

IBM Software for Linux  
To support your business objectives



## IBM Express middleware on Linux.

*Take a fast path to on demand business*

**ON** DEMAND BUSINESS™



## ***Today's growing companies face a challenging business environment***

It's no secret that as a leader of a growing business, you've got to wear many hats.

The businessperson in you must anticipate and respond to customer needs and marketplace changes, minimize administration time and, most of all, continually control costs and protect the bottom line.

Meanwhile, the IT person in you is working to simplify installation and management of core systems and applications, maintain a highly secure environment and provide enhanced functionality and reliability at the lowest possible cost.

There's a term for accomplishing all this. It's called "on demand business," and it refers to an organization whose processes are integrated end to end, not only within the company but also out to key customers, partners and suppliers. An on demand business can respond to changing customer demands and emerging market opportunities—quickly and at low cost.

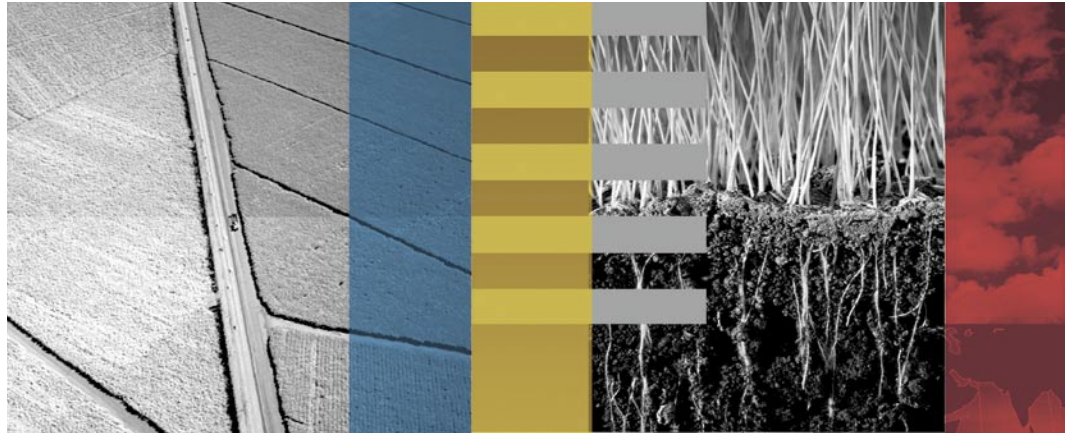
### **The right operating system, the right software**

Building a successful on demand business requires your IT architecture to easily support your company's evolving needs without having to keep pouring money into upgrades. To that end, two crucial elements must be in place: the right operating system and the right software. This is why an increasing number of small and mid-sized businesses are turning to Linux™ and IBM.

IBM recognized and embraced the potential of Linux early on. Today, Linux runs on more hardware architectures—from personal digital assistants to servers—than any other operating system. It provides a common programming interface across hardware platforms so independent software vendors can easily make their applications available on the platform that fits your stage of growth. This means you can make a Linux decision today and still choose what hardware to run it on tomorrow without a costly IT upheaval.

The tandem of the Linux operating system and IBM software—designed and priced specifically for small and midsized businesses—gives you the flexibility to respond to market changes, capitalize on opportunities and help simplify your IT infrastructure—while protecting your existing technology investment.

**Linux, IBM and open standards:  
Three elements of a successful on demand business**



*Linux and IBM give you the flexibility to respond to market changes without having to keep pouring money into upgrades.*

Integrating your company's IT environment with your customers, partners and suppliers is a potentially complex task. After all, some of them are bound to have IT infrastructures that are different from yours.

That is why a critical element to a successful on demand business is open standards. By allowing disparate systems, across organizations, to interact with each other, open standards can:

- *Help avoid proprietary lock-in.*
- *Provide flexibility and choice of vendors for customers.*
- *Enable portability of applications and skills.*
- *Keep costs down.*
- *Facilitate faster development and deployment of new applications.*

Linux gives you an open standards-based software platform you can trust. IBM gives you great middleware. Together, they provide you with a system that's ready for business—an environment that's easily adaptable, reliable, flexible and cost-effective for an increasingly broad set of business scenarios.

## IBM Express middleware solutions for growing businesses



The needs of small and midsized businesses are far different from those of larger companies with sizable capital reserves. So IBM has developed a special portfolio of software called the IBM Express middleware family that provides solutions for e-business platforms, Web applications, business integration, messaging and collaboration, and information/content management.

Designed and priced for the needs of growing businesses—supported and optimized for Linux—IBM Express solutions are:

- **Easy to install.** Installation and implementation take just minutes on a single server and are nondisruptive to your system and personnel.
- **Easy to manage.** Setup, configuration and fixes require minimal administrative skill and interaction. Complex tasks are simplified through application templates and wizards.
- **Easy to integrate.** IBM Express offerings mesh easily with each other, as well as with your existing IT environment.
- **Easy to learn and use.** Simple and intuitive, these solutions include samples, tools and manuals for a quick and successful first-use experience.

- **Easy to upgrade.** When you need more advanced functions, you can upgrade easily without fear of a costly incremental investment.
- **Easy to buy.** IBM Express offerings are priced for the budget of a growing business, typically based on total users or processors.

The closer you look at the IBM Express middleware portfolio, the more you'll find a tight integration with the Linux environment. With Express versions of IBM DB2®, IBM Lotus® and IBM WebSphere® available on Linux, IBM provides solutions based on an open and comprehensive platform. This means you can develop, integrate, deploy and manage applications readily—which can result in lower costs and higher performance.

### IBM DB2 Information Management

IBM DB2 for Linux, the most scalable object-relational database on the market, was one of the first major IBM products available on Linux. And it continues to be a leader in the category. The IBM DB2 Express advantage is simple: a powerful database at a lower cost than any other e-business-ready Linux solution on the market. With IBM DB2 Express offerings, you can access, manage and analyze all forms of information on all major platforms: Windows®, UNIX® and Linux.

### **IBM Lotus**

Successful companies recognize that brainpower is one of their most valuable assets. IBM Lotus offers Web-enabled solutions that foster smart collaboration among your employees, customers, partners and suppliers. The IBM Lotus Domino® Express family is a complete messaging and collaboration solution for businesses of fewer than 1,000 employees that need proven power in a simple form.

### **IBM WebSphere**

IBM WebSphere Express software provides cost-effective, entry-level solutions to transform your growing company into an on demand business so you can conduct e-business with employees, customers and partners. Offering a complete range of business integration capabilities, it lets you connect the right people with the right information. IBM WebSphere business integration capabilities are supported by a reliable, high-performance, secure application infrastructure.

*At the American Society for the Prevention of Cruelty to Animals (ASPCA), the mission-critical Windows server was repeatedly dogged by crashes, viruses and hackers, stalling e-mail and threatening the operations of the nation's oldest and largest animal welfare organization.*

*The ASPCA turned to IBM Premier Business Partner Siwel Consulting, which recommended IBM Lotus Domino Web Access on two clustered IBM xSeries® systems running Red Hat Linux. Siwel also proposed using IBM WebSphere Edge Server to prevent hackers from gaining access to the system.*

*Since the new solution was installed, the ASPCA has realized 100% availability and a 30% reduction in total cost of ownership. And just as importantly, the organization has been able to focus on its core mission of helping animals.*



## Hundreds of IBM middleware offerings for Linux

*Anaconda Sports, Inc., an online sporting goods dealer based in Kingston, New York, is the nation's largest outfitter of athletic equipment to amateur league sports and school districts. Anaconda had outgrown its Web site infrastructure, which prevented it from meeting customer demands, caused high maintenance costs and obstructed its focus on core marketing tasks—all of which hindered Anaconda's ability to grow revenues and profitability.*

*Working with Strategic Computer Solutions, Inc., an IBM Premier Business Partner that helped design, architect and implement a new hosted e-commerce solution based on IBM WebSphere and IBM DB2 software on a Linux platform, gave Anaconda the tools to create and manage personalized promotions and bandwidth. The results: a 20% quarterly sales increase projected 100% ROI in a year, more large-volume orders and scalability to support a 67% increase in new visitors.*

### **Industry Solutions: Middleware that's relevant to your business**

Industry Solutions from IBM and our Business Partners are customized to address the specific concerns that your industry is facing. They consist of core middleware products that are easy to implement and are specially optimized for Linux. With industry-friendly adapters and extensions, these solutions help you focus on the relevant issues that your type of business faces. And because standard or common business services are included as prebuilt code, you can accelerate time to value.

### *Industry Solutions using IBM middleware on Linux*

- *Automotive*
- *Banking*
- *Consumer packaged goods*
- *Electronics*
- *Financial markets*
- *Insurance*
- *Retail*
- *Wholesale*



## Take a fast path to on demand business

*“We have the ability to control our destiny now. The tools and bandwidth we need are available to us on demand.”*

*Rob Meyer, Director of Internet Services, Anaconda Sports, Inc.*



With the Linux operating system and IBM Express software working together, you can implement an on demand operating environment, either all at once or in an evolutionary manner. Whichever you choose, you can:

- *Build on open standards such as Linux and Java™.*
- *Deliver integration of processes, people and information.*
- *Add industry middleware, applications and know-how to deliver industry solutions.*

Backed by 24x7 support and expertise, IBM is better positioned than any other company to help you take advantage of Linux and on demand business.

The end result is that your company can take full advantage of opportunities as they present themselves. And that can keep you apace with, or a step ahead of, the competition—and take a fast path to on demand business.

### **For more information**

To learn more about how IBM Express software solutions on Linux can help you take a fast path to on demand business, visit [ibm.com/software/smb/express](http://ibm.com/software/smb/express) and [ibm.com/software/linux](http://ibm.com/software/linux).



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