

# IBM Cost Buster Solutions

*For Small Deals*



**IBM Cost Buster Solutions**  
Driving cost down • period

# Agenda

- IBM Cost Buster Solutions for Small Deals - Why?
- 2011 Most Critical Business Priorities
- Small Deal Composition and Offering Alignment
- IBM Cost Buster Solutions for Small Deals – Overview
- Customer Case Study: Grasshopper Group; Business Partner: Ironside Group
- 2011 IBM Cost Buster Solutions for Small Deals – Business Need & Software Capability Alignment
  - Manage Risk, Security and Compliance IBM Endpoint Security Cost Buster Solution
  - Connect and Collaborate IBM Messaging Cost Buster Solution
- Payment plan from IBM Global Financing
- 0% IBM Software Financing for 12 months
- IBM Cost Buster Solutions for Small Deals - *Aligned to Business Needs*
- IBM Global Financing Online Calculators

# IBM Cost Buster Solutions for Small Deals - Why?



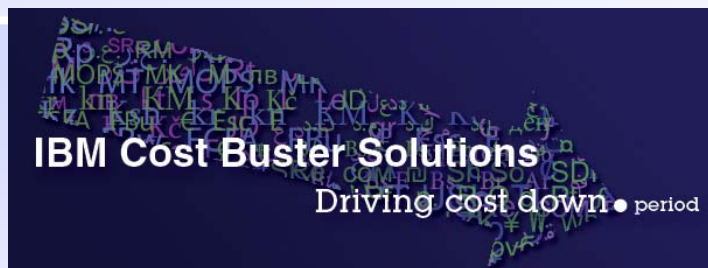
- Clients are feeling pressure to do more with less and get more value from their IT investments.
- Nowhere in the marketplace is attractive financing as important as it is to small and mid- size businesses.
- A smarter funding strategy can help qualified clients meet budget and cash flow objectives in the ‘new normal’ state.
- For companies to succeed in the new economy they still need to invest to grow the business, stay competitive and innovative, keep up with the latest technologies and meet the evolving needs of employees, customers and partners.

# 2011 IBM Cost Buster Solutions for Small Deals

[Visit Link](#)


Starting at \$5K USD

**Exclusively focused on small and midsize businesses bringing affordable financed IBM solutions to address current business needs, and include some of the best cutting edge technology available.**



## Business Needs:

- Turning Information Into Insights
- Drive Business Integration and Optimization
- Connect and Collaborate
- Enable Product & Service Inn.
- Manage Risk Security and Compliance
- Optimize the impact of Infrastructures and Services

## 2011 Highlights:

- Customer business needs based approach
- **29 New and Refreshed Solutions!**
- Solutions starting at \$5K USD.
- End-to-end execution via online tools
- Customer Solution Case Study available!
- Tested with IDC & SMB Group Analysts
- Customer deliverables coming to ibm.com

- **Sample solution bundles, delivered by IBM Services IBM Services Business Partners** and IBM Services that solve a business problem and are wrapped with financing from IBM Global Financing, making them affordable and accessible.
- **Configurations are provided for 100 employee size businesses**, financed for 36 months. Country Localization may allow financing for 48 or 60 months (4 or 5 years). Solutions can scale beyond 100 end users, there is no hard restriction.
- **IBM Global Financing provides qualified clients** with financing for the total solution including hardware, software and services for both IBM and non-IBM, in one contract with one predictable payment for transactions starting at \$5K USD.
- **Create your specific IBM Cost Buster Solution** by working with your IBM, Business Partner or IBM Global Financing Rep.

**Worldwide availability;** work with your local IBM Business Partner, Use end user calculators to 'price' for yourself.

# IBM Cost Buster Solutions: Improved Efficiencies, Collaboration and Reduced Costs

**IBM Solutions address the most critical business priorities identified**

## 2009 Top Business Issues

1. Cost reduction / improved efficiencies
2. Increased employee productivity
3. Improved customer services
4. New ways to reach customers
5. Increased insights for better decision making

*Note: Question in 2009 asked differently than 2010 with percents based on a 5-point scale. Percents pulled directly from 2009 WW Comprehensive Report (and assuming they are Top 2 Box %'s)*

## 2011 Most Critical Business Priorities



(Scale 0-10 top 8,9,10 combined) ■ Efficiency Focus ■ Innovation Focus

Source: IBM 2011 Worldwide study [Inside the Midmarket: A 2011 Perspective](#), January 2011

# Customer Case Study: Grasshopper Group

## IBM Business Partner: Ironside Group



*"Cognos Express was a solution that fit our budget, even as a small company, and we were able to get it implemented in a much faster time than I would have ever expected."*

*- Mike Morris, Vice President of Operations*

### Overview

Grasshopper Group selects IBM Cognos Express for affordability and rapid ROI to help achieve their goal of servicing over one million entrepreneurs -- the solution to their information delivery woes, chiefly because they were "very confident that Cognos, as a leader in the industry, was going to be able to help solve [their] problems." Another contributing factor to Grasshopper Group's decision in going with Cognos Express was the involvement of the Ironside Group as a trusted advisor. The presence of a highly regarded IBM Business Partner with the depth of industry knowledge and technical expertise to the degree of Ironside Group's helped to establish a level of comfort with the solution, all but guaranteeing its success at Grasshopper Group.

### Business need:

***"One of our main business challenges prior to the implementation of Cognos Express was getting actionable data from our systems." says Mike Morris, VP of Operations at Grasshopper Group.***

### Solution:

IBM Cognos Express was an attractive solution because it could be rapidly deployed and its ease of development would facilitate a fast return on their investment. What was most surprising to Grasshopper Group was just how minimal of an investment that would be. **By taking advantage of an attractive offer from IBM Global Financing, Grasshopper Group was able to even further reduce their upfront expenditure on IBM Cognos Express**

### Benefits:

To date, Grasshopper Group has transitioned all of their previously manual operational reporting to a fully automated process using scheduled reports that are emailed to ten users daily.

### Case Study:

Grasshopper Group is a provider of a suite of tools designed to help empower entrepreneurs. They are currently a thirty-five person operation with over one hundred thousand customers and growing that number steadily every day. As Grasshopper Group continues to expand their product line and experience rapid growth, they have identified a critical need to attain better insight into their customer and product information in order to provide better targeted and more effective offerings that will ultimately improve their own customers' rate of success.

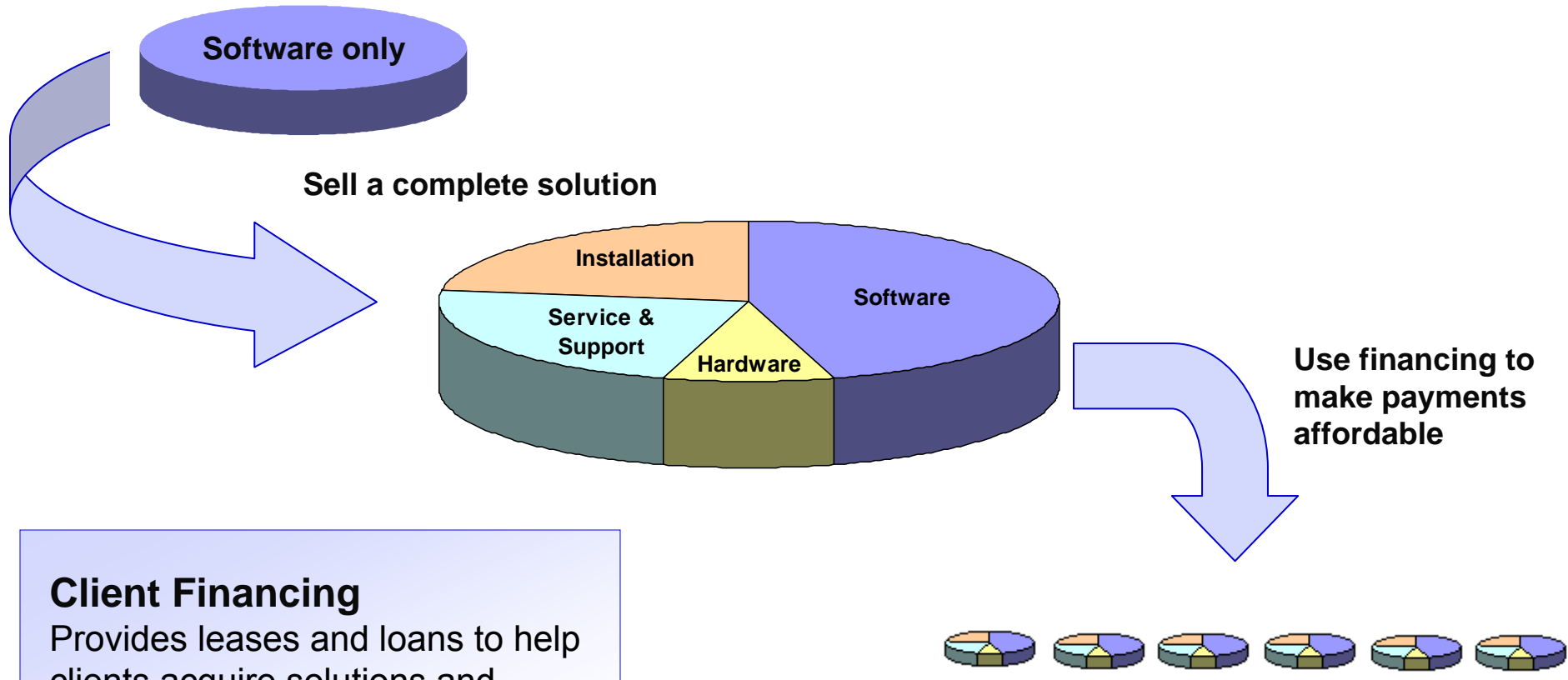
***"As we were looking for solutions, we were also looking at different potential partners to help us with implementation, and Ironside Group's expertise in the area really just made [IBM Cognos Express] a no-brainer for us" says Morris.***

# IBM Software capabilities meet midsize business needs

Business Need		Capability (MM=blue)	Business Need		Capability (MM = blue)
1	Turning Information into Insights	<b>Business Analytics</b> <b>Data Management</b> Data Warehousing <b>Enterprise Content Management</b> Information Governance Information Integration and Federation	4	Enable Product and Service Innovation	<b>Application Lifecycle Management</b> Complex and Embedded Systems Design and Development Enterprise Architecture and Portfolio Management Enterprise Modernization <b>Security</b>
2	Drive Business Integration and Optimization	<b>Application Infrastructure</b> <b>Business Process Management</b> <b>Commerce</b> <b>Connectivity and Integration</b> Enterprise Marketing Management	5	Optimize the Impact of Business Infrastructures and Services	Asset Management <b>Business Service Management</b> Cloud and Virtualization Management Network and Service Assurance <b>Security</b> <b>Storage Management</b> Systems Management <sup>3</sup>
3	Connect and Collaborate	Social Business Application Development <b>Social Collaboration</b> Unified Communications <b>Web Experience</b>	6	Manage Risk, Security, and Compliance	<b>Application and Process*</b> <b>Data and Information*</b> <b>Network, Server, and Endpoint*</b> <b>People and Identity*</b> Physical Infrastructure* Security governance, risk management and compliance*

\*Segments within both the software security capability and the IBM security framework

# A payment plan from IBM Global Financing can turn challenging upfront costs into a predictable payment



**Client Financing**  
Provides leases and loans to help clients acquire solutions and technology for IBM and non IBM hardware, software & services



## IBM Global Financing offers 0% financing for 12 months for IBM Software

- Changes Client conversation from “what can you afford” to “what does your company need”
- Simple payments – divide the IBM Software Solution price by 12 (monthly) or 4 (quarterly) and propose
- Predictable monthly or quarterly payments with no interest charged
- 0% financing for new software licenses and first year of support and subscription charges
- Available for credit qualified clients

Client benefits of 0%	Seller benefits of 0%
<ul style="list-style-type: none"> <li>▪ Overcome budget limitations and get the software you need now.</li> <li>▪ Conserve cash for strategic investments.</li> <li>▪ Simplify planning with predictable periodic payments.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Close deals sooner by overcoming client budget issues.</li> <li>▪ Reduce need for discounting with affordable payment options.</li> <li>▪ Enable more software acquisition within existing budget.</li> </ul>

**For Clients, please visit: [IBM Global Financing Software](#)**

\*Additional terms and conditions may apply. IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government clients. Rates for credit-qualified clients and are based on a client's credit rating, financing terms, offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.

## IBM Cost Buster Solutions for Small Deals

### ***Aligned to Top Business Needs***

- Turn Information into Insights
- Drive Business Integration and Optimization
- Connect and Collaborate
- Enable Product and Service Innovation
- Manage Risk, Security and Compliance
- Optimize the Impact of Business Infrastructures & Services

# IBM Cost Buster Solutions for Small Deals

## ***Aligned to software capabilities***

- Turn Information into Insights [Link](#)
  - Informix Data Management
  - DB2 Data Management
  - Business Analytics
  - Advanced Analytics
  - Filenet Content Management
  - Content Manager OnDemand
- Drive Business Integration and Optimization [Link](#)
- Connect and Collaborate [Link](#)
- Enable Product and Service Innovation [Link](#)
- Manage Risk, Security and Compliance [Link](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)

# #1 Data Management

Turn Information Into Insights

Information Management

## IBM Informix Database Management Cost Buster Solution

*Fast and efficient with zero downtime – all made easy*

### IBM Informix

IBM® Informix® is an industrial-strength relational database that offers outstanding performance, reliability, scalability and manageability for businesses, ISVs and OEMs of all sizes.

#### What makes this offering unique?

- A database platform that is easy-to-install, easy-to-use, and requires low up-front investment. IBM Informix is the database software voted number #1 in customer satisfaction
- Solutions built using Informix can be deployed with no local IT support and fully maximize all available hardware resources.
- Industrial-strength reliability and the ability to achieve up to 99.999% uptime means no lost business or hassles
- Informix supports a wide array of development environments, including PHP, Ruby, Java, .Net, and other application development language choices to speed time to value.

#### Quick Facts:

- Rated #1 in customer satisfaction; up to 99.999% availability
- Realize the benefits of IBM Informix today!

To download a no-charge trial [click here](#).

Learn more about IBM Informix Choice Edition [here](#)

**Act Now!** Payments as low as \$ 607 USD per month for 36 months for Informix Choice subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.

## #2 Data Management

Turn Information Into Insights

Information Management

### IBM DB2 Database Management Cost Buster Solution

*Higher Performance; Lower Costs*

#### IBM DB2 Express

**IBM DB2 Express, with attractive entry-level pricing, is the ideal data server for the midsize businesses** suitable for transaction processing or complex query workloads on servers with up to two processors. DB2 Express is upgradable to Enterprise Editions.

#### What makes this offering unique?

- Installs quickly and easily
- Can be transparently embedded with other applications
- Includes autonomic and remote management features
- Enabled for Cloud Computing and Virtualization
- Includes pureXML technology to power the next generation of agile SOA applications
- Includes homogeneous federation, homogeneous SQL replication, and backup compression
- Offers a variety of pricing models (User, Value Unit, Server, and Yearly)

#### Quick Facts:

- **Simplicity** – Make everyday operations easy or automatic
- **Performance** – Greater business insight faster
- **Value** – Lower cost of operations through simplified or automatic management

30-day Trial Software available [here](#)

More on DB2 Express visit URL [here](#)

**Act Now! Payments as low as \$545 USD per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Includes software and 1st year support. Configuration subject to change.

## #3 Business Analytics

### IBM Business Analytics Cost Buster Solution

*Business Analytics in-a-box*

**IBM Cognos Express** - the first and only integrated reporting, analysis, planning, budgeting and forecasting solution purpose-built and priced for midsize companies.

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to midsize businesses

#### What makes this offering unique?

- The only all-in-one, integrated solution for **both BI and Planning**
- Everything is included out of the box in one preconfigured solution.
- Deploys quickly - plugs into existing infrastructure with minimal impact.
- Easy-to-use, self-service access, empowers business users.
- Business users can get the reports and analysis without relying on the IT staff.
- Easy to buy with rapid ROI.
- Get started with just one or two capabilities to realize immediate value, then add on based on project needs, resources and budget.

#### Quick Facts:

- Provides essential reporting, analysis & planning for effective business optimization.

[View a demo or evaluate the software](#)

More on Cognos Express visit url [here](#)

**Act Now! Payments as low as \$36 USD per user per month** subject to IBM Global Financing approval, **based on 25 users or \$886 USD per month for 36 months.** Includes software, 1st year support and hardware.

Configuration subject to change.

## #4 Business Analytics

### IBM Advanced Analytics Cost Buster Solution

*Predictive Analytics solve your toughest business challenges*

**IBM SPSS Modeler Premium** is a high-performance predictive and text analytics workbench that quickly delivers positive ROI by creating the predictive intelligence that allows organizations to proactively and repeatedly exploit revenue opportunities, reduce costs and increase operational productivity.

#### Examples of user benefits include:

- Attract more (and better) customers
- Grow the value of existing customers, through cross-selling or up-selling products or services
- Retain the most valuable customers
- Manage and mitigate the risk inherent in transacting with customers
- Detect and prevent fraud

#### What makes this offering unique?

No other offering in the marketplace provides predictive modeling and data mining, using both structured and unstructured data that exist in virtually any format in any environment, with an easy-to-use graphical interface and flexible deployment options at this price point

#### Quick Facts:

- Easy to learn/use
- Visual approach - no programming
- Supports re-use of models and modeling streams
- Power and Automation Features

More on IBM SPSS Modeler Premium visit URL [here](#)

Act Now! Payments as low as \$1,184 USD per month for 36 months subject to IBM Global Financing approval, based on **1 user for a 100 employee sized business**. Includes software, 1st year support. Configuration subject to change.

## #5 Enterprise Content Management

### IBM FileNet Content Manager Cost Buster Solution

*Solve complex business problems faster to make smarter decisions*

**FileNet Content Manager Starter Pack** is a full-function product (with corresponding services) attractively priced to facilitate easier purchase approvals and subsequent modular expansion as required

- Full functionality just like FileNet Content Manager with lower Total Cost of Ownership especially for smaller roll-outs

FileNet Content Manager Starter Pack combines all the great features of FileNet Content Manager at a lower price point designed to provide a lower total cost of ownership specifically for smaller content management roll-outs.

#### Examples of user benefits include:

Like its parent product, FileNet Content Manager Starter Pack enables you to deploy multiple line-of-business solutions across a geographically distributed enterprise - while maintaining a unified metadata model and a single enterprise catalog. It helps organizations realize the benefits of FileNet Content Manager software to rapidly and flexibly meet a variety of ECM needs, including content and document management, process management and regulatory compliance.

#### What makes this offering unique?

It helps organizations realize the benefits of FileNet Content Manager software to rapidly and flexibly meet a variety of ECM needs, including content and document management, process management and regulatory compliance.

#### Quick Facts:

- Content management improves workforce effectiveness and customer service in an enterprise environment.
- Faster access to trusted content means better and more accurate decisions by providing content in context.
- When content becomes active and is used dynamically and in context as part of a business process, companies can transform their operations, revitalize systems and grow through innovation.
- When content becomes active and is used dynamically and in context as part of a business process, companies can transform their operations, revitalize systems and grow through innovation.

**More on FileNet Content Manager visit URL [here](#)**

**Act Now! Payments as low as \$1,143 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.



## #6 Business Analytics

### IBM Content Manager OnDemand Cost Buster Solution

*Online Statements Print Archive - attack inefficiencies of paper-based content*

**IBM Content Manager OnDemand** is an Essential ECM solution for

- High Volume Documents - statements, invoices, explanation of benefits, checks and other formatted documents used in customer service and self service applications.
- Electronic Business Reports - used to communicate business performance or activity across the business.

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses

#### What makes this offering unique?

Increase customer satisfaction & retention, eliminate costly printing & quickly demonstrate ROI.

- **Enhance call center productivity** - by providing immediate access to critical statements and account information – to satisfy customer inquiries at first attempt and eliminate unnecessary call backs.
- **Enable self service** - by providing customers and suppliers with 24x7 online access to essential account information.
- **Reduce costs and provide significant ROI** - by transferring costly high volume print output to electronic information capture and presentation.
- **Provide immediate access** - to all computer generated business output such as bills, invoices, statements, and reports.
- **Eliminate paper and its associated cost** within key business areas of customer service and account management.

#### Quick Facts:

- **A View Not Print Solution** - that eliminates costly re-printing and increases customer satisfaction by providing fast access to relevant information.
- **Fast and Significant ROI** - by transferring costly high volume print output to online electronic information capture and presentation. Up to 90% Storage Savings - for high volume statements, support for multi-channel distribution and improved customer service.
- **Proven Technology** - highly reliable and scalable solution for enterprise report management and statement presentation.
- **Pervasive Access** - information is distributed to internal customers and call centers, customer self-service terminals, the internet, email, and other applications.
- **Replace outdated systems** - ASG/Mobius, CA View, BMC Control-D, Systemware, other legacy report mgmt systems.

**More on Content Manager OnDemand for Enterprise Report Management visit URL [here](#)**

**Act Now! Payments as low as \$1,198 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support and hardware. Configuration subject to change.

# IBM Cost Buster Solutions for Small Deals

## *Aligned to software capabilities*

- Turn Information into Insights
- Drive Business Integration and Optimization [Link](#)
  - Sterling B2B Integration
  - Sterling Managed File Transfer
  - Application Infrastructure
  - Cloud Integration
  - Connectivity and Integration
  - Business Process Management
- Connect and Collaborate [Link](#)
- Enable Product and Service Innovation [Link](#)
- Manage Risk, Security and Compliance [Link](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)

# #1 Commerce

## Industry Solutions

### IBM Sterling B2B Integration Cost Buster Solution

*Automation of the complete “buy-sell-ship-pay” process with trading partners*

As part of the IBM® Sterling Business Integration Suite, **IBM® Sterling B2B Integration** automates business processes shared with trading partners. The goal is automation of the complete “buy-sell-ship-pay” process that involves a range of documents and business processes, which include not just the buyer or seller of the goods/services, but also banks and third party logistics companies. The solution automates these processes and provides visibility into data and processes shared with external entities.

**IBM® Sterling Gentrant®** is one of the industry’s most widely used and trusted EDI and data translation solutions, proving itself daily in millions of business transactions. Translation would be relatively simple if there was only one standard and you had only one partner; however, things are much more complex. There are many EDI standards and you have multiple trading partners—meaning you must have the ability to communicate in the appropriate standard for each partner. Sterling Gentrant product solutions can help you manage your B2B community.

<b>What makes this offering unique?</b>	<ul style="list-style-type: none"> <li>Integrate with 100% of your business partners</li> <li>• Extend business processes to 100% of your business community</li> <li>• Improve business agility, operational efficiency, and business performance</li> <li>• Add secure and flexible community integration and business process automation to your business processes</li> <li>• Gain visibility into actionable information across your IT and business processes</li> <li>• Deploy solutions on premise, as-a-Service, or as a hybrid combination of both</li> </ul>
<b>Quick Facts:</b>	<ul style="list-style-type: none"> <li>• Sterling B2B Integration solutions are available in a variety of deployment and operational models to meet business needs, and can be delivered on premise or as-a-Service.</li> <li>• IBM Sterling Gentrant is one of the Sterling B2B Integration solutions delivered on premise.</li> </ul>

**More on IBM Sterling Gentrant visit URL [here](#)**

**Act Now! Payments as low as \$829 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.

## #2 Commerce

### Industry Solutions

### IBM Sterling Managed File Transfer Cost Buster Solution

*Secure data movement to gain control of critical business data*

**IBM® Sterling Managed File Transfer** is the market-leading solution for secure data movement that enables enterprises to gain control and oversight of the massive movement of critical corporate data to facilitate data growth, reduce security risk, and improve IT and business efficiency..

#### What makes this offering unique?

The Sterling Managed File Transfer solution is delivered through multiple products that can work standalone, or even better when together. One of these products is: IBM® Sterling Connect:Direct®. Sterling Managed File Transfer solutions are available as licensed on premise software.

#### Quick Facts:

**IBM® Sterling Connect:Direct®** -- Point-to-point file transfer software optimized for high-volume, assured data delivery of files within and between enterprises.

In this new era of rigorous security and shorter processing windows, Sterling Connect:Direct is the point-to-point file transfer software optimized for high-volume, secure, assured delivery of files within and among enterprises. Sterling Connect:Direct can deliver your files with:

**Predictability**—Assures delivery via automated scheduling, checkpoint restart, and automatic recovery/retry

**Security**—Ensures that your customer information stays private, and that your file transfers are auditable for regulatory compliance via a proprietary protocol, authorization, and encryption (FIPS 140-2, and Common Criteria certified)

**Performance**—Handles your most demanding loads, from high volumes of small files to multi-gigabyte files

**More on IBM® Sterling Connect:Direct® visit URL [here](#)**

**Act Now! Payments as low as \$222 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.

## #3 Application Infrastructure

### IBM Application Infrastructure Cost Buster Solution

*Build dynamic web sites and applications quickly*

**IBM WebSphere Application Server Family** drives business agility through a choice of innovative performance based foundations. **IBM WebSphere Application Server Express** is an affordable, ready-to-go solution to build dynamic Web sites and applications quickly.

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses.

**IBM Business Partner Services** to implement the solution for 100 users is estimated at 2 days at \$1,150. USD.

#### What makes this offering unique?

- Dramatically increase development productivity with integrated tooling and unique backwards compatibility features that eliminate recoding
- Single-step installation and configuration, wizards and default configurations, documentation and sample code help ensure fast and smooth start-up
- Out-of-the-box security configurations and user registry, compliance with government standards, and stringent Web services security offer peace-of-mind
- Run the same amount of workloads on fewer servers by consolidating up to 30% of workloads utilizing EJB and web services performance enhancing features

#### Quick Facts:

- Read the Important Considerations in Selecting an Application Server White Paper [here](#)
- Download a free trial version of IBM WebSphere Application Server Express [here](#)
- Use the Migration Assessment Tool [here](#) to estimate the effort involved in migrating from Oracle Web Logic to IBM WebSphere Application Server

More on IBM WebSphere Application Server Express visit URL [here](#)

**Act Now! Payments as low as \$183 USD per user per month** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support, hardware and BP Services. Configuration subject to change.

## #4 Connectivity and Integration

### IBM Cloud Integration Cost Buster Solution

*Connect public clouds, private clouds, and on-premise applications*

**IBM WebSphere Cast Iron Live** is complete multi-tenant cloud service that you can use to design, run, and manage all of your integrations in the cloud. Rapidly deliver cloud integration projects in days and achieve higher return on investment in software as a service (SaaS) and cloud models.

#### What makes this offering unique?

- **Connectivity:** Websphere Cast Iron Cloud integration products provide connectivity to hundreds of cloud and on-premise applications, databases, web services, messaging systems and many other end-points.
- **Transformation:** Websphere Cast Iron Cloud integration enables you to transform data from source to target applications using a graphical interface with a drag-and-drop approach.
- **Business Logic:** With Websphere Cast Iron Cloud integration products, you can graphically define the flow of data between source and target applications and setup business logic rules with 'no coding.'
- **Management:** Websphere Cast Iron Cloud integration products provide a Web-based console to monitor integration transactions, handle exceptions and provide proactive alerting for data and connectivity errors.

#### Quick Facts:

- Reduce integration costs by much as 80% using a comprehensive set of pre-configured Template Integration Processes (TIPs)
- Read the Deliver Application Integration Projects in Days White Paper [here](#)
- Read the Turbo-charge Salesforce.com with Cloud Integration White paper [here](#)

More on IBM WebSphere Cast Iron Integration visit URL [here](#)

**Act Now!** Payments as low as \$362 USD per month for 36 months subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.

## #5 Connectivity and Integration

### IBM Connectivity & Integration Cost Buster Solution

*Improve the flow of information across an organization*

**IBM WebSphere MQ** improves the flow of information across an organization and positions it to adjust to dynamic business requirements, reduce maintenance, integration costs, and seamlessly bridge to new technologies. Increase business agility, reduce IT maintenance and integration costs.

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses

#### What makes this offering unique?

- Deliver reliable application integration for applications and Web services
- Reduce costs and process disruptions from data loss with a unifying solution for guaranteed message/transaction delivery
- Use a consistent application programming interface, MQI, throughout all its supported platforms, which helps make integrated programs portable
- Achieve fast ROI – as short as six months – leveraging existing assets and using existing skill sets

#### Quick Facts:

- Learn how to eliminate IT complexity with WebSphere MQ [here](#)
- Watch the IBM WebSphere MQ demo [here](#)
- Download a free trial version of IBM WebSphere MQ [here](#)
- More cost effective than home-grown messaging solutions [Analyst reports WebSphere MQ saves 2-4 costs versus home-grown approaches](#)

More on IBM WebSphere MQ visit at URL [here](#)

**Act Now! Payments as low as \$259 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support and hardware. Configuration subject to change.

## #6 Business Process Management

### IBM Business Process Management Cost Buster Solution

*Optimize business performance improving business processes*

**IBM WebSphere BPM Express** offers an affordable option for midmarket companies to address their most pressing and complex process challenges. IBM Blueworks Live standardizes the way process change is identified, documented and communicated at scale across the diverse process stakeholder population. When implemented together, represents the most comprehensive BPM platform for any mid-market organization to be able to achieve their strategic objective.

#### What makes this offering unique?

- Fine-grained process visibility, enabled by built-in monitoring and analytics
- Full business-user participation, through simplified, easy-to-use tooling
- Efficient and effective user-task management, through dynamic, “smart” user interfaces
- Complete BPM lifecycle governance, enabled by a unified BPM asset repository and control center

#### Quick Facts:

- 56% of organizations placing process improvement at the top of the list when it comes to strategic imperatives
- Download BPM for Dummies ebook [here](#)
- Read The proven guide to rolling out BPM from IBM paper [here](#)
- Try the full version of IBM Blueworks Live for 30 days free [here](#)

**More on IBM WebSphere BPM Express visit at URL [here](#)**

**Act Now! Payments as low as \$711 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.



## IBM Cost Buster Solutions for Small Deals

### *Aligned to software capabilities*

- Turn Information into Insights
- Drive Business Integration and Optimization [Link](#)
- Connect and Collaborate [Link](#)
  - [Web Portal Experience](#)
  - [Messaging](#)
  - [Social Software](#)
  - [Collaboration](#)
- Enable Product and Service Innovation [Link](#)
- Manage Risk, Security and Compliance [Link](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)

# #1 Web Experience

## IBM Web Portal Experience Cost Buster Solution

*Deploy new or customize websites quickly, integrate people, applications, information*

### IBM WebSphere Portal Express - *Try it today!*

Deploy new websites quickly, integrate people, applications and information & customize the solution to fit your organization

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses.

#### What makes this offering unique?

- Create custom business solutions and applications
- Includes development tools to accelerate customization of applications
- Priced especially for organizations under 1000 users
- Payback in less than a year from operational and people savings

#### Quick Facts:

- A single offering to help meet Web Portal needs
- Provides timely information and access to applications
- Helps increase employee productivity
- Helps lower deployments costs
- Helps reduce maintenance, migration and retraining costs
- Easy to deploy and administer new Websites and applications

**These prices could be up to 15% lower if qualified for the "Lock In Savings with Lotus Software" Offer!**

<http://www-01.ibm.com/software/lotus/offer/pricing.html>

**Act Now! Payments as low as \$530 USD per month for 36 months** subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support. Configuration subject to change.

## #2 Social Collaboration

### IBM Messaging Cost Buster Solution

*Robust mail security-rich virus resistant messaging; mobile, smart-devices integration*

**IBM Lotus Domino Messaging Express meeting the unique messaging needs of small and midsize businesses.**

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses.

#### What makes this offering unique?

- Robust mail & messaging priced right for the medium sized business
- Security-rich, virus resistant messaging for ease of mind communications
- Easy to deploy and administrate lowering the cost of resources
- Mobile solutions and integration with smart-devices

#### Quick Facts:

- Clustering now available delivering failover and workload balancing for most efficient operation
- Up to 1000 users for Express solution
- Proven reliability of Domino core server delivered to messaging user
- Multi-OS & devices all sharing email eliminating lock-in by one OS.

**See demo now:** [http://download.boulder.ibm.com/ibmdl/pub/software/lotus/lotusweb/product/nd8/demo/shell\\_popup.html](http://download.boulder.ibm.com/ibmdl/pub/software/lotus/lotusweb/product/nd8/demo/shell_popup.html)  
<http://www-01.ibm.com/software/lotus/products/dominoexpress/>

**These prices could be up to 15% lower if qualified for the "Lock In Savings with Lotus Software" Offer!**  
<http://www-01.ibm.com/software/lotus/offer/pricing.html>

**Act Now! Payments as low as \$432 USD per month or \$4.32 per user per month, for 36 months,** subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

## #3 Social Collaboration

### IBM Social Software Cost Buster Solution

*Bring the power of social software to your business*

**IBM Lotus Connections software brings the power of social software to your organization.**

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses.

#### What makes this offering unique?

All in one package

- Home page—Collect the social data that's important to you
- Profiles—Find knowledge throughout your organization
- Communities—Work together with people who have common interests and expertise,
- Blogs—Present your ideas in a forum, receive feedback, and capitalize on
- Bookmarks—Find, save and share useful Web-based content
- Wikis—Create and share content together with your teams and professional network.
- Activities -Share assignments, documents and content.
- Files—Share documents, presentations and other files with your colleagues

#### Quick Facts:

- Leverage your collective brainpower to come up with better ideas, increase agility while reducing costs.

**Check out Video:** "The Man who should have used Lotus Connections"

<http://www.youtube.com/watch?v=Kw2j0YOqKoo&feature=related>

**These prices could be up to 15% lower if qualified for the "Lock In Savings with Lotus Software" Offer!**

<http://www-01.ibm.com/software/lotus/offer/pricing.html>

**Act Now! Payments as low as \$419 USD per month or \$4.19 per user per month for 36 months,**  
subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

## #4 Social Collaboration

### IBM Collaboration Cost Buster Solution

*World-class e-mail, collaboration, new approaches to enhance efficiency & creativity*

**Domino Collaboration Express world-class business e-mail and collaboration offering new approaches to enhance efficiency and creativity.**

**IBM System x** server offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses

Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Complete collaboration platform at an affordable price
- Advanced replication technology that supports offline productivity
- Security-rich features, proven reliability
- Built with open standards for more interoperability
- Investment protection in applications and infrastructure

#### Quick Facts:

- Clustering now available delivering failover and workload balancing for most efficient operation
- Up to 1000 users for Express Collaboration solution
- Proven reliability of Domino core server delivered to all users
- Multi-OS & devices eliminating lock-in by one OS

<http://www-01.ibm.com/software/lotus/products/dominoexpress/>

<http://www-01.ibm.com/software/lotus/notesanddomino/domino-express-licensing.html>

**These prices could be up to 15% lower if qualified for the "Lock In Savings with Lotus Software" Offer!**

<http://www-01.ibm.com/software/lotus/offer/pricing.html>

**Act Now! Payments as low as \$600 USD per month or \$6.00 per user per month for 36 months,** subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

# IBM Cost Buster Solutions for Small Deals aligned to Software Capabilities

- Turn Information into Insights
- Drive Business Integration and Optimization [Link](#)
- Connect and Collaborate [Link](#)
- Enable Product and Service Innovation [Link](#)
  - [Developer for Workgroups](#)
  - [Dynamic Software Analysis](#)
- Manage Risk, Security and Compliance [Link](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)

# #1 Application Lifecycle

## IBM Developer for Workgroups Cost Buster Solution

*Enables Eclipse/Visual Studio teams to deliver software faster, at lower costs*

### IBM Rational Team Concert Developer for Workgroups

RTC Developer for Workgroups enables heterogeneous software development teams using Eclipse or Visual Studio, to consistently deliver software at lower cost, faster and with better collaboration. Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- An all-in-one integrated software development solution that eliminates the complexity and cost of separately acquired tools while delivering new capabilities like automated reporting and traceability not previously possible.
- Supports existing tools like Subversion and Bugzilla while leveraging the collaborative capabilities of Rational Team Concert
- Built in agile, traditional and hybrid processes ensure the team follows best practices and improves project predictability yet is customizable to meet varying team needs.
- Multi-platform heterogeneous support means lower total cost of ownership by using a single solution and repository for developing software whether using Eclipse or Visual Studio IDE's *or both*.

#### Quick Facts:

*"If you've been following the news, you know that revolution is in the air. And RTC is a welcome addition to that revolutionary spirit -- a one stop shop for managing your stories, code, builds, tests, defects, issues and more!"*  
Puneet Singh Lamba – Sapient Corporation.

- RTC Developer for Workgroups is \$1,850 per user for a perpetual license, including first year S&S (D0GHMLL) OR for a fixed term annual license it is \$864 per user (D0GHULL)
- Try RTC FREE for up to 10 developers on a pilot project

More on Rational Team Concert for Workgroups visit url [here](#)

**Act Now! Payments as low as \$459 per month or \$38 per user per month, for 36 months** subject to IBM Global Financing approval. Based on 15 users. Includes software, subscription & support. Configuration subject to change.

## #2 Application Lifecycle

### IBM Dynamic Software Analysis Cost Buster Solution

*Analysis to write faster more reliable code; identify memory bugs and bottlenecks*

#### IBM Rational PurifyPlus™

PurifyPlus is an award-winning dynamic software analysis solution designed to help developers write faster, more reliable code by automatically identifying memory bugs, performance bottlenecks, and untested code. Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Employs a patented Object Code Insertion (OCI) technique for instrumenting applications, eliminating the need to recompile from source. Monitors all components of an application, including third-party libraries for which source code is not available.
- Scales effectively for large applications. Pinpoint control over inserted code allows for optimization of run-time code paths.
- Performance profiling River-of-Time call graph makes identifying bottlenecks simple and has the added benefit of showing how functions interact. This can greatly improve program understanding for developers new to a project.

#### Quick Facts:

Saves developers 2.6 weeks/year tracking bugs and 1.96 weeks/year tracking performance problems<sup>1</sup>

<sup>1</sup> For details, read the whitepaper, [How can IBM Rational PurifyPlus software improve your bottom line?](#)

Try and Buy available at url [Here](#)

For more on PurifyPlus, visit url [Here](#)

**Act Now! Payments as low as \$1,296 per month (or \$432 per user per month for 3 users) for 36 months, subject to IBM Global Financing approval. Includes software, subscription & support. Configuration subject to change.**



# IBM Cost Buster Solutions for Small Deals aligned to Software Capabilities

- Turn Information into Insights
- Drive Business Integration and Optimization [Link](#)
- Connect and Collaborate [Link](#)
- Enable Product and Service Innovation [Link](#)
- Manage Risk, Security and Compliance [Link](#)
  - [Web Application Security / OnDemand](#)
  - [Website Privacy and Accessibility](#)
  - [Endpoint Security](#)
  - [Network Security](#)
  - [Single-Sign-On Protection](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)

# #1 Security

Rational

## IBM Web Application Security / OnDemand Cost Buster Solution

*Provides visibility to application vulnerabilities that could be exploited by hackers*

**IBM Rational AppScan Express and AppScan OnDemand** helps ensure the security and compliance of web applications throughout the software development lifecycle by providing visibility to vulnerabilities that could be exploited by hackers. Available from our local IBM Services IBM Services Business Partners.

### What makes this offering unique?

- Enables comprehensive and automated testing of Web applications for vulnerabilities
- Fully integrated malware scanning: scans Web sites for both embedded malware and links to malicious or undesirable sites
- Dramatically reduces the need for manual testing, which can produce significant cost savings
- Automatically scans complex Web applications using Web 2.0 technologies (Adobe Flash, JavaScript, AJAX)
- Assists in meeting key compliance standards: Payment Card Industry Data Security Standard (PCI DSS)
- Hosted and run by a highly experienced team of security and compliance product experts who maximize product capabilities on your behalf (OnDemand)
- Low startup costs and reduced ongoing total cost of ownership with a subscription service that requires no training or in-house security expertise, infrastructure, set-up, or software maintenance expense (OnDemand)
- Unmatched time-to-value – enables immediate identification of online risk, provides instant access to industry best practices, and security and compliance (OnDemand)

### Quick Facts:

- Web applications represent the greatest security risk that organizations face. (Approx. half of all Cyber vulnerabilities are web application vulnerabilities. X-Force 2010 Report)
- Breach Costs continue to rise – up to \$204 per compromised record; >\$6.6M average cost per breach
- Compliance continues to a big driver – PCI, breach disclosure (SB1386), privacy (GLBA)

[30-day Try and Buy available at](#)

[https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?source=RATLe-APPSCANSE-EVAL&S\\_CMP=web\\_dw\\_rt\\_sw\\_d](https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?source=RATLe-APPSCANSE-EVAL&S_CMP=web_dw_rt_sw_d)

[More on http://www-01.ibm.com/software/awdtools/appscan/express/](http://www-01.ibm.com/software/awdtools/appscan/express/)

**Act Now! Payments as low as \$566 USD per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Includes software, subscription & support. Configuration subject to change.

## #2 Application Lifecycle Management

### IBM Website Privacy and Accessibility Cost Buster Solution

*Scan websites for compliance issues & risks around end-user accessibility & privacy*

**IBM Rational Policy Tester and Policy Tester OnDemand** help ensure that Websites are accessible to end-users with disabilities, maintain ADA Section 508 compliance, and comply with privacy regulations and internal quality and brand standards. Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Enables comprehensive and automated testing of Websites for accessibility and privacy compliance issues and risks, as well as internal quality and brand standards
- Dramatically reduces the need for manual testing, which can produce significant cost savings
- Automatically scans complex Web applications using Web 2.0 technologies (Adobe Flash, JavaScript, AJAX)
- Assists in meeting key compliance standards such as ADA Section 508 and WCAG guidelines, and Section 207 and 208 privacy standards
- Helps avoid negative press, tarnished corporate image, and often out-of-court settlements for Web compliance issues (Target \$6M 2008 settlement)
- Hosted and run by a highly experienced team of security and compliance product experts who maximize product capabilities on your behalf (OnDemand)
- Low startup costs and reduced ongoing total cost of ownership with a subscription service that requires no training or in-house compliance expertise, infrastructure, set-up, or software maintenance expense (OnDemand)
- Unmatched time-to-value – enables immediate identification of online risk, provides instant access to industry best practices, and compliance standards (OnDemand)

#### Quick Facts:

- Helps reduce the risk of fines, penalties and lawsuits due to Web accessibility and privacy compliance
- Helps increase online revenues – increases the number of customers, the number who complete transactions, and the number who move to the Web from more expensive channels
- Helps reduce support calls – daily customer service support calls reduced by an estimated 10% at over \$14/call
- Compliance continues to a big driver – Section 508, WCAG, Section 207, 208, GLBA Privacy, etc.

**More on Rational Policy Tester visit url [here](#)**

**Act Now! Payments as low as \$1,102 per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Includes software, subscription & support. Configuration subject to change.

## #3 Network, Server and Endpoint

### IBM Endpoint Security Cost Buster Solution

*Continuous patch compliance visibility & enforcement, all in a pre-configured solution*

Tivoli



**IBM Tivoli Endpoint Manager for Patch Management** software provides continuous compliance with unified, real-time visibility and enforcement to deploy and manage patches to all endpoints regardless of location, connection type or status, from a single management console. Continuous patch compliance visibility and enforcement.

**An IBM System x<sup>®</sup> server** offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to mid-sized businesses.

Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Everything needed in one preconfigured solution
- Easy-to-use and deploy in a matter of days, providing a rapid ROI
- Automatically manage patches for multiple operating systems and applications
- Reduce security and compliance risk by slashing remediation cycles from weeks to days or hours
- Gain greater visibility into patch compliance with flexible, real-time monitoring and reporting
- IBM System x provides maximum performance with the latest Intel technology in a robust, flexible platform, achieving energy savings with built-in power management tools, and minimizing risks with trouble-free serviceability and maintenance

#### Quick Facts:

- Based on customer case study references: provided 50 percent reduction in labor costs; decreased patch cycle times from 2 - 3 weeks to 2 - 3 days; increased first pass patch success rate from 50 to 99 percent
- Extend your investment to include other components of the Tivoli Endpoint Manager family with a simple license key change. Use the same console, management server and endpoint agent to provide comprehensive security and compliance, power, and lifecycle management capabilities

**More on Tivoli Endpoint Manager for Patch Management at url [here](#)**

**Act Now! Payments as low as \$188 per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Includes software, subscription & support. Configuration subject to change.

## #4 Network, Server and Endpoint

### IBM Network Security Cost Buster Solution

*Continuous patch compliance visibility & enforcement, all in a pre-configured solution*

**IBM Security Network Intrusion Prevention System (IPS) appliances** stop Internet threats before they impact our client's business. They provide comprehensive protection to all sizes of organizations, while reducing the cost and complexity associated with deploying and managing point solutions.

• Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Goes above and beyond the features and protections of traditional network intrusion prevention solutions
- Protects systems before they are patched for security flaws by utilizing IBM Virtual Patch® technology
- Integrated protection for Web applications eliminates the need for a stand-alone Web application firewall
- Integrated Data Loss Prevention (DLP) Light monitors data security risks throughout your network
- Integrate with other security solutions such as IBM Rational AppScan in order to leverage AppScan's intelligence to show what needs to be protected
- Provide Ahead of the Threat® protection backed by world renowned IBM X-Force Research

#### Quick Facts:

- At \$7.2 million\*, the average cost of a security breach is enough to put many mid-sized organizations out of business
- Network Intrusion Prevention Systems are one of the most important tools for preventing a security breach
- Web application vulnerabilities now account for close to 50% of all security flaws\*\*

\*Source: Ponemon Institute

\*\*Source: IBM X-Force Research

**More on IBM Security Network Intrusion Prevention System at url [here](#)**

**Act Now! Payments as low as \$541 per month for 36 months, subject to IBM Global Financing approval, based on 100 users. Includes software, subscription & support. Configuration subject to change.**

## #5 People & Identity

### IBM Single-Sign-On Protection Cost Buster Solution

*Build strong password controls + comply with industry regulations for access management*

**IBM Single Sign On Protection Cost Buster Solution** helps organizations improve users' password behavior while implementing strong access controls to applications. The software allows users to log in once (authenticate), then automatically access all the applications they are entitled to. The solution consists of the following components:

- **IBM Tivoli® Assess Manager for Enterprise Single Sign-On (TAM ESSO)** software which allows users to log in once (authenticate), then automatically access all the applications they are entitled to.
- **IBM Business Partner Services** to implement the solution for 100 users is estimated at 5 days at \$1,150. USD per day.

#### What makes the offering unique?

- A pre-configured security solution that can be deployed and provide measurable ROI quickly.
- Includes the hardware and software needed to implement single sign on capabilities for 100 users.
- Includes 5 days of services at daily rate of \$1,150. USD per day.

#### Quick Facts:

- Complete end-point coverage allows users to sign on to the network from anywhere with one password and get single sign-on access to all applications. Strengthens security with strong authentication and centralized audit tracking.
- Reduces costs by cutting help desk calls for password resets.
- Add new levels of security to shared workstations and kiosks.
- Supports strong authentication devices such as badges, smart cards, even fingerprint biometrics.
- Recognized by analysts as industry-leading single sign-on solution.
- IBM X-Architecture makes data centers more reliable and secure.

**More on Tivoli Access Manager for Enterprise Single-On at url [here](#)**

**Act Now! Payments as low as \$284 per user per month**, subject to IBM Global Financing approval, based on 100 users. Includes software, subscription & support. Configuration subject to change.

# IBM Cost Buster Solutions for Small Deals aligned to Software Capabilities

- Turn Information into Insights
- Drive Business Integration and Optimization [Link](#)
- Connect and Collaborate [Link](#)
- Enable Product and Service Innovation [Link](#)
- Manage Risk, Security and Compliance [Link](#)
- Optimize the Impact of Business Infrastructures & Services [Link](#)
  - Data Protection
  - FastBack Data Protection
  - Storwize Protector
  - Endpoint Management
  - Application Manager
  - Service Manager

# #1 Storage Management

## IBM Data Protection Cost Buster Solution

*Recovery management, data reduction, best-in-class performance and reliability*

**"Better backup + faster restore = a better night's sleep"**. IBM Smarter Backup Solution provides customers with unified recovery management, data reduction, simplified administration, and is best-in-class for scalability, performance, and reliability.

- **IBM Tivoli® Storage Manager** software family of products provides Data Reduction, Unified Recovery Management, and Smarter Backup for Virtual Servers, and provides a smarter approach to protecting an increasingly distributed and complex data storage environment.
- **IBM System Storage™ DS3500** with SAS disk, which offers excellent data storage value
- **An IBM System x3550 M3 Enhanced server** to host the TSM application. IBM Implementation Services\* for disk systems (available from IBM or one of our local IBM Services IBM Services Business Partners)

### What makes this offering unique?

•A complete Smarter Backup Solution that offers a holistic approach to data reduction and data lifecycle management, unified recovery management, and advanced data protection and recovery for VMware. Many customers are looking to make a switch in vendors because their current solutions are not keeping up with storage management demands.

### Quick Facts:

- Provides scalability to handle data growth, today and well into the future.
- Has broad functionality, support for most HW platforms, operating systems, application, data types, locations.
- Offers simplified, unified recovery management – all from a single user interface, complete with built-in reporting and monitoring.
- Provides data reduction and data de-duplication.
- Is best-in-class for reliability – improves availability and reduces downtime.
- Features advanced recovery capabilities for near-instant restore of Windows & Linux disk volumes.

More information available at [IBM Tivoli Storage Manager](#) + [IBM System x3550 M3](#) + [IBM Systems Storage DS3500](#)

**Act Now! Payments as low as \$787 per month for 36 month subject to IBM Global Financing approval, & dependent on # & size of servers in current environment.**



## #2 Storage Management

### IBM FastBack Data Protection Cost Buster Solution

*Recovery management, data reduction, best-in-class performance and reliability*

**"Better backup + faster restore = a better night's sleep".** IBM FastBack Data Protection Solution includes:

- **IBM Tivoli® Storage Manager FastBack** software which provides comprehensive, cost effective data protection
- **IBM System Storage™ DS3500** with 8 TB SAS disk, which offers excellent data storage value
- **An IBM System x3550 M3 Enhanced server** to host the TSM FastBack application. Manages growth and risks to help improve business availability using IBM XArchitecture® technology.
- **Optional:** IBM Implementation Services\* for disk systems (available from IBM or one of our local IBM Services IBM Services Business Partners)

#### What makes this offering unique?

- Solution can be deployed and maintained with less IT skills. Includes the hardware and software needed to deploy and get running fast. Many customers are looking to make a switch in vendors because their current solutions are not keeping up with storage management demands.

#### Quick Facts:

- Solution can be deployed and maintained with less IT skills. Includes the hardware and software needed to deploy and get running fast. Many customers are looking to make a switch in vendors because their current solutions are not keeping up with storage management demands.
- Enables customers to recover quickly from any type of data loss incident; in minutes instead of hours or days following data loss. Setup time measured in hours, not days or weeks! .
- Provides fast, frequent & non-disruptive block-level backup for Windows 7 and Linux servers
- Perfect for remote offices and critical servers. Tightly integrated with TSM for unified recovery management
- ROI less than 1 year in many cases. Provides data reduction and data de-duplication.
- Improves availability and reduces downtime.

More information available at [IBM Tivoli Storage Manager FastBack](#) + [IBM System x3550 M3](#) + [IBM Systems Storage DS3500](#)

**Act Now!** Payments as low as **\$787 per month for 36-month** subject to IBM Global Financing approval, & dependent on # & size of servers in current environment.

# #3 Storage Management

Tivoli

## IBM Storwize Protector Cost Buster Solution

*Enterprise-class recovery capabilities for IBM midrange storage*

**IBM FastBack for Storwize V7000** is a smarter data protection and near-instant recovery software solution for business critical Windows and Linux servers connected to Storwize V7000 Platform.

**IBM Storwize V7000** offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to midsize businesses.

Available from our local IBM Services IBM Services Business Partners.

**What makes this offering unique?**

FastBack for Storwize V7000 includes non-disruptive block-level local backup and near instant recovery plus data de-duplication and highly efficient IP-based replication for off-site disaster recovery and business resilience. It also includes granular recovery for Microsoft Exchange email objects, including messages, attachments, contacts, calendar entries, notes, tasks and journals.

**Quick Facts:**

- Block-Level Incremental capture with integrated de-duplication
- Restore any type of data, anywhere
- Mission-critical Application protection and recovery
- IP based selective replication
- Simple Manageability with Centralized control and Reporting
- Minimized data foot print
- Remote office backup consolidation
- Bandwidth-friendly protection

More information on the solution is available [here](#)

**Act Now! Payments as low as \$2,547 per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Includes software, 1st year support and hardware. Configuration subject to change.

## #4 Business Service Management

Optimize Impact of Business Infrastructure & Services

### IBM Endpoint Management Cost Buster Solution

Tivoli



*Continuous patch compliance visibility & enforcement, all in a pre-configured solution*

#### Address management challenges with real-time visibility and advanced functionality

- **IBM Tivoli Endpoint Manager for Lifecycle Management** software provides an accurate and comprehensive “single source of truth” for endpoint visibility as it reduces complexity and cost, increases speed and accuracy, and boosts productivity for help desks and users through enhanced endpoint management
- **IBM System x server** offers new levels of performance and flexibility to help you respond quickly to changing business demands. Cost effective and compact, it is well-suited for small to midsize businesses
- Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

- Everything needed in a preconfigured solution, easy-to-use and deploy in a matter of days. providing a rapid ROI
- A single solution that comprehensively addresses endpoint management challenges, including asset discovery, hardware and software inventory, patch management, software distribution, OS deployment and migration, remote desktop control, and software use analysis
- IBM System x provides maximum performance with the latest Intel technology in a robust, flexible platform, achieving energy savings with built-in power management tools, and minimizing risks with trouble-free serviceability and maintenance

#### Quick Facts:

- Based on customer case study references: provided 50% labor cost reduction; accelerated system maintenance from weeks to hours; 25% savings in software licensing costs; reduced time to install and validate a patch from one week to one hour
- Extend your investment to include other components of the Tivoli Endpoint Manager family with a simple license key change. Use the same console, management server and endpoint agent to provide comprehensive security and compliance, and power management capabilities

**More on Tivoli Endpoint Manager for Lifecycle Management visit url [here](#)**

**Act Now! Payments as low as \$201 USD per month for 36 months,**  
subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

## #5 Business Service Management

Tivoli

### IBM Application Manager Cost Buster Solution

*Quickly and comprehensively monitor, alert & report on performance & availability of IT*

**IBM Application Manager for Smart Business** provides the capabilities to quickly & comprehensively monitor, alert & report on performance & availability of IT resources

- **IBM Application Manager software**, which visualizes service performance and health across network devices, servers, middleware and application components and improve service delivery quality.
- **An IBM System x<sup>®</sup> server** which manages growth and risks to help improve business availability using IBM XArchitecture<sup>®</sup> technology, coupled with cost-effective IBM System Storage
- Available from our local IBM Services IBM Services Business Partners.

#### What makes this offering unique?

• Application Manager for Smart Business is a turn-key solution for application infrastructure monitoring, easy to use and with quick-start features to deliver rapid time to value. It has broader operating systems and application coverage than similarly-sized solutions.

#### Quick Facts:

- Many midsize organizations have no centralized visibility of IT environment
- Monitoring systems and servers is usually done by checking machine by machine which is time consuming and costly, leading to both under- and over-utilization
- IBM Application Manager provides:
  - comprehensive monitoring and reporting of IT infrastructure performance, including network, servers, and databases
  - IT with the tools needed to quickly and comprehensively monitor, alert and report on performance and availability
  - Help for IT managers to identify troublesome trends before they lead to service outages

More on Application Manager for Smart Business visit url [here](#) and [IBM System 4252-C2X](#)

**Act Now! Payments as low as \$589 per month for 36 months**, subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

## #6 Business Service Management

### IBM Service Manager Cost Buster Solution

*Resolve IT-related problems fast and keep customers satisfied*

**IBM Service Manager for Smart Business** improves your operational efficiency and the delivery of services by enabling a single point of contact for all your service desk needs

- **IBM Service Manager for Smart Business** software, which helps customers streamline service support operations through ITIL V3.0 aligned focused service desk capabilities
- An IBM System x<sup>®</sup> server which manages growth and risks to help improve business availability using IBM XArchitecture<sup>®</sup> technology, coupled with cost-effective IBM System Storage
- Available from our local IBM Services IBM Services Business Partners

#### What makes this offering unique?

• “Service Desk” that is operational in hours, providing a single Interface to support service request, problem, and incident management. Links changes in assets to incidents; “Self Service” knowledge base available for optimized problem resolutions.

#### Quick Facts:

- Many midsize businesses have only a hotline for a service desk, backed up by a spreadsheet to allocate and record incident numbers
- IBM Service Manager automate service request incidents and helps to resolve server, application and network problems
- IBM Service Manager provides:
  - a single point of contact to automate incident and problem management
  - dashboards showing real-time performance views
  - remote diagnostics capability
  - survey management capability

▣ **More on Service Manager for Smart Business** visit url [here](#) and [IBM System 4252-C2X](#)

**Act Now! Payments as low as \$656 USD per month for 36 months,**  
subject to IBM Global Financing approval, based on 100 users. Configuration subject to change.

# IBM Global Financing Online calculators

**15 Countries and 6 Languages** where the current end user calculator exists.

Languages: English, French, Korean, Spanish, German, Dutch.



Country	Language	URL
US	English	<a href="http://www.ibm.com/financing/us/tools/ezrate/us500.html">http://www.ibm.com/financing/us/tools/ezrate/us500.html</a>
CA	English	<a href="http://www.ibm.com/financing/ca/en/tools/ezrate/ca500.html">http://www.ibm.com/financing/ca/en/tools/ezrate/ca500.html</a>
Australia	English	<a href="http://www.ibm.com/financing/au/tools/calculator/ausCalc.html">http://www.ibm.com/financing/au/tools/calculator/ausCalc.html</a>
New Zealand	English	<a href="http://www.ibm.com/financing/nz/tools/calculator/nzCalc.html">http://www.ibm.com/financing/nz/tools/calculator/nzCalc.html</a>
Austria	German	<a href="http://www-03.ibm.com/financing/at/calculator/ezrate1.html">http://www-03.ibm.com/financing/at/calculator/ezrate1.html</a>
Germany	German	<a href="http://www.ibm.com/financing/de/itfinancing/tools/ezrate/de500.html">http://www.ibm.com/financing/de/itfinancing/tools/ezrate/de500.html</a>
Korea	Korean	<a href="http://www-03.ibm.com/financing/kr/calculator/index.html">http://www-03.ibm.com/financing/kr/calculator/index.html</a>
Spain	Spanish	<a href="http://www.ibm.com/financing/es/calculator/escalcalc.html">http://www.ibm.com/financing/es/calculator/escalcalc.html</a>
Malaysia	English	<a href="http://www.ibm.com/financing/my/calculator/index.html">http://www.ibm.com/financing/my/calculator/index.html</a>
Singapore	English	<a href="http://www.ibm.com/financing/sg/calculator/index.html">http://www.ibm.com/financing/sg/calculator/index.html</a>
Philippines	English	<a href="http://www.ibm.com/financing/ph/calculator/index.html">http://www.ibm.com/financing/ph/calculator/index.html</a>
Thailand	English	<a href="http://www.ibm.com/financing/th/calculator/index.html">http://www.ibm.com/financing/th/calculator/index.html</a>
Belgium	Dutch	<a href="http://www-03.ibm.com/financing/calculator/ezrate1.html?country=be-be">http://www-03.ibm.com/financing/calculator/ezrate1.html?country=be-be</a>
Luxembourg	French	<a href="http://www-03.ibm.com/financing/calculator/ezrate1.html?country=lu-fr">http://www-03.ibm.com/financing/calculator/ezrate1.html?country=lu-fr</a>
Netherlands	Dutch	<a href="http://www-03.ibm.com/financing/calculator/ezrate1.html?country=nl-nl">http://www-03.ibm.com/financing/calculator/ezrate1.html?country=nl-nl</a>

**Focused execution where we have local end-user translated tools**

धन्यवाद  
Hindi

多謝  
Traditional Chinese

*Grazie*  
Italian

ขอบพระคุณ  
Thai

Gracias  
Spanish

Thank

Merci  
French

Спасибо  
Russian

You!

شكراً  
Arabic

Obrigado  
Brazilian Portuguese

Danke  
German

多谢  
Simplified Chinese

Tack  
Swedish

நன்றி  
Tamil

ありがとうございました  
Japanese

감사합니다

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