The Race is On

TestDrive Benefits—

What is a TestDrive?
An IBM Leveraging Information TestDrive is designed to provide you with on-site experience with a custom solution. It serves as a proof-of-concept in allowing you to evaluate all aspects of the system.

A TestDrive starts with a consultation between your IBM Business Partner and the sponsors within your organization. After you and the IBM Business Partner agree to a set of services, the Partner will provide three person-days of work toward those goals. Together, you and the Partner will evaluate the results in a closing meeting, at which time further action can be planned.

Why offer this TestDrive?
IBM understands the implications of a new project. The e-business world is moving fast, but there is always risk. IBM is prepared to share that risk with you; by investing in the services of highly skilled IBM Business Partners.

The TestDrive program allows us to show you the functionality of the proposed solution. The goal is to answer your questions and leave you feeling secure that you are wisely investing in this technology. It is expected that after the three day TestDrive, you'll be satisfied and ready to complete your e-business data management solution.

Testimonials
IBM Business Partners performed TestDrives in 1999 with great success. Customers enjoyed the ability to get a early view of the solution before signing on the dotted line. Listen to what some of our TestDrive customers have said:

"The TestDrive demonstrated database management functionality in real-time. We were able to turn abstract concepts into quantitative data. The TestDrive provided a hands on approach for understanding our customers through managing our data."

– PEI Agricultural Forestry

"The TestDrive allows us to build a better rapport with our members. We are more likely to close a sale as a result of our improved understanding of their business.

The TestDrive provides the opportunity to make sense of data. Data can be organized to analyze different information or criteria at any given time. Result—better decisions"

– Spokane Railway Credit Union

If this sounds good to you, ask your Business Partner about an IBM Leveraging Information TestDrive. And start down the road to an e-business advantage.

Start Your Engine

The e-business benefits—

e-business. You've heard the term, but what does it mean? e-business is the transformation of key business processes through the use of Internet technologies. A key component to e-business is leveraging corporate information. It's the "I" in IT and the most valuable asset a company has. An IBM Business Intelligence or Content Management solution can help you to leverage your information assets and achieve competitive advantage.

Business Intelligence—

What if you had the "inside information" you needed to retain customers in a highly competitive market? What if you could uncover fraudulent activities earlier and avoid their damaging consequences?

More and more executives are asking these questions - and they're finding highly profitable answers with business intelligence applications. According to industry analysts, returns on investment of more than 400 percent on data warehouses are the norm.[1] Consequently, numerous vendors are rushing to deliver these and other business intelligence solutions. But few can match the comprehensive offerings from IBM.

IBM Business Intelligence solutions start with a solid foundation, DB2 Universal Database, and include: data warehouse creation and management; powerful, easy-to-use data analysis; hassle-free integration with your existing decision support tools; and standards-based synchronization of business and technical meta data.

According to World Research Inc., IBM is the market share leader in Business Intelligence and data warehousing tools. It's time for you to reap the benefits offered by the leading Business Intelligence portfolio.

Content Management—

Want to open the doors to a wealth of digital documents and objects stored in systems across your organization so your business can stop handling paper and start leveraging information for your e-business? AutoZone did with IBM's Content Management solutions. e-documents can give you a complete picture of customer relationships, integrate project information and provide immediate access to the wide range of information needed to be agile in a competitive environment.

> AutoZone is using IBM's Content Management solutions to manage its Human Resources paperwork with considerable success: annual savings of at least $1 million: 100 percent ROI in six months: 40 percent reduction in printing volume: and enhanced employee efficiency.

Would you like to achieve similar results? Each of the IBM Content Management solutions provides best-of-breed, leading-edge technical capabilities. Individually or together, they can meet needs for document access and workflow control in your enterprise resource planning, customer relationship management or other applications.

[1] "The Foundation of Wisdom: A study of the financial Impact of Data Warehousing." International Data Corporation, 1996

The Solutions—

Data Warehousing
It's all about accessing critical business information to make intelligent decisions. IBM data warehousing solutions are designed to simplify the process of building, managing, and analyzing data warehouses. So data becomes information and managers have the business intelligence they need to gain competitive advantage.

Multi-Dimensional Analysis
Today's competitive environment demands flexible reporting tools. Spreadsheets are confined to two dimensions. An online analytical processing (OLAP) server stores data in a cube so managers can analyze data among different dimensions such as product, geography, or time. This allows users to easily view data from various aspects based on individual analysis needs. IBM's OLAP solution allows users to ask questions intuitively because data is presented in business dimensions. And it's web-ready, with tools that allow full-function access to the analytic application, so remote employees are always close to critical business information.

IBM Content Management
Up to 80% of all business information is non-data or unstructured. The IBM Content Management portfolio provides an e-business solution to manage unstructured content — images, documents, video & audio streams, XML, computer output, HTML, and others. And an advanced application development toolkit provides customization for maximum business value.

Enterprise Information Portal
The IBM Enterprise Information Portal helps corporations leverage information supporting today's e-business applications. It lets business users personalize data queries, conduct extensive searches, and utilize relevant results from across IBM and non-IBM data sources, both structured and unstructured.

IBM DB2 Universal Database
Nearly all e-business applications are built on a database. And the market share leading database according to GartnerGroup's DataQuest is IBM DB2. DB2 grew nine times faster than Oracle year-to-year on UNIX and five times faster than Oracle in the combined UNIX/NT market.[2]

DB2 Universal Database is fully Web-enabled, scalable from single processors to massively parallel clusters, and features advanced multimedia capabilities. DB2 delivers built-in Java support, client/server functions, and support for open industry standards, all with proven performance and availability.

Information is one of the most valuable assets a company has, and it's important to protect that asset in a database as reliable as IBM DB2.

[2] GartnerGroup's DataQuest

Beat the Competition

TestDrive Agreement Form

The following is a list of services that may be considered for your IBM Leveraging Information TestDrive. You and your IBM Business Partner should use this list to document which services you would like them to perform during your 3-day services engagement.

☑ **TestDrive Services Agreement meeting — Mandatory**
Meeting between the Business Partner and the sponsoring parties of the customer organization to determine the scope and timeframe of the TestDrive. 1 - 2 hours recommended.

☑ **Resource Availability — Mandatory**
It is assumed that the customer will provide the necessary user and technical people available to assist.

☑ **Measurements and Progress Review Meeting — Mandatory**
Meeting with the originating sponsors to review the TestDrive status, results, and next steps.

☐ **Installation and testing of IBM Software**
The IBM Business Partner will install all IBM software associated with the chosen TestDrive solution. These products will include:

_____
_____
_____

☐ **Data/Document Movement**
The IBM Business Partner will perform the services necessary to populate the proposed solution. This may involve one-time loading of data, linkages with operational systems, or data entry. Please specify scope of requirement.

_____
_____
_____

☐ **Executive Interviews**
The IBM Business Partner will consult with enterprise executives to review the scope of the solution and to garner executive support. Number of hours/number of calls required:

_____

☐ **Consulting Services**
The IBM Business Partner will provide consulting and technical assistance for the solution set. This can be industry-specific, or technology based. Number of hours:

_____

☐ **Education**
End-User–The IBM Business Partner will provide custom courses to train your end-users on how to use the solution created during the TestDrive. Number of hours:

_____

Technical–The IBM Business Partner will provide technical instruction on the IBM products used to create the solution. Hours:

_____

☐ **Solution Outputs**
The expected results from the solution. This can be represented as a specific number of reports or queries generated, or a specific data configuration which demonstrates the solution properties.

_____
_____

☐ **Other:**
_____
_____
_____

If you accept the services documented above, please sign this form and return it to the IBM Business Partner. Once work has been completed to your satisfaction, it is expected that you will purchase the solution.

Customer Signature
_____
Company Name
_____
Date/

IBM Business Partner Signature
_____
Company Name
_____
Date/

IBM

IBM

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IBM Data Management Solutions

Business Intelligence

Content Management

e-business