

IBM Information Management offerings for mid-sized businesses

*Software that is good for you... solutions
that are good for your business!*

IBM Information Management (IM) software is open, scalable, secure and appropriate for numerous industries. Our IM software integrates data and business content to leverage information on demand and help you innovate and become more flexible, while making the most of current resources and controlling costs.

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



Midsized business challenges

Current market data shows that midsized 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 information on demand or virtualization solutions, are also on the midsized company's radar though many businesses lack the resources to move in those directions on their own.

Midsized business needs

Midsized 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 companies. Meeting these goals requires some creativity and the right technology partner. More than ever, midsized companies are recognizing the advantage of technology solutions to help them win in the marketplace.

IBM Information Management products and solutions made for the midsized business

IBM realizes that as soon as one urgent issue is resolved, another arises. That's the nature of the midsized business environment. It is also why IBM never stops working to develop software that supports not only today's business priorities, but future demands. Our Information Management portfolio is an award-winning, comprehensive and integrated set of software and solutions based on open standards, spanning the entire range of business needs. These offerings, together with our IBM Business Partners' value-added services and applications, provide the solutions you need to win in the marketplace.

Information Management software and solutions that are good for your business!

IBM understands that midsized businesses have unique and differing technology needs. That's why IBM Information Management offerings for midsized businesses feature solutions that can help you:

- *Turn your data into useful business insight*
- *Deliver consistent and reliable data across the company*
- *Integrate information from multiple data sources for more effective and efficient information*

The solutions described in this brochure are targeted at a broad spectrum of industries within the midsized business arena. They are selected with midsized businesses like yourself in mind—because we know that your business needs innovation and flexibility in its infrastructure and processes. We have built an end-to-end Information Portfolio to address midsized business needs with the following categories:

- *Data Servers*
- *Dynamic Data Warehousing*
- *Business Intelligence and Performance Management*
- *Enterprise Data Management*
- *Enterprise Content Management*
- *Information Platform and Solutions*



Data Servers

IBM DB2 Express Edition

IBM DB2® Express Edition is a solution that carries many great benefits for you. It can be installed quickly, automates administration, keeps data protected around the clock and seamlessly integrates XML and relational data. IBM DB2 Express is built on the rigorous criteria for IBM Express Advantage™ products, and it allows you to control costs by purchasing only the capability you need.

Benefits: *Low cost, no platform lock-in and superb XML support*

DB2 Express Edition provides many advanced-level capabilities for lower cost, including added-value features such as XML support. And there is no platform lock-in, so you can control costs by purchasing only the capability you need.

IBM Informix Dynamic Server 11 Express Edition

IBM Informix® Dynamic Server 11 Express Edition provides the power, function and reliability needed for on demand business — with simplicity in packaging, installation and deployment at a minimal investment cost. This affordably priced platform includes features that can eliminate system failures and improve performance...features that you would expect from more costly, advanced-level solutions. It also offers automated backup and restore functions to help you achieve high-level data availability, while eliminating many manual tasks.

Benefits: *Much less administration, excellent reliability and uptime, frequently in years!*

Informix Dynamic Server 11 Express is easy to use and reliable — a highly available database that delivers outstanding performance to midsized businesses such as yours.



IBM DB2 Everyplace Express Edition

IBM DB2 Everyplace® Express Edition is the next generation of mobile data stores. It provides a full advanced-synchronization solution to integrate data and mobile information—from any location or source, at any time, right in the palm of your hand.

Benefits: *A simple, scalable mobile application based on open standards and priced for midsized businesses*

IBM DB2 Everyplace Express Edition manages distribution and synchronization of data to mobile workers through use of its high-performance synchronization server.



Dynamic Data Warehousing

IBM ready-to-go Balanced Warehouse

Each IBM Balanced Warehouse™ solution is validated and supported, and is built to the preferred specifications for warehousing environments. It consists of pretested, scalable and fully integrated system components of IBM DB2 Warehouse, plus server and storage components. This solution helps reduce the complexity, cost and risk of designing, implementing, growing and maintaining your data warehouse environment. It gives you the capability to:

- *Understand the needs and buying patterns of customer segments as they aspire to retain and attain the buying patterns of customer segments.*
- *Make informed decisions about branch performance, cross-product marketing, credit and policy risk, funds allocation, target markets and customer retention.*
- *Apply insight to offer the right product or service at the right time to the right customer.*

Benefits: Turning your raw data into useful business insight

Balanced Warehouse helps to reduce the complexity, cost and risk of designing, implementing, growing and maintaining your data warehouse environment.

IBM DB2 Warehouse Foundation Solution C3000

IBM DB2 Warehouse Foundation Solution C3000 provides a simplified appliance solution approach to data warehousing and reporting, using the same DB2 Warehouse Enterprise software and best practices that made us successful with larger companies—but priced and packaged for midsized businesses.

Benefits: DB2 Warehouse Foundation Solution C3000 addresses comprehensive reporting and business analytics processes, from data integration and data access to report design, management and delivery, and analytical requests. By leveraging the untapped power of your information, you can improve operations, sales and most aspects of operational performance and perform “what if” scenarios for business operations impacts and concepts.

IBM DB2 Warehouse Reporting Solution C1000

IBM DB2 Warehouse Reporting Solution C1000 is a complete data warehousing solution consisting of pretested, scalable and fully integrated system components of DB2 Warehouse, plus server and storage components. This offering is optimized for midsized business or departmental reporting solutions.

Benefits: DB2 Warehouse Reporting Solution C1000 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.



IBM DB2 Warehouse 9.1.2 Starter Edition

IBM DB2 Warehouse Starter Edition is for midsized businesses using either Linux® or Microsoft® Windows®. Now, you can make decisions that are more informed and prepare for rapid growth. This solution will help you improve your strategic decision making with a single view of data. This simple yet powerful solution is the complete package for your needs.

Benefits: *Make better decisions and lay the groundwork for growth!*

DB2 Warehouse 9.1.2 Starter Edition enables your organization to build the robust decision system that is right for you and to grow your system as your needs change.

IBM DB2 Data Warehouse 9.1.2 Intermediate Edition

IBM DB2 Data Warehouse 9.1.2 Intermediate Edition was designed to address a number of business issues. The combination of mission-critical operational applications and the need for strategic reporting and analysis is driving increasingly mixed workload environments. This is being driven by more numerous and sophisticated requests, which means:

- *Rising data volumes*
- *A growing number of users*
- *Expanding types of users, including employees, customers and suppliers*

Now, with IBM DB2 Data Warehouse Intermediate Edition, you can address these problems with data mining and analytical processing.

Benefits: *An integrated package of components and capabilities that gives you a data repository and all the tools you need to create a data warehouse*

DB2 Data Warehouse Intermediate Edition uses integrated analytics to perform predictive analytics (or data mining) and multidimensional online analytical processing (OLAP). The solution works directly on the data inside the warehouse, without extracting data to specialized analytic silos.



Business Intelligence and Performance Management

Performance Management is defined as a series of management processes that include setting strategy and goals, defining key metrics, measuring and monitoring performance against goals and metrics, and analyzing and reporting on performance. At their core, performance management solutions enable your decision makers to answer three fundamental questions:

1. How are we doing?

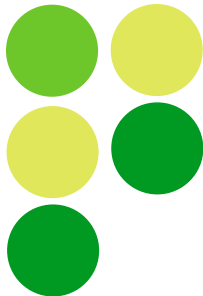
Measuring and monitoring performance with scorecards and dashboards tracks your key metrics.

2. Why?

Reporting and analysis lets you see data, gain context, understand trends and spot anomalies

3. What should we be doing?

Planning, budgets and forecasts let you set and share a reliable view of the future.



IBM Cognos Performance management brings you a whole suite of solutions for midsized organizations:

IBM Cognos 8 Business Intelligence

All capabilities in one product, one architecture. IBM Cognos 8 BI is the only BI solution to deliver the complete range of BI capabilities including reporting, analysis, scorecarding, dashboards and business event management, as well as data integration, on a single, proven architecture. IBM Cognos 8 BI also delivers powerful search functionality for both BI and enterprise search. Easy to integrate, deploy and use, IBM Cognos 8 BI delivers a simplified BI environment that improves user adoption, enables better decision making, and serves as the foundation for performance management.



Benefits: *Midsized companies benefit with modular, flexible solutions that enable staged deployment, often beginning with small implementations with reporting or analysis capabilities.*

IBM Cognos 8 Business Intelligence also enables your organization to grow over time and recognize the benefits of an enterprise-scale deployment including higher productivity, greater accuracy, and better decisions without an advanced-level commitment.



IBM Cognos 8 Planning

For midsized organizations needing a high degree of process automation for both operational and financial planning, particularly for bottom-up planning cycles involving a large number of participants, IBM Cognos 8 Planning provides unprecedented power and flexibility to turn sophisticated strategy into discrete plans, budgets and forecasts. IBM Cognos 8 Planning is a finance-managed solution that provides real-time visibility into resource requirements and future business results, enabling a decentralized and high-participation planning process.

Benefits: *Integrated planning software helps you achieve higher performance across the enterprise.*

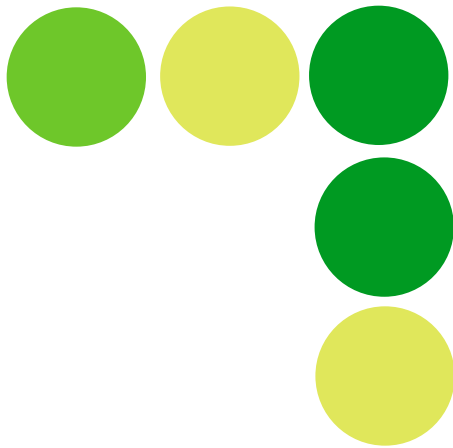
IBM Cognos 8 Planning supports best practices such as driver-based planning and rolling forecasts, and serves as the cornerstone for enterprise-wide performance management.

IBM Cognos TM1 MidMarket Edition

Midsized organizations looking for a single, flexible environment for all their financial performance management (FPM) needs will find that IBM Cognos TM1 MidMarket Edition enables them to effectively manage and accelerate all financial processes, from planning, budgeting and forecasting to consolidation, reporting and analytics. At the core of the Cognos TM1 MidMarket Edition is a read-and-write, in-memory multi-dimensional database engine that delivers “speed of thought” response for data access, and “what-if” scenario modeling for efficient business optimization, and centralized administration of business hierarchies and calculations. User access is delivered through a tightly integrated combination of spreadsheet and Web presentation interfaces, enabling business users to develop and deploy financial performance applications without the need for specialized training or IT skills.

Benefits: IBM Cognos TM1 MidMarket Edition deploys easier, reacts faster and reaches further across your organization than any other financial performance-management solution. It streamlines information gathering, aggregation and analysis so you can spend more time on what you do best—running the business.





IBM Cognos Now!

A family of business intelligence and performance management solutions offered exclusively as prepackaged, all-in-one hardware appliances or as on demand solutions, all designed to deliver business insight in the fastest, easiest and most economical way possible. IBM Cognos Now! monitor is the industry's first BI appliance that combines operational dashboards, analysis, reports and data integration seamlessly integrated in a single plug-and-play product. IBM Cognos Now! monitor eliminates your barriers to monitoring your business operations at a cost significantly lower than other approaches.

Benefits: The IBM Cognos Now! offers highly visual, interactive and self-service dashboards, data integration, analysis and reports that let decision makers proactively track, monitor and respond to continuously up-to-date operational metrics in real-time or near real-time, with minimal IT intervention and for a low total cost of ownership (TCO).





Cognos 8 Controller

Provides finance organizations with unmatched capabilities for managing the closing, consolidation, and reporting processes. An automated, menu-driven application that is owned and managed by financial decision makers, Cognos 8 Controller can consolidate diverse ledgers representing thousands of operating units and accounts into a common chart-of-accounts structure.

Benefits: IBM Cognos 8 Controller reduces close cycle times and gives you the transparency that is essential for sustained compliance with Sarbanes-Oxley and International Financial Reporting Standards (IFRS). It supports local, regional or global requirements, and enables you to adapt to business and regulatory changes in real time.

IBM Cognos 8 Workforce Performance

IBM Cognos 8 Workforce Performance is an analytical application that offers over 100 measures and 1000 workforce-related attributes to support cross-organization reporting and analysis. It provides a complete platform for workforce analytics, turnover and attrition analysis, compensation analysis, human capital optimization and HR performance management.

Benefits: IBM Cognos 8 Workforce Performance is a configurable application that snaps into your existing technology environment, simplifying the delivery of relevant and reliable information on HR issues. It transforms operational data from your Human Resource Management System (HRMS) into actionable information.



Enterprise Data Management

IBM Optim Data Growth Solution

Unmanaged data growth from applications can impede your ability to provide superior service and support. The effects can slow application performance, strain financial and technical resources, and jeopardize completing business-critical processes on time. In addition, your organization might need to retain and possibly retrieve records to comply with various governmental, as well as legal regulations (such as for a Sarbanes-Oxley audit or an e-discovery request). A solution is required that can manage all of these data challenges.

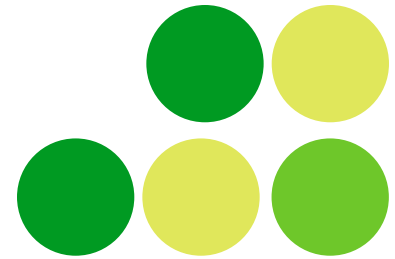
IBM Optim Data Growth Solution offers an enterprise data management solution that solves these problems at the source—by managing your business application data. This solution provides proven archiving capabilities, allowing you to segregate historical from current data and store it securely and cost-effectively.

IBM Optim Data Privacy Solution

Safeguarding the privacy of client data is not just a good business practice—it's the law. De-identifying confidential data is one of the best ways to protect privacy and support compliance initiatives. Live data is used too often in numerous nonproduction environments, such as testing and development, and even in training environments.

IBM Optim Data Privacy Solution delivers powerful data transformation capabilities to mask personal information, so that you can use it safely for such activities as application testing. This solution will help you comply with several governmental and industry-specific regulations, including the Gramm-Leach-Bliley Act and Payment Card Industry Data Security Standard (PCI DSS), as well as multiple international privacy regulations.

Protect vulnerable environments by applying simple data masking techniques—or incorporate detailed transformation algorithms, integrating business rules from many interrelated applications. Using Optim Data Privacy Solution to de-identify test data helps you address compliance requirements and maintain client loyalty.



IBM Optim Test Data Management Solution

When looking to improve the efficiency of your development process, managing test data is often overlooked. Businesses continue to look for ways to streamline the total application testing process to speed deployment while controlling costs. Improving the way you manage test data can deliver dramatic results—faster time to market, reduced development costs and higher quality. In short, enterprise data management helps you do more with less.

IBM Optim Test Data Management Solution offers comprehensive capabilities for managing your test data, helping you to create realistic, right-sized test databases and validate test results. You eliminate costly cloning processes and correct defects early in the development process—where they are cheapest and easiest to fix. Most importantly, this solution scales to meet your development and testing requirements, across applications, databases, operating systems and hardware platforms.

IBM Data Studio

IBM Data Studio can make you more productive with your data. Make Data Studio the cornerstone of your data life-cycle management needs and benefit with improved collaboration between data architects, developers and database administrators.

Benefits: *IBM Data Studio is an integrated data management environment.*

This is a comprehensive data management solution for designing, developing, deploying and managing data-driven applications.



IBM WebSphere DataStage

IBM WebSphere® DataStage® integrates data across multiple and high volumes of data sources and target applications. The administration, management and production automation from WebSphere DataStage workshop provides customers with a set of proven standard practices for integrating data sources into a production infrastructure (monitoring, scheduling, auditing and change management). WebSphere DataStage powerfully integrates data on demand with a high-performance framework, metadata management and enterprise connectivity, it also enables developers to maximize speed, flexibility and effectiveness in building, deploying, updating and managing their data integration infrastructure.

Benefits: *Allows users to inventory, review and capture existing customer production infrastructure and standards*

Additionally, WebSphere DataStage users can review the production infrastructure and change management methodology and toolkits, as well as reduce initial and ongoing maintenance costs through repeatable, documented support procedures.



IBM WebSphere QualityStage

IBM WebSphere QualityStage™ provides a centralized, mid-sized business-ready platform for global data quality—enabling cross-organization data quality and providing key capabilities for data governance initiatives. With powerful, accurate matching available providing probabilistic matching technology, WebSphere QualityStage is also easy to set up and maintain, and provides the highest match rates available in the market. WebSphere QualityStage has an easy-to-use GUI that has an intuitive, point-and-click interface for specifying automated data quality processes—data investigation, standardization, matching and survivorship.

Benefits: *Delivers high-quality data required for success in a range of business initiatives*

WebSphere QualityStage offers business intelligence, legacy consolidation and master data management. It also reduces time and cost to implement customer relationship management (CRM), data warehouse or BI, data governance, and other strategic IT initiatives, and maximizes their return on investment (ROI) by ensuring their data quality. You can construct consolidated customer and household views, enabling more effective cross-selling, up-selling and customer retention, and help improve customer support and service. WebSphere QualityStage helps identify a company's most profitable customers, as well as providing business intelligence on individuals and organizations for research, fraud detection and planning.





Enterprise Content Management

IBM DB2 Content Manager OnDemand for Multiplatforms

IBM DB2 Content Manager OnDemand for Multiplatforms helps you capture computer output and archive scanned documents. It helps businesses gain significant ROI by transforming costly high-volume print output to electronic information capture and presentation in support of customer service. The solution:

- *Streamlines distribution of selected reports and documents*
- *Supports electronic bill solutions*
- *Delivers self-service access to bills, invoices and statements*

IBM DB2 Content Manager OnDemand automatically groups reports and portions of related documents to distribute as needed—and provides the capability for volumes of report-oriented data to be electronically turned into records.

Benefits: *Helps companies gain significant ROI by transforming costly high-volume print output to electronic information capture and presentation*

In addition to the benefits previously mentioned, IBM DB2 Content Manager OnDemand also allows volumes of report-oriented data to be electronically turned into records, enables print streams to transform these records during archiving, and automates and optimizes storage management for cost and retrieval benefits.

IBM CommonStore e-mail archiving appliance

IBM CommonStore is a software appliance for search and advanced discovery of e-mail messages. The solution helps clients use compliance regulations as an opportunity to transform key business processes and improve efficiency. The IBM eMail Search for CommonStore for Lotus® Domino® and Microsoft Exchange features helps clients retrieve e-mail messages for regulatory purposes or to comply with legal discovery orders. Using a Web-based interface, IBM eMail Search for CommonStore provides the ability to do refined searches of e-mails and attachments, and the ability to place e-mails on hold to prevent time-based disposition of the e-mail.

Benefits: Provides pretested IBM software on a powerful, energy-efficient IBM System x™ platform

With mounting e-mail archiving requirements, this solution can help you to retrieve messages for regulatory or legal purposes efficiently—even with a limited IT staff and tight budgets. The IBM CommonStore eMail Archiving Preload solution and its associated backup and archiving (with easy-to-manage features available that are transparent to the user) provides preinstalled and pretested IBM CommonStore and Content Manager Enterprise Edition software on a high-performance, low-power IBM System x platform.



IBM OmniFind Enterprise Starter Edition

You'll love IBM OmniFind™ Enterprise Starter Edition. It uses the IBM Classification Module to remove barriers to widespread adoption of Enterprise Content Management (ECM) by facilitating adoption of ECM standards. The IBM Classification Module catalogs information automatically so that it can be found more easily and logically—regardless of file format or where it's stored. It manages new information as it is imported, as well as content that is already under management. The module searches not just for a single word or phrase, but reads the entire document to “understand” the topics contained in the text, and then assigns the topics a place in the existing taxonomy's categories. The module can even propose a new category, and it “learns” from feedback in real time, so that it can improve and become even more knowledgeable and independent.

Benefits: Provides scalable, available, and secure entry-level search for corporate intranets

IBM OmniFind Enterprise Starter Edition offers prebuilt integrations to a broad range of document, collaboration and Web content-management sources. It allows native security settings for most IBM content sources, as well as several third-party sources—including Windows SharePoint Services and IBM FileNet® P8. The solution supports content and queries in over 50 languages, including advanced linguistic support for 24 languages. OmniFind Enterprise Starter Edition provides an open platform for processing unstructured information to create a richer index for searching.



IBM OmniFind Yahoo! Edition

IBM OmniFind Yahoo! Edition helps you to solve business problems by providing targeted solutions for:

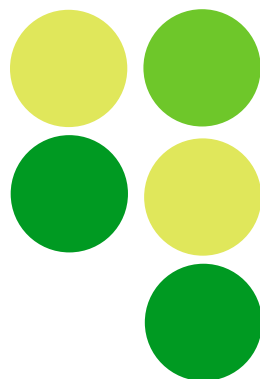
- *Searches of product catalogs*
- *Web self-service*
- *The contact center*
- *Business intelligence*



This solution helps you to address these business functions with a search and navigation platform. The platform is built on a foundation that understands the user's search request through natural language processing. It also perceives the context in which the user poses the inquiry. IBM OmniFind Yahoo! Edition provides an adaptive presentation of the answers, so it's easy for the user to take action. This solution truly empowers the business stakeholder to analyze and enhance the user's search experience, reducing burden on IT.

Benefits: *Empowers customers and IBM Business Partners to quickly find information themselves!*

With IBM OmniFind Yahoo! Edition, users don't have to contact service representatives. Not only can they find information themselves, but the solution helps to reduce the speed of information retrieval and eliminate duplicate efforts.



Information Platform and Solutions

IBM DataMirror Transformation Server

IBM DataMirror Transformation Server allows organizations to leverage real-time information to make better business decisions, run smoother operations and win new customers. Decision makers today are asking for data that is near real time so that they can sense and quickly respond to business-relevant stimuli in order to optimize their operations, be more responsive and improve their decision making to capitalize on opportunities and keep up with customers' demands and competitive pressures.

Customers are using DataMirror Transformation Server to:

- *Load data warehouses in real time so they can make operational and tactical business decisions based on the latest information.*
- *Distribute information between different applications to ensure accurate and reliable data across the business.*
- *Integrate information between mission-critical systems and applications so users have access to real-time information.*

Benefits: *Real-time information fed into DataMirror Transformation Server, message queues, applications or databases for agile business flexibility*

DataMirror Transformation Server integrates effectively and efficiently with low impact to product systems.

IBM DataMirror iCluster

IBM DataMirror iCluster was built to help mid-sized IBM System i™ platform customers get up and running quickly with a high-availability solution. IBM DataMirror iCluster software switches users to secondary systems without disrupting the smooth operation of business-critical System i applications. This allows customers to have real-time 24x7 access to corporate data.

Benefits: *System i applications are available 24x7 to keep your business running smoothly.*



For more information:

Everything your organization needs from IBM Information Management is here. Call us today at 1 800 IBM-4You or 1 800 IBM-Access to discuss our software, solutions and services. Or visit us online at:

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