IBM

Smart solutions to help growing and midsize businesses build value with existing IT assets.

As a growing and midsize business, you rely on your IT infrastructure and business applications to keep your business running smoothly.

But today's marketplace requires businesses of all sizes to go the extra mile in order to meet changing market demands and increased customer expectations. And to be competitive with larger companies, you need to have new levels of business flexibility, giving you the capability to respond to new market opportunities and new service requirements quickly and easily. This competitive environment has created an IT challenge for many midsize businesses whose existing assets may not fully support the dynamic needs of a vital and growing business. More than ever, midsize businesses need tools that will help create an IT environment that leverages existing assets while adding valuable new functionality — tools that will help manage information, control risk, reduce complexity and reduce costs, all within the current IT architecture.

How to use this buyer's guide
Please refer to this buyer's guide as a reference document and decision-making aid as you consider IT solutions for your organization.

As market demands evolve, businesses must have robust and responsive applications in place to improve the business processes that support growth. These applications need to deliver Web-based customer service and improve communication within the organization by providing employees and partners with readily accessible, real-time information that is protected from unauthorized access. But while these application changes are necessary to stay competitive, many midsize businesses do not have the time or the resources to keep up with today's technology requirements. Midsize businesses need cost-effective solutions that will simplify, manage and deploy IT assets to maximize efficiencies and decrease response time to market demands.

IBM IT solutions give midsize businesses the tools they need to centralize and protect existing data while using current resources in a simple and economical manner. Easy to use and flexible, these solutions can integrate with an existing IT infrastructure to give businesses a more secure platform on which they can quickly adapt, respond and grow. To help midsize businesses become more successful, IBM IT solutions can help:

- *Consolidate existing IT assets to improve utilization and reduce operating costs.*
- *Centrally manage IT system resources while maximizing efficiencies and response time.*
- *Control application changes and quickly respond to new business demands.*
- *Simplify data protection and increase system availability.*
- *Accelerate deployment of business applications in line with business objectives.*
- *Manage rising storage costs while maintaining ease of operation and improving data security.*
- *Create dynamic Web sites for employees and customers.*

Choose solutions that can leverage your IT assets

With IBM on your side, you can better protect your valuable data, create more effective Web sites, improve the management of your inventory and software distribution and improve your overall system performance with a more reliable data server, allowing you to find new and better ways to maximize your current IT assets. Highlighted below are six products that you can use to meet your specific business needs.

Business Need	Solution	Featured Product	Features	Benefits
Effective protection of growing amounts of valuable data with a solution that is affordable, quick to install and easy to administer	Backup and Recovery	IBM Tivoli Storage Manager Express	• Provide an affordable storage management solution that supports up to 20 servers • Easy to administer, install and manage • Protect data with intelligent data move-and-store techniques and comprehensive policy-based automation	• Maintain consistent, system-wide data protection policies while providing superior data preservation • Reduce administrative time and cost spent re-creating data • Faster time to recovery, backup without crippling bandwidth and the elimination of human error in the backup process
Develop, run and manage Web sites that can help respond to new business opportunities and increase productivity	Service Oriented Architecture: Improve Operational Efficiency	IBM WebSphere Application Server – Express	• Integrate with existing Web solutions to develop dynamic Web-based business applications • Provide accurate, real-time information to suppliers and customers • Thousands of available applications from IBM Business Partners	• Deliver a fast return on investment • Lower operational costs by offering fast and easy customer self-service over the Web • Adapt to market demands quickly and efficiently
Improve application design and performance while increasing productivity within the workforce	Service Oriented Architecture: Improve Operational Efficiency	IBM Rational Application Developer for WebSphere Software	• Eclipse-based integrated development environment • Manage complex deployment environments and software assets and versions	• Maximize development speed • Deliver interoperable applications based on industry standards • Improve application design, quality and performance
Create an accurate inventory of hardware and software used throughout an organization	Maintain and Monitor	IBM Tivoli Provisioning Manager Express	• Automatic collection and inventory of all hardware and software information • Distribute software applications and patches automatically • User-friendly interfaces that require less time and skill	• Ongoing tracking, identifying and reporting of hardware, software and owners • Target security concerns such as worms and viruses • Create a clear migration path for business growth

Business Need	Solution	Featured Product	Features	Benefits
Automate the deployment of software-based systems	Maintain and Monitor	IBM Rational ClearQuest and IBM Rational ClearCase	• Track assets from build to test to deployment with Rational ClearQuest • Deploy approved builds directly from source control with Rational ClearCase	• Deliver repeatable and predictable processes in an extensible and integrated environment • Closed-loop management of assets and applications from integration and build through test and deployment
Enhance database performance, increase availability of information and prevent performance issues due to unauthorized access	Securely Manage Data	IBM DB2 Express 9	• Total Business Resilience – security and privacy, availability, reliability, disaster protection, compliance and governance, scalability • Able to integrate with industry leading standards • Lower administrative costs with adaptive memory and automatic storage management	• Maximize data availability to support project requirements • Keep planned and unplanned downtime to a minimum • Reduce the risk of unauthorized access to data

With the powerful IBM offerings presented here, you can help keep your business running smoothly by avoiding the loss of key data through a backup and recovery solution. You can also create a service oriented architecture (SOA) to improve operational efficiency and keep your business ready and able to respond to any changes in the market. You can also alleviate the monumental task of maintaining and monitoring your IT infrastructure by tracking and managing any hardware or software changes that occur within the organization as well as with outside customers and partners. And you can provide ample security for growing amounts of data volume with greater control over information access and improved reporting capabilities for monitoring access to sensitive data.

These solutions can help your business develop a more intuitive and more adaptable IT environment. They are configured to work with your existing infrastructure, so you can choose the products necessary to create the customized solution that fits your needs. The following pages provide more detailed information about these products.

Protect valuable data with an automatic, efficient and economical storage solution: IBM Tivoli Storage Manager Express

IBM Tivoli® Storage Manager Express is designed for midsize businesses that do not have the resources necessary to develop and maintain a reliable storage environment. The solution can:

- *Reduce administrative costs and the possibility of human error through the automation of backup and recovery processes.*
- *Provide immediate storage management that supports up to 20 servers.*
- *Eliminate the need for outside expertise and the extra cost to re-create data.*
- *Provide continuous storage management for increasing amounts of valuable data.*

The ever-demanding marketplace makes it necessary for businesses to have valuable data available anytime and anyplace. As the amount of data increases, so does the need to create a storage environment that is capable of keeping this information more secure. Losing business data can result in a decrease in profits and a weakening of customer relationships. For midsize businesses, however, storage management can quickly become a drain on financial resources. IBM Tivoli Storage Manager Express uses a range of intelligent data-moving techniques and policy-based automation to reduce the time and resources needed for backup and recovery. With automatic installation and configuration and easy system-wide administration from one centralized location, this solution simplifies and streamlines the storage management process. IBM Tivoli Storage Manager Express can equip the IT department of any midsize business with an affordable storage management solution that can efficiently automate the critical process of backup and recovery.

Develop dynamic Web sites and applications to improve responsiveness to customer needs and new business opportunities: IBM WebSphere Application Server – Express

IBM WebSphere® Application Server – Express provides midsize businesses with a ready-to-go solution that is easy to use, affordable and capable of getting your Web service applications up and running quickly. The solution is designed to:

- *Create a flexible, cost-effective IT infrastructure that can continuously adapt to customer demands and changes in the marketplace.*
- *Select from thousands of applications to solve your specific business challenge.*
- *Develop dynamic business applications using basic capabilities that give an edge over the competition.*
- *Lower operational costs by offering fast and easy customer self-service over the Web.*
- *Efficiently collaborate with partners, suppliers and clients.*
- *Grow with your business by re-using skills and assets developed over time.*

Today's online world requires businesses to quickly deploy Web service applications to stay competitive. Attracting new customers and maintaining relationships with current customers means providing a high-level of service and response. This means giving customers access to accurate and up-to-date information. WebSphere Application Server – Express gives midsize businesses the tools they need to develop, deploy and manage Web sites that engage customers, empower employees and deliver a fast return on investment. Operational costs can also be lowered by automating manual or paperwork-intensive processes that can occur in every business. By integrating with existing Web solutions, WebSphere Application Server – Express can help leverage in-house knowledge and build the IT skills necessary for continued growth.

Optimized to accelerate development and deployment of WebSphere applications, IBM Rational® Application Developer works with WebSphere Application Server – Express to give midsize businesses an open, extensible and integrated development environment to quickly design, develop, analyze, test, profile and deploy high-quality Web services and SOA applications with predictable results.

**Efficiently manage inventory and software distribution:
IBM Tivoli Provisioning Manager Express**

IBM Tivoli Provisioning Manager Express can help
a midsize business create, track and maintain an
accurate inventory of the hardware and software in use
while also automatically distributing applications and
patches when necessary. This solution can:

- *Accurately track, identify and report on hardware,
  software, patches and owners.*
- *Simplify the creation and distribution of software
  packages for both IT staff and end users.*
- *"Push" application software and patches out quickly to
  address security problems or end-user requests, without
  end-user intervention.*
- *"Pull" prepackaged software from a Web-based catalog.*
- *Upgrade smoothly as business grows.*

Keeping an accurate inventory of hardware and
software used across an organization can be complex,
time consuming and expensive. Midsize businesses
need a solution that is cost-effective, able to integrate
with a current operating system and user friendly. IBM
Tivoli Provisioning Manager Express enables anyone
who can install a Microsoft® Windows® application to
execute advanced inventory and software distribution
functions. Simple management tasks such as
pulling software down to PCs and tracking security
policies for antivirus and firewall software can now
be accomplished more easily. IBM Tivoli Provisioning
Manager Express enables IT staff to automate
inventory tracking and distribution management
from a remote location making it less disruptive to
employees and customers. By providing better security
and protection from viruses and worms, this solution
can maximize the availability of an IT system while
maintaining a high level of control so that it can be
used efficiently.

To further automate the deployment of software-
based systems, IBM Rational ClearQuest®, for lifecycle
change management, combines with Tivoli Provisioning
Manager Express to allow midsize businesses to easily
track assets from build to test to deployment. And,
when the business needs to deploy approved builds
from source control, Rational ClearCase® provides
automated release management. The result is closed-
loop management of applications from integration and
build through test and deployment.

Create a reliable and security-rich data server to improve overall system performance: IBM DB2 Express 9

IBM DB2® Express 9 for Linux®, UNIX® and Windows is the ideal entry-level data server. It can help midsize businesses enhance data security and leverage their information assets to improve business application capability and performance. IBM DB2 Express 9 provides many of the Enterprise version capabilities as value-added features to allow you to control costs by purchasing only the capability you need. This solution:

- *Installs quickly and easily.*
- *Proactively manages database performance to prevent problems that can affect business.*
- *Keeps your data protected and available 24x7.*
- *Integrates with industry standard platforms like Java™ and Microsoft .Net.*
- *Provides efficient access to XML.*

Data servers are at the foundation of any IT environment and it is critical that the information stored on these servers be protected and available at all times. Any downtime can result in a loss of productivity and ultimately profits. IBM DB2 Express 9 offers midsize businesses an affordable option when it comes to high performance data server needs. This solution can help reduce administration costs by providing adaptive memory management and automatic storage management of high volume amounts of data. By controlling the risk of security breaches with an innovative label-based security model, the risk of unauthorized access is reduced, making customers and partners more willing and able to do business.

The DB2 pureXML™ feature unlocks the latent potential of XML by providing simple and efficient access to XML with the same levels of security, integrity, and resiliency taken for granted with relational data. IBM DB2 Express 9 can seamlessly integrate with existing infrastructures, which gives midsize businesses the ability to communicate more efficiently and more securely — both internally with employees and externally with customers. This communication can optimize the business environment and create a competitive edge.

Choose IBM solutions for data protection, flexibility and performance

IBM has software solutions specifically designed to meet the needs of midsize businesses. With efficient storage and inventory management, robust online selling solutions and reliable database performance, IBM software can provide flexibility when it doesn't make sense to solicit multiple vendors for multiple solutions. In addition, IBM offers:

- *Value pricing through award-winning technology at affordable prices.*
- *Ease of deployment through IBM Express technology, specifically designed for midsize companies.*
- *Ease of integration through open standards, providing a scalable environment without vendor lock-in.*
- *Localized support and services through an extensive network of regional business partners.*
- *Financial payment options through the new IBM Financing Advantage program to provide flexibility as midsize businesses balance fast growth and limited budgets.*

For IBM software solutions designed to help you maximize your IT resources, turn to IBM. You can trust IBM and its Business Partners to provide you with reliable, flexible and affordable solutions that can be adapted to grow with your business.

For more information

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http://www-306.**ibm.com**/software/info/smb/resource or contact your
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