

SOFTWARE MADE SIMPLE.

IBM SOFTWARE FOR SMB.

With smaller, more agile rivals on one side and larger, more powerful ones on the other, small and medium companies such as yours must respond rapidly in a changing, competitive environment.

SMB Business Challenges

Current market data shows that small and medium businesses face an array of challenges specific to their unique position in the marketplace. Security issues, for example, remain a top priority, while the need for real-world business intelligence has become a top driver of new technology implementation. Companies must ensure product and services differentiation to compete in an ever-changing marketplace and be nimble enough to adapt to those changes.

Other market trends shaping the business landscape, such as Services Oriented Architecture (SOA) or virtualization solutions, are also on the SMB company's radar – though many businesses lack the resources to move in those directions on their own.

The SMB Business

Small and medium companies need to compete at the highest level, maintain business models and support systems flexible enough to prioritize and capture the most valuable opportunities – and do all this with fewer resources than larger enterprises. The ability to meet these goals requires some creativity and the right technology partner. More small and medium companies than ever are recognizing the advantage of technology solutions to help them win in the marketplace.

Made for the SMB Business

IBM realizes that as soon as one urgent issue is resolved, another arises. That's the nature of the SMB environment. It is also why IBM never stops working to develop software that supports not only today's business priorities, but future demands as well.

Our portfolio is an award-winning, comprehensive and integrated set of middleware based on open standards, spanning the entire range of business needs. These middleware offerings, together with our Business Partners' value added services and applications provide the solutions you need to win in the marketplace.

Learn about how IBM software can help your business cost-effectively:

- Leverage information for business innovation. Distribute information real-time across your company.

Information Management software

- Create secure, reliable, high performance IT environments. Optimize and protect your infrastructure, assets, and data.
- Enhance productivity, collaboration, and responsiveness to drive innovation across your organization.
- Accelerate software delivery, standardize and automate repetitive tasks, manage compliance and security mandates.
- Improve business agility with SMART SOA solutions to develop business processes, automate commerce and provide collaboration interfaces.

Tivoli software

Lotus software

Rational software

WebSphere software

Each offering within the IBM Software for Small and Medium Business portfolio can help you win in today's competitive environment. Leverage the software offerings on the next two pages for powerful solutions made simple.

Learn more about IBM Software offerings for your business by visiting ibm.com/software/smb/simple.

Register to receive our "fast lane to ROI" racecar-keychain USB drive loaded with 100 customer success stories and the IBM Software Express Buying and Selling Guide.

IBM express
advantage™

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IBM DB2® Express — *The ideal entry-level data server*

Installs quickly, automates administration, keeps data protected 24/7 and seamlessly integrates XML and relational data. DB2 Express allows you to control costs by purchasing only the capability you need.

The Business Benefit: Low cost, no platform lock-in and superb XML support.

IBM Informix® Dynamic Server Express — *Self managing data server for mid-market businesses*

IDS Express provides the power, function and reliability needed for on demand business with simplicity in packaging, installation and deployment at a minimal investment cost. Includes features that can eliminate system failures and improve performance. Offers automated backup and restore functions to help achieve high-level data availability while eliminating many manual tasks.

The Business Benefit: Much less administration, excellent reliability — uptime frequently in years!

IBM Balanced Warehouse C1000 — *Ready-to-go dynamic reporting solution*

Addresses the comprehensive reporting process, from data integration and data access to report design, management and delivery. By leveraging the untapped power of your information, you can improve operations, sales and most aspects of operational performance.

The Business Benefit: Simplified, comprehensive solution for building a scalable data warehouse.

IBM CommonStore eMail Archiving Preload — *Solution for e-mail management*

Address mounting e-mail archiving requirements and associated compliance demands - even with a limited IT staff and within strict budgetary guidelines. The IBM CommonStore eMail Archiving Preload provides preloaded and pretested IBM CommonStore and Content Manager Enterprise Edition software on a high performance, low power IBM System x® platform.

The Business Benefit: Developed specifically for mid-market businesses and IBM Business Partners.

IBM OmniFind™ Enterprise Starter Edition — *Secure, entry-level business search*

Helps knowledge workers to find the critical business information they need, whether it lives in file systems, databases, Web pages, ECM systems or collaboration tools.

The Business Benefit: Optimized for Lotus Domino and WebSphere Portal environments.

IBM DB2 Warehouse Starter Edition — *Entry point for data warehousing*

Provides what you need to cost effectively implement a flexible and scalable data warehouse. DB2 Data Warehouse Edition simplifies deployment, integration and maintenance to provide SMB organizations an affordable single view of their business.

The Business Benefit: Single, integrated software package.

IBM Tivoli® Storage Manager Express — *Backup and recovery*

An intuitive GUI, calendar based scheduling, auto-device discovery, "under the covers" tape management, and wizard-based restores, means no need for an expert storage administrator — just set it and forget it.

The Business Benefit: Installation and first backup within thirty minutes, with easy to manage features available "under the covers."

IBM Tivoli Monitoring Express — *Management and monitoring*

Manage bottlenecks, performance impacts, and outages from a single centralized portal. Access to rich availability data helps identify problems early, enabling rapid fixes, before users experience significant impact.

The Business Benefit: Has heterogeneous environment support. Inexpensive. More than role-based monitoring.

IBM Tivoli Identity Manager Express — *Manage user identities securely*

Manage an increasing number of users with fewer resources via a central point to manage user rights. Respond quickly to change with automated processes and help ensure services are available to those authorized.

The Business Benefit: Made for SMBs. Strong administrative control-connector, centralized administration and scalability in mixed environments.

IBM Tivoli Provisioning Manager Express for Software Distribution — *Asset inventory and software distribution*

Takes software and hardware inventory, manages the delivery and updating of business software, and quickly deploys critical patches to reduce end-user downtime and the need for costly help desk support.

The Business Benefit: For Active Directory Integration, IBM can pull by organizational unit.

IBM Tivoli Continuous Data Protection for Files — *Backup and recovery*

Continuously back up crucial corporate data on file servers and transiently connected machines, providing a real-time, continuous data protection solution for file servers and end users.

The Business Benefit: Truly continuous, not batch. Has local restore. Inexpensive. Works easily for a single PC!

IBM Lotus® Domino® Collaboration Express — *Comprehensive messaging and collaboration solution*

Enable people to share, manage and organize information more efficiently with security-rich e-mail, calendaring and scheduling, document libraries, teamrooms, blogs, instant messaging and support for a wide range of third-party Lotus Domino applications — many of which are designed to support core business processes for small and mid-sized companies spanning a wide variety of industries.

The Business Benefit: Supports a range of client options including Lotus Notes, Lotus Domino Web Access and Microsoft® Outlook®. Per-user pricing facilitates flexibility. Includes Instant Messaging, presence awareness and office productivity editors.

IBM Lotus Sametime® — *Unified communications and collaboration solution*

Conduct business in real-time with colleagues, customers, partners and suppliers using integrated instant messaging, voice-over-IP and Web conferencing to help increase employee productivity and foster customer relationships.

The Business Benefit: Integrates with desktop productivity applications such as Microsoft Office. Support for multiple platforms. Flexible per-user pricing lets you buy just what you need.

IBM Lotus Complete Collaboration Express Starter Pack — *Domino Express and Lotus Sametime*

Provides the ability to run custom or vendor applications built on Lotus Domino software — and delivers security-rich and reliable e-mail, calendaring and scheduling, document libraries, teamrooms, blogs, voice over-IP within your company, instant messaging and Web conferencing.

The Business Benefit: Less expensive. Flexibility and choice in server platform. Interoperable with public instant messaging networks.

IBM Lotus Quickr® — *Team collaboration and content sharing*

Team collaboration software that helps you share content, collaborate and work faster online with your teams — inside or outside the firewall.

The Business Benefit: Includes client connectors — leveraging existing content no matter where it sits. Supports multiple operating systems and databases. Scales beyond 50 users without an additional database.

IBM Lotus Forms Express — *eForms made eZ*

Create interactive Web forms without Web programming skills. Creates open-standards-based electronic forms that help reduce paper costs, collect accurate data at the point of capture, improve workflow and extend existing IT investments.

The Business Benefit: Less expensive. Excellent user experience for dynamic forms. Allows role-based viewing and easy portal integration. Edit via Web browser.

IBM Lotus Sametime Unyte™ — *Simple to use Web and audio conferencing service*

Online meeting and collaboration services that combine Web and audio conferencing into a single service that is easy to use, easy to deploy, and easy to acquire.

The Business Benefit: Since it is deployed as a service, does not require support from an organization's IT department. Accessible from a browser anytime, anywhere.

IBM Rational® Build Forge Express — *Manage software build and release processes*

Provides a software delivery process management solution that enables companies to standardize and automate application delivery process across the lifecycle.

The Business Benefit: Enhanced overall software releases, improved quality and lower project costs. Features an easy installation wizard, Web access for easy deployment, and localized in nine languages.

IBM WebSphere® Application Server - Express — *Develop, run and manage dynamic Web sites and applications*

Combines the power and function of an industry-leading application server with powerful development tools, integrated applications, wizards, and samples to help you get up and running quickly. Reach new customers with Web 2.0 feature packs.

The Business Benefit: Includes development tools. Allows the user to easily install the server and tools. Develop rich, Ajax-compatible, on demand applications.

IBM WebSphere Portal Express — *Share information, collaborate and make better decisions*

Collaborate and share documents, build and maintain Web sites and simplify access to the business applications and content users need to accomplish their work — all in a single, easy-to-deploy package that includes an affordable failover solution.

The Business Benefit: Includes set of building blocks to speed up development of custom business solutions. Simplified installation and reusable assets help lower deployments costs.

IBM Websphere Commerce - Express — *Build and maintain e-commerce Web sites*

Contains product catalog, product search and shopping cart, plus advanced features such as targeted marketing, guided selling, e-mail campaigns, discounts and coupons, with starter stores that get you up and running quickly — all controlled by an intuitive business-user interface.

The Business Benefit: Built on open standards and J2EE™-compliant. Great scalability and support.

IBM SOFTWARE FOR SMB

IBM DB2 Express

"IBM DB2 Express Edition has all of the features we need with the least amount of overhead and maintenance costs, which makes its price/performance very attractive."

—Robert Maddocks, President and CEO, Maddocks Systems Inc.

IBM Lotus Domino Collaboration Express

"The per-user licensing of Lotus Collaboration Express sealed the deal. I pay for the number of clients using the system, not the number of servers...Our messaging system needed excellent replication capabilities to support our mobile users who frequently lack a high-speed Internet connection."

—Stan Sloan, IT Manager, KMT Waterjet Systems

IBM Tivoli Identity Manager Express

"We don't have the bandwidth to spend months implementing a solution. We need solutions that help us hit the ground running...We deployed the software in five days and started using it immediately...Tivoli Identity Manager Express provides excellent value for the money. IBM has done a good job making its Express offerings easy to install without stripping out the functionality."

—Bill Jenkins, Senior Director, Information Technology, UNICCO

IBM WebSphere Application Server—Express

"The business process integration through eOneCommerce running on WebSphere Application Server—Express was by far the greatest cost-saving component of the solution. By eliminating the labor cost of manually entering data and printing paper, we saved nearly 1,000 man-hours, plus paper costs, in the first three months. Combined with the low price of IBM Express software and servers, our productivity gains should deliver a return on investment within 12 months."

—Jim Simon, Owner/Chief Marketing Officer, Pear's Gourmet

IBM Rational Build Forge Express

"The Rational Build Forge software saved us from needing to hire additional personnel, and it improved our staff's efficiency. As a result, the Rational software helped us achieve ROI in less than three months."

—Kevin Whiddon, Release Manager, CompuCredit Corporation

For more information

To find out more about IBM Software for Small and Medium Business, visit ibm.com/software/smb/simple

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