

## Portals

It's been said that 54% of IT spending today occurs in mid-sized businesses with less than 1000 employees. It has also been said that 65% of mid-sized businesses have remote people management or wireless information-sharing needs. For these reasons, one way that mid-sized businesses have tried to differentiate themselves from their competition is by investing in information portals through which they can provide mobile and non-mobile employees with online and offline access to company information and collaboration. In other words, the market could be readier than ever for providers who can balance the right mix of portal solutions and services for mid-sized businesses.

IBM Express Middleware can help. Designed specifically for mid-sized businesses, IBM Express Middleware provides the flexibility needed for quicker time to market in helping mid-sized businesses along their journey into the on demand world. IBM Express portal offerings bring the strengths of enterprise-wide portal technologies and capabilities to mid-sized businesses that prefer easier installation and deployment across multiple platforms, including Linux, and easier management of information resources.

IBM WebSphere Express offerings, including WebSphere Portal Express and WebSphere Business Integration Server Express, help capitalize on business opportunities for customers by providing a single interface to interact With relevant content, applications, processes, experts and information so employees, partners and customers can do business more effectively. IBM business partners can leverage IBM's Express business intelligence offerings to provide a complete solution. With an extensive network of resources at their disposal, IBM business partners have direct access to leading-edge technology, education, training, and marketing materials, as well as partner-specific offerings such as the Solution Builders Express portfolio, to help build best-of-breed solutions for mid-sized businesses. To get started now, please take a look at the following table, which offers insights of how IBM's Express and portal offerings can help address mid-sized businesses in three, key industries today.

**IBM product life-cycle management offerings for the SMB electronics industry** are designed to help customers improve time-to-market, increase product introduction success rate and product quality, reduce cost through re-use of parts, drawings, and documents, while reducing engineering design times, accelerating document retrievals; and improving communication within the company and with suppliers.

**Benefit:** improve collaboration in design and production

**IBM product life-cycle management offerings for the SMB automotive industry** are designed to help customers improve time-to-market, increase product introduction success rate and product quality, reduce cost through re-use of parts, drawings, and documents, while reducing engineering design times, accelerating document retrievals; and improving communication within the company and with suppliers.

**Benefit:** improve collaboration in design and production

**IBM web meetings and e-learning offerings for the SMB insurance industry** are designed to help provide easy-to-use tools to deliver training and add greater context to lessons and presentations while helping instructors gauge student comprehension, track performance, and knowledge retention after training.

**Benefit:** educate/communicate with dispersed agent workforce.

For additional resources, visit the IBM Business Partner Zone at: [www.ibm.com/partnerworld/software/zone](http://www.ibm.com/partnerworld/software/zone)

