

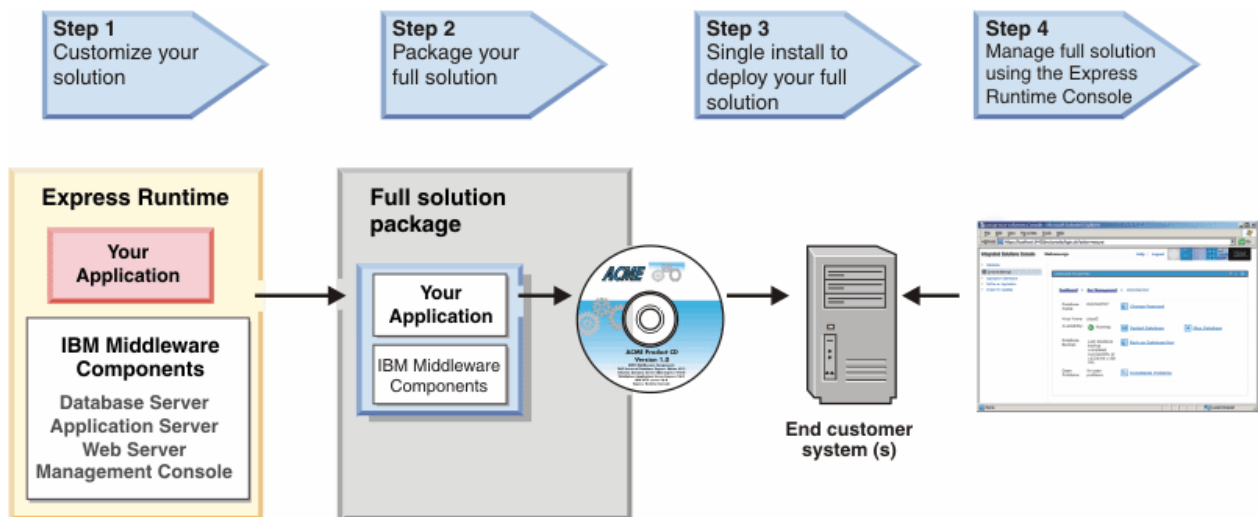
A simple way to deliver your business application with middleware from IBM in a single easy-to-deploy package

IBM Express Runtime helps you and your customers save time and money

Highlights

- **Reduce business cost and complexity: deliver complete business solutions with software designed for the mid-market by IBM—a trusted supplier of middleware technology**
- **Increase customer satisfaction: provide easy-to-deploy application runtime environment—relieving mid-sized customers of the time and resources needed to set up and manage the infrastructure**
- **Realize a faster time to value: provide your applications—along with a proven IBM database server, application server and Web server—in one convenient package**

Across every industry, mid-sized businesses represent one of the fastest-growing segments of IT spending. As more of these organizations continue to face constant market shifts and changing customer demands, they need to deliver what their end customers want, when they want it and how they want it. Equipped with limited staffing and financial resources, these businesses face relentless pressure to lower costs while increasing efficiencies. By gaining the business resilience necessary to readily respond to market changes, they can become on demand businesses. And to achieve this resiliency, mid-sized businesses turn to IBM Business Partners like you to implement business applications or solutions that will help them be more nimble, focused, responsive and efficient.



Your application or solution can help your customers become more competitive. Demonstrating an understanding of mid-market needs through your offerings can help you gain their trust—and repeat business. And as demand for end-to-end solutions increases, you have an opportunity to gain more customers if you can deliver the application along with the software needed to run it. By delivering a complete solution, you enable your customers to get up and running quickly—so they can realize a faster return on their investment. That means that you can redeploy your resources to the next opportunity sooner.

Enable customers to get your applications up and running quickly

IBM Express Runtime lets you deliver a total package—quickly and cost-effectively—by providing the IBM middleware you need to deploy and run your business solution for your customers. Your business applications probably require an execution environment consisting of a database server, application server and Web server. Until now, the task of providing these middleware components has often been left to you as the solution provider, or to the customer who must hire or reassign IT staff to set up environments for the new application—increasing the resources that must be spent and driving up their total cost of your offering.

Express Runtime liberates both you and your customers from these complex burdens by allowing you to bundle the execution middleware with your application in one convenient, competitively priced package that you can deploy quickly and easily.

Express Runtime provides:

- *IBM runtime components of market-leading IBM Express Middleware™, designed specifically for the needs of midsized businesses.*
- *Simple-to-use yet powerful deployment tools, providing an environment for developing a complete solution package and deployment and installation wizards for deploying the package into a heterogeneous environment.*
- *An integrated and extendable management console that you or your customer can use to control and manage the solution without specialized IT skills.*
- *One license, one competitive price and one support structure that covers all the included middleware, to reduce complexity and time to value.*

Provide added value with market-leading, standards-based IBM middleware

Express Runtime provides the execution environment your solution requires, including an advanced relational database, a robust application server and a secure Web environment. All supported on Windows, Linux or i5/OS (OS/400).

Fulfill database requirements with a choice of two leading database servers: either IBM DB2 Express Edition or IBM Informix Dynamic Server Express

A fully functional, standards-based relational database, IBM DB2® Express Edition is specifically designed to support mid-market applications. The database delivers easy administration, transparent integration with your applications. A member of the IBM DB2 family, DB2 Edition is compatible with the other members of the DB2 relational database family.

IBM Informix Dynamic Server (IDS) Express provides a full-function object-relational database that adapts to the unique needs of your application. Designed for mid-market businesses, IBM Informix Dynamic Server (IDS) Express delivers self-tuning, self-managing and self-protecting capabilities that increase reliability while reducing complexity and required skills. IDS Express is scalable on demand, allowing seamless upgrades to other IDS Editions as your business grows.

Power robust applications with IBM WebSphere Application Server—Express

Your application is robust enough to accommodate growing needs—so you need a robust application server to support it. IBM WebSphere® Application Server—Express delivers standards-based support for the delivery of Web components—giving your application online capabilities to power on demand business. The application server provides full J2EE support, including Enterprise JavaBeans™ (EJB™) and Java® Message Service (JMS).

Deliver a secure Web environment with IBM HTTP Server

To realize the benefits of many on demand business applications, your customers may need a security-rich Web environment capable of handling fast, high-bandwidth transactions. Express Runtime delivers this capability with the IBM HTTP Server.

Manage the solution thru the Express Runtime Console

IBM Express Runtime contains an integrated management console, which allows you or your customer to perform basic administration tasks for the solution, such as start/stop, backup, health checking through one browser interface. With a dashboard model, it is designed for a non-IT skilled customer. The IBM Express Runtime console is designed to be extendable to include management of the application.

Reduce the time and expense needed to develop, deploy and test a complete solution

Express Runtime also provides a solution assembly toolkit that allows you to integrate your application with the IBM middleware to create a custom business solution that can be deployed as a single package.

When deploying the solution on your end-customer's system, you can either deploy the entire solution to a single machine or deploy it to multiple machines thru a single wizard

Find additional details in the [IBM Express Runtime white paper](#)

Cognos Inc., uses Runtime to create a turnkey enterprise-reporting solution

Business Partner Challenge

IBM Business Partner Cognos, Inc., needed flexibility for designing and deploying an enterprise reporting environment to supply its customers with a turnkey solution that supports a multitude of environment choices.

Solution

Cognos chose Express Runtime to package with its own application, Cognos ReportNet. The complete package creates a turnkey solution and more simplified deployment for the company's customers.

Business benefits

- Increased solution value, helping to improve competitive advantage
- Strengthened relationship with IBM
- Credibility through IBM brand association

Technology benefits

- Improved design and deployment flexibility
- Streamlined support and development, helping to minimize impact on IT resources
- Faster time to realize sales-cycle and customer-implementation



Save time and money with an offering packaged and priced for mid-market needs

Express Runtime is packaged as a single product with one license and one support structure. This allows Business Partners to deploy their total solutions more efficiently and cost-effectively to their mid-market customers. There are two options for purchasing Express Runtime:

Option 1: OEM

A simple entry-OEM agreement allows you to engage in a formal partnership with IBM without committing up-front revenue. You have the option of purchasing Express Runtime with either a per-user or a per-processor value unit license. With the entry-OEM agreement, you provide support to your customer, while IBM provides support to you. Deeper OEM discounts exist with higher volume opportunities. And, if you deploy a Linux® or i5/OS solution, special discounts are available to help improve your pricing or your margins and bottom line.

Option 2: Passport Advantage Express

If you intend to use Express Runtime across multiple applications in a pre-requisite environment and you would like IBM to provide support to your customer, the IBM Passport Advantage® program is the right option for you. With this option, Express Runtime is offered with either per-user and per-processor value unit pricing.

Take advantage of support from a trusted middleware provider

IBM backs its offerings with extensive product documentation and technical support that you can trust from an innovator in technologies for Business Partners. To make your deployment as seamless as possible, IBM has designed the IBM Virtual Innovation Center (VIC) to serve as the single point of contact for all your questions and support issues. Through the VIC you can obtain Express Runtime guidance for issues ranging from awareness to solution development to customer deployment. Once your application is deployed, you'll only need to turn to one source for support at IBM.

For more information

Learn more about Express Runtime—and how it can help you gain a competitive advantage. Visit our websites for [IBM Business Partners and other solution providers](#) or for [end-customers](#).

Or contact the [IBM Express Runtime team](#) for additional information.

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¹ Middleware in this publication is defined as IBM software that develops, integrates or manages your applications and systems. It enables both the integration of communication, processes and data and the automation of transaction capacity and systems management.

² You can read additional details about the included features of the included IBM products in the [IBM Express Runtime white paper](#)