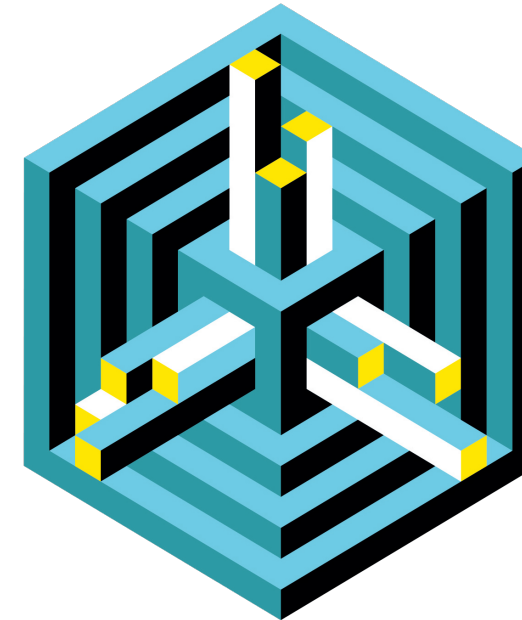
## IBM® Cognos® 8 BI

Cognos delivers the complete range of Business Intelligence capabilities on a single service-oriented architecture (SOA). It facilitates the capabilities and information you need to make better decisions. It lets you use reports, analysis, dashboards and scorecards to monitor business performance, analyse trends and measure results. A service-oriented architecture makes it easy to deploy and manage.

### IBM Cognos enables you to:

- Deliver immediate insight into how the business is performing so that you can identify effective and efficient ways to reduce costs, increase revenue, and react faster to changing market conditions in order to be more competitive.
- Establish an accurate, trusted view of information across the different business processes and applications to drive more consistent information across the business, and to support analytic and other requirements using information derived from varied sources.
- Manage data and content over its lifecycle to reduce the costs that are associated with managing information, provide controlled accessibility, address retention and compliance requirements.
- Be more effective in managing and accelerating the budgeting, planning, forecasting, analysis and reporting that are needed to support core financial processes with optimisation of performance to support growth, profitability and compliance demands.

Each of these tasks are fundamental to Information On Demand in that they help you optimise your business. And IBM Cognos 8 helps you carry out these tasks efficiently.



### Improve Employee Productivity

## Collaborate your way to better business performance.

Midsized companies need to make the most of their existing resources. One way to achieve this is by using collaboration solutions to streamline your employee, customer and supplier data. This provides faster and easier access to information so that employees can be more productive, wherever they are. This in turn helps companies lower costs and improve their customer response time.