


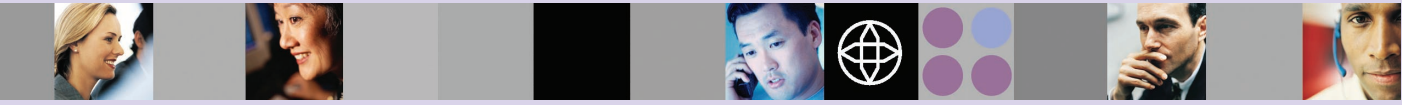
Express software solutions for e-business on demand
To meet your business objectives



WebSphere® software



Affordable. Accessible. Adaptable. e-business on demand solutions for midsize businesses.



Today's midsize businesses face intense market pressures, from sweeping regulatory changes to new supplier requirements. Thriving in this complex business environment requires a renewed focus on your core competencies, and the responsiveness and flexibility to make critical decisions quickly.

The more fully you can integrate and leverage your business activities, the wider an advantage you gain over changing market dynamics and the greater your potential for revenue opportunities at lower cost. Integrating your business activities makes it easier to embrace e-business on demand™ principles. As an on demand business, you can view and manage your company as an integrated whole. Rather than just increasing operational efficiency, an on demand operating environment helps your company unlock new value. An on demand operating environment can help you turn increased business efficiencies into better customer service. It can also help you integrate business activities throughout your organization, as well as with key partners, suppliers and customers to help lower costs and extend your market reach.



Like many growing companies, you may have limited resources to implement your on demand initiatives. You need an affordable, yet secure and reliable, entry point into e-business on demand. An entry point built on a proven, flexible infrastructure can enable you to create new business processes and leverage existing processes cost-effectively. With Express offerings from IBM, you can realize your vision of e-business on demand. Built on open and industry-accepted technologies like Java™, Express software provides cross-platform support to maximize your current investments. By employing an open standards-based solution, your infrastructure is not confined to a single, vendor-proprietary offering. This flexibility enables you to respond quickly to future marketplace changes, and allows you to leverage open-source technologies like Linux. With Express offerings from IBM, you can have the tools you need to solve today's immediate business problems, with the adaptability you want to evolve your business to meet tomorrow's challenges.

An affordable software platform for e-business on demand

Together with offerings from thousands of Business Partners, IBM can put the right tools in your hands to get your on demand e-business up and running quickly. As part of the proven IBM portfolio, an extensive range of Express software solutions leverage the award-winning IBM WebSphere® software platform. Delivered through an extensive and knowledgeable Business Partner community, these solutions work together to provide a competitive starting point for e-business on demand. Wizard-driven, step-by-step development guides and application templates allow you to get started quickly. Express application development tools help you put more control and functionality in the hands of your business managers, while freeing up your IT resources. As a result, your staff won't be bogged down by tedious administrative setup; instead, they can have more time to focus on the innovations and projects that differentiate your business from your competition.

Using Express software offerings, you don't have to do everything at once. You can implement a comprehensive on demand strategy or address needs individually. A scalable design enables you to grow at a pace that fits your business needs, incrementally adding function and performance as your business demands. Per-processor and per-user pricing give you the flexibility to pay for the solution you need, when you need it, so you can get up and running now and protect your investment as you grow. Express software can provide immediate impact to your bottom-line profitability, helping you to:

- *Use (and reuse) existing IT resources.*
- *Deliver your products and services to market more rapidly.*
- *Improve customer and employee satisfaction.*
- *Respond faster to customers and suppliers.*
- *React quickly to changing business conditions.*
- *Manage risk more effectively.*
- *Achieve fast, measurable return on investment (ROI).*

The leading transaction and integration platform for e-business on demand, WebSphere software from IBM delivers the capabilities that can help your organization become more responsive, flexible and resilient. Through a range of Express solutions based on industry-leading WebSphere software, you can address your business challenges in entirely new ways and create an on demand e-business, regardless of the business you're in.

- *A flexible service-oriented architecture (SOA)** enables you to integrate people, processes and information across your extended enterprise and in response to new industry standards or government regulations.
 - *Proven, market-leading reliability and stability* helps ensure the continuity of core business functions.
 - *Simple, integrated development* enables you to leverage a common, extendable tools platform and reuse key assets.
 - *Secure and scalable deployment* provides a common and flexible deployment environment with an adaptable management and security infrastructure.
 - *Open standards leadership* maximizes interoperability while providing investment protection and freedom of choice.
- *A breadth of business integration capabilities* helps you align IT assets with changing business priorities.
 - *Transform legacy applications, processes and data* into reusable, sharable business components or integrate traditional and new applications as an efficient mixed-workload environment to create new business value from existing IT assets.
 - *Integrate islands of applications, processes and information* to flexibly connect applications and information resources across and beyond the enterprise.
 - *Access resources virtually anytime and anywhere* to provide a highly secure, single point of interaction with people, data and processes across diverse application environments and from a variety of devices through easily customized interfaces.
 - *Model business functions and processes* to empower business analysts to graphically design and optimize business process flows.
 - *Manage performance against business objectives* to permit business users to leverage real-time business performance data to fine-tune business processes and drive continuous improvement.
 - *Accelerate implementation of intelligent processes* to improve the time to value of IT solutions using prebuilt processes, prebuilt application connectivity and industry best practices.



Start with a proven, reliable foundation

When you're ready to extend your business to the Web, you should begin with a foundation that can support the weight of your business. IBM Express software offerings from the WebSphere software family deliver an established infrastructure based on open industry standards to help you continue your success as your business grows, while minimizing your business risk.

IBM WebSphere Application Server - Express, combined with Business Partner offerings, can help you successfully deploy and organize Web content for your employees, customers and suppliers. Based on the market-leading IBM WebSphere Application Server framework, WebSphere Application Server - Express provides a tightly integrated Web application server and development environment with application samples and templates. Beyond establishing a Web presence, you can quickly create and deploy interactive, animated Web applications. Designed for ease of use, especially for developers who are new to Java programming, WebSphere Application Server - Express provides simplified application development and administration. You can build dynamic e-business on demand applications quickly with database access, rich user interface controls and templates that act as building blocks for Web site functions, like custom home pages, customer self-service, document management and surveys. When your business grows, you can extend these applications easily to meet your changing needs.

WebSphere Application Server - Express, can help you:

- *Generate immediate business value by linking front-end applications and back-end systems to reuse existing information.*
- *Differentiate your company from the competition and increase your speed to market with quick, easy access to account information critical to your customers and employees.*
- *Lower your overall costs through wizard-based tools and easy-to-use documentation capabilities that make the most of your employees' current skill sets.*
- *Adapt to marketplace changes quickly and protect your investment through software built on open standards.*
- *Enjoy smooth migration to more advanced application server functions as your business needs evolve.*



Build sophisticated, affordable portals

Over the years, you may have put critical business functions online, using a variety of databases and applications. Employees and customers often cut and paste information from one application to another and may not fully understand the various interfaces. IBM WebSphere Portal - Express can bring relevance and cohesion to your organization's information framework, and help individuals and teams do their jobs more effectively. Tailored access to information from all your business systems enables users to find information quickly. Armed with the information your employees and trading partners need, they can respond more effectively to business requirements and volatile marketplace conditions. By customizing the user experience to each portal user, WebSphere Portal - Express can help strengthen your business relationships with customers, employees, trading partners and suppliers, and enhance their satisfaction in the process.

WebSphere Portal - Express cost-effectively creates a single point of customized interaction with applications, content, processes and people through simplified installation, flexible configurations and an intuitive user experience. Regardless of how a user makes contact with your business, whether through traditional Web browsers, handheld devices, support lines or mobile phones, you can confidently address the myriad of challenges possible in today's e-business environment by:



- *Providing a single access point to applications, critical information and business processes.*
- *Increasing employee productivity and customer satisfaction through collaboration capabilities, such as instant messaging and virtual teamrooms.*
- *Speeding decision making by leveraging consistent, integrated information across your organization.*
- *Improving customer and trading-partner satisfaction through customized and dynamic portal access to the content most relevant to the user and task.*
- *Providing a single sign-on environment and user-friendly interface to deploy sophisticated employee, trading-partner and customer portals.*



Chevrolet dealership revs up Internet sales with e-commerce solution

Located in Milford, Ohio, the Mike Castrucci Chevrolet car dealership specializes in the sale and service of Chevrolet and Oldsmobile cars and trucks. In its ten years of operation, Mike Castrucci has become one of the leading car dealerships in the area, employing about 130 employees.

Based on the success of its brick-and-mortar General Motors (GM) accessories store, Mike Castrucci Chevrolet wanted to create a dynamic e-commerce Web site that could expand its customer base by enabling customers to buy GM accessories online. The dealership had a simple Web site that contained static pages with some basic company information that was updated periodically. It lacked the capabilities that could help extend its market reach and build customer loyalty, like personalized content and up-to-the-minute product information. Mike Castrucci Chevrolet needed a resilient and highly secure, yet affordable, e-commerce infrastructure that could support on demand e-business. Working with IBM Business Partner Information Design Incorporated (IDI), Mike Castrucci implemented WebSphere Commerce - Express for its new online sales.

After five short weeks, the new Web site was up and running, delivering several thousand dollars of revenue in Internet sales, and between 1200 and 1500 hits a day. The intuitive product-management tools included in WebSphere Commerce - Express made it easy for the dealership to manage a growing GM accessory catalog that lists almost a thousand products. The rich online merchandising features have enabled the dealership to create online selling spots to promote specific products.

The project has been so successful that Mike Castrucci Chevrolet plans to create another store Web site to sell branded accessories for its Ford dealership. "Selling products on the Internet is a new area for us. But thanks to IBM, we have created an image as an early adopter of emerging technologies, allowing us to strengthen our industry position and provide superior service through new sales channels," says Robert Ernst, IT manager, Mike Castrucci Chevrolet.





Jump-start or enhance your e-commerce capabilities

Dynamic e-commerce, once restricted to large enterprises with unlimited resources, has become an integral part of many midsize businesses across a wide variety of industries. With IBM WebSphere Commerce - Express, you can start quickly with the e-commerce basics and then adapt at your own pace by taking advantage of more advanced features already built-in and ready to deploy.

Through WebSphere Commerce - Express, you can better anticipate and fulfill the unique requirements of every customer, building loyalty and long-term business relationships, whether you sell to consumers or other businesses.

Streamlined installation, fast-path documentation, sample store-model designs and a fast-loading, simplified development environment help you build and deploy your Web site quickly and efficiently, accelerating your time to value. Wizard-based tools for marketing, merchandising and product management let business users easily update and manage your online store and catalog.

WebSphere Commerce - Express supports e-commerce needs across a broad variety of industries and business models. With WebSphere Commerce - Express, you can:

- *Create and manage online catalogs with intuitive product-management tools.*
- *Publish and easily customize your e-commerce store site based on prepackaged business-to-consumer (B2C) or business-to-business (B2B) starter stores.*
- *Import an existing online product catalog, or create a new one, using intuitive product-management tools.*
- *Apply easy-to-use marketing and merchandising tools to create and finely target promotions and campaigns to appeal to specific customer sets.*
- *Integrate to back-end systems to handle order, inventory and customer data.*
- *Use business analytics tools to discover and take action on customer buying patterns and trends.*

Simplify integration projects

Getting fast access to the data you need, wherever it may be, can help give you the flexibility and competitive edge you need in today's marketplace. Tailored to meet the requirements of growing companies, IBM WebSphere MQ Express enables you to integrate the applications you rely on, regardless of platform. With WebSphere MQ Express, virtually every computer and every application within your entire organization can communicate quickly, reliably and affordably. WebSphere MQ Express assured delivery means you can send information to customers and trading partners confidently, knowing that it will get there without duplication. Built-in, security-rich features also mean this information is kept safe from interference as it travels across networks.





With WebSphere MQ Express, you can:

- *Connect different applications to efficiently share critical data across your organization.*
- *Enable your development teams to focus on business logic instead of application backlog.*
- *Eliminate the need to write detailed code to integrate separate applications.*
- *Get started quickly through context-sensitive tutorials and simplified guides.*
- *Grow to support additional applications by simply plugging in any of the hundreds of available WebSphere MQ software-enabled applications.*

Automate and integrate to increase business efficiencies

With a high level of coordination along your value chain, you can increase your flexibility to respond on demand to unpredictable changes in pricing and labor, competition, and the needs of customers and suppliers. Information can flow easily around your organization and beyond, into the integrated community of trading partners and customers.

IBM WebSphere Business Integration Server Express and IBM WebSphere Business Integration Server Express Plus software offer a flexible, yet comprehensive business integration solution that includes adapters, collaborations, simple tools, and database and partner connectivity capabilities. Based on open standards, WebSphere Business Integration Server Express can smoothly integrate with your existing resources, eliminating

the need to rip and replace your current infrastructure, systems and data stores. A streamlined design with user-friendly installation screens and fast-path documentation help you get up and running quickly to accelerate your time to value. By helping you redefine the business processes underlying your operations, WebSphere Business Integration Server Express can help you solve common, as well as unexpected business challenges. You can:

- *Automate individual steps and streamline processes to increase operational efficiencies.*
- *Link to trading partners and update shared data faster, while eliminating the high costs of manual transactions.*
- *Connect internal and external applications to exchange information reliably, so you can respond to customer needs and regulatory changes faster.*
- *Enable business users to design, deploy and manage your site effectively, without extensive programming, through easy-to-use administrative tools.*



Get in sync to meet item data challenges

Today's suppliers, including consumer packaged goods (CPG) companies, manufacturers and wholesalers, must process nearly 20000 new food and nonfood universal product code (UPC) items each year. To streamline the process by which suppliers and retailers exchange item data, the UCCnet organization has developed an information exchange framework that enables trading partners to send and receive product data through UCCnet's item registry. Now as a condition of doing business, many retailers are requiring their suppliers to maintain item data through UCCnet's GLOBALregistry.

Designed to meet UCCnet standards, IBM WebSphere Business Integration Express for Item Synchronization and IBM WebSphere Business Integration Express Plus for Item Synchronization can help you automate item-synchronization business processes using proven WebSphere Business Integration technology. These UCCnet-certified solutions allow suppliers to accelerate the transition to automated item synchronization through a cost-effective, easy-to-use approach. IBM WebSphere Business Integration Express for Item Synchronization can help suppliers:

- *Reap the benefits of item synchronization, while leveraging existing IT staff skills and item data-management applications.*
- *Leverage flexible pricing options that allow you to meet current needs, and upgrade later to accommodate future growth.*
- *Establish UCCnet connectivity rapidly and execute item-synchronization processes quickly.*
- *Set an integration foundation to help manage future supply-chain integration initiatives.*

Optimize community integration

By reducing the risks associated with traditional B2B environments, Express solutions can help you integrate with partners that you rely on, and improve the information flow across your organization and into the integrated community of trading partners and customers. IBM WebSphere Business Integration Connect - Express enables you to present your systems to your customers and suppliers to help generate operational benefits and economically connect to industry exchanges and trading organizations to protect your IT and grow your investments. You can also build and participate in integrated communities of trading partners according to your business circumstances and maximize your ability to leverage peaks in demand at all points in your integrated value chain.

With WebSphere Business Integration Connect - Express, you can:

- *Provide quick and easy community integration to help you generate fast value from trading-partner relationships.*
- *Enable customers, trading partners and suppliers to connect through industry-standard protocols and security standards.*
- *Gain more insight into operations to help you adjust to changing business needs quickly.*
- *Maintain an ongoing awareness of business activities and dependencies to better manage your business relationships.*
- *Lower the cost of identifying, enabling and managing new partners and associated processes.*
- *Reduce your overall total cost of ownership (TCO) for community integration.*





Take the Express route

Express offerings from IBM combine best-of-breed hardware, software and services designed, developed and priced specifically for midsize companies like yours. As part of the proven IBM software portfolio, Express software offerings leverage IBM DB2® information management software, IBM Lotus® collaboration software, IBM Tivoli® intelligent management software and WebSphere e-business software. All software solutions are based on open standards, so they can work together with software you may already have from other vendors. IBM Express software offerings come in complete packages, and are ready for you to use immediately.

- *Designed for speedy installation that takes minutes, not hours*
- *Packed with features, without requiring you to spend more*
- *Ready to help you grow, as your business needs demand*
- *Priced with a midsize budget in mind, with low-rate finance options available from IBM Global Financing*
- *Easy to own and to use, without adding administrative burdens or lengthy learning curves*
- *Built to run on key midsize platforms like Microsoft® Windows®, IBM OS/400® for IBM @server® iSeries™ systems running on Intel® processors and Linux*

With more than 90000 highly qualified IBM Business Partners, you'll be able to find a local solution provider to help you decide what offerings are right for your on demand e-business.

For more information

To learn more about Express software offerings from IBM, visit:

ibm.com/websphere/express



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* SOAs are a collection of services that provides some form of sharable processing to applications. In a service-oriented architecture, you can manage your business processes and metrics separately from resources that provide individual process services.