

THE 10-MINUTE GUIDE:



IBM EXPRESS MIDDLEWARE

DESIGNED AND DEVELOPED FOR MID-SIZED COMPANIES.



Middleware is Everywhere. Can you see it?

www.ibm.com/software/smb

In the on demand world, mid-sized businesses are facing an increasingly tough marketplace. Competition is fierce. Flexibility is essential. Security a constant concern. And now more than ever, IT investments must not only deliver today, but be poised to evolve with whatever tomorrow brings.

With all of this comes the pressure to deliver – faster, better, cheaper. Whatever it takes. All, of course, for less. And since most mid-sized businesses don't have a dedicated staff of computer scientists on hand, new technologies can create as many problems as they solve.

That's why we've developed IBM Express Middleware. Easy-to-implement. Easy-to-install. Simple-to-maintain. IBM Express Middleware is designed, developed, and priced for companies that always keep an eye on the bottom line.

What the on demand era demands.

Middleware is the software that makes your entire business infrastructure work harder. It pulls together your operating systems and your applications, so they both deliver all the value they can. It connects colleagues, partners, and customers, so collaboration is simple and fast. It integrates all your data, so information is easily turned into actionable insights.

In many ways, integration is what makes on demand businesses on demand. That's where IBM comes in.

Featuring such proven performers as DB2®, WebSphere®, Lotus®, and Tivoli®, IBM Middleware solutions integrate easily with each other and with existing environments. They run on the key platforms for medium-sized businesses, including Microsoft Windows®, Linux®, and IBM OS/400 (iSeries). So your investments are protected. And, perhaps most importantly, they not only meet your need to integrate, they also meet your budget.

Here today. Still here tomorrow.

The on demand era is here. So say goodbye (and good riddance) to the days of relying on a single technology, then ripping and replacing when the next new thing comes along. When it comes to software, staying poised for future innovations is critical. There are certain attributes that every on demand business should require. All attributes captured by IBM Express Middleware.

Open

IBM Express Middleware is built on open standards, so it works with existing business applications, whether they run on Windows, Linux or OS/400.

Integrated

It connects your people and integrates your processes and information, so everyone and everything works better together.

Fast

It can be installed quickly — in minutes, not hours. It's ready to go right out of the box.

Flexible

It integrates with all key environments. IBM Middleware is easily extended and upgraded.

Secure

It leverages IBM's industry-proven security safeguards. Security matters.

Complete

It comes complete — with all components, tools, and information for implementation included.

Cost-effective

It is priced for mid-sized businesses, typically based on the number of users or processors. Pay only for what you use.

Customized

Local IBM Business Partners understand the technology options and your unique business goals.

Supported

It utilizes all of IBM's support channels, so customers get everything from technology awareness to post-sales support.

The IBM Express Middleware Portfolio



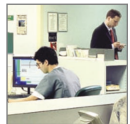
IBM WebSphere Business Integration Express for Item Synchronization Extends the capabilities of WebSphere Business Integration Express for Item Synchronization with tooling to customize and modify business processes, access to the SAP adapter and capacity for more global item numbers.

IBM WebSphere Application Server - Express Helps create, test, deploy and manage dynamic Web sites, applications and Web services. Wizards, samples and application templates ease the complexity of building applications.



IBM WebSphere Portal - Express Deploys portals for employees, trading partners and customers on which the content, applications, portal page organization and graphic appearance have been customized for each user's needs and preferred work patterns.

IBM WebSphere Commerce - Express A complete, end-to-end solution providing the core capabilities that growing mid-market firms need to get started or expand their B2B or B2C e-commerce site — at a minimum investment.



IBM WebSphere MQ Express Delivers application-to-application connectivity. Provides a foundation on which to build and develop integration solutions.

IBM DB2 Content Manager Express Edition Delivers document management, production imaging and document workflow in one package. Includes storage and management of content in various formats — text, image, fax and more.



IBM DB2 Everyplace® Express Edition Provides a relational database and synchronization solution for mobile devices. Includes an index advisor designed for optimizing mobile database indexes.

IBM DB2 Universal Database Express Edition Provides a full-function relational database management system. Self-tuning, self-managing and self-configuring capabilities increase reliability while minimizing complexity.

The IBM Express Middleware Portfolio (continued)



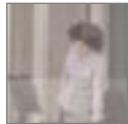
IBM Integrated Platform Express for Employee Workplace This offering is designed for growing businesses looking for a cost-effective way to give employees access to the business-critical content and tools they need to work more efficiently.

IBM Tivoli Storage Resource Manager Express A cost-effective, affordable way for customers to extend storage resource management to clients (laptops, desktop and workstations) so storage assets are included in the management view.



IBM WebSphere Business Integration Connection - Express Allows quick, simple and affordable integration with a small number of partners, providing a community integration participation solution (versus a gateway hub solution for a community owner or manager).

IBM Lotus Domino™ Collaboration Express Allows customers to use both the messaging and collaborative capabilities of Domino. Customers can choose to access Domino through Lotus Notes or Lotus Domino Web Access (iNotes™ Web Access) clients for both e-mail and collaborative applications.



IBM Lotus Domino Utility Server Express Provides access to collaborative applications (not individual mail files). Customers can choose to access their Domino applications through a Web browser or through a separately purchased Lotus Notes client.

IBM Integrated Platform Express Designed to start small and grow with a business. Quick implementation, flexible pricing and built-in security make this a perfect choice for medium-sized companies looking to get started with e-business solutions.

Designed. Deployed. Delivering results in the real world.



General Glass International

- Company:** \$40 million manufacturer and distributor of glass products
- Challenge:** Glass is now considered a commodity. Prices driven down by fierce competition. Company needs to adapt. Fast.
- Solution:** **IBM WebSphere – Portal Express**
- Result:** End-to-end integration with partners, suppliers, and customers promises faster turnaround times with fewer costs



The Plastic Surgery Center

- Company:** 57-person medical practice in Virginia
- Challenge:** Managing patients, enhancing workflow, improving collaboration
- Solution:** **IBM WebSphere Portal – Express**
- Result:** The IBM Express solution allows them to see more patients. And with its reasonable price point, they realized a return on investment in no time at all.



Fresh N Natural

- Company:** Distributor of fruit juices in Southeast Asia
- Challenge:** Improving fulfillment times for sales personnel
- Solution:** **IBM DB2 Universal Database Express Edition**
- Result:** Allows field reps to retrieve customer data on PDAs. Improved fulfillment times and slashed administration time.



Anaconda Sports

- Company:** Online sporting goods retailer
- Challenge:** Deploying an e-commerce store that was more responsive to customers. Reducing fixed costs and focusing on marketing.
- Solution:** **IBM Express e-commerce solution**
- Result:** 20 percent increase in sales over 3-month period. Projected 100 percent payback on investment in less than a year.

Everything you need. Hardware, middleware, services, and financing.

The IBM Express Portfolio goes beyond middleware. It encompasses hardware, solutions, services, even financing. Here are just a few offerings from the IBM Express Portfolio. What they have in common: they're fast, easy, affordable.



HARDWARE

IBM hardware offers performance, flexibility, and reliability without breaking your budget. Award-winning ThinkPad notebooks and desktops include the IBM ThinkVantage™ technologies. IBM e-server and TotalStorage Express Offerings are tailored specifically for the mid-market. Innovative and affordable.



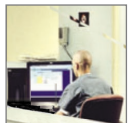
SOLUTIONS

IBM, together with Business Partners, offers a range of solutions, including enterprise resource planning solutions (ERP). Offerings include IBM Life Sciences Express Portfolio Solution for SAS, IBM Smart Business Solutions, Integrated Platform Express for Employee Workplace, IBM Integrated Platform Express, and Solutions for Medium-Sized Businesses.



SERVICES

Service options include managed hosting, infrastructure, and optimization services. Offerings include Application Hosting for Onyx, IBM Managed Hosting, IBM ERP Optimization Services, Infrastructure Solutions with Server Management, IBM SurfAid Analytics, and Siebel CRM OnDemand.



FINANCING

Varied financing solutions provide the advantage of flexible payment plans, attractive rates, and a fast approval process. Offerings include IBM Asset Recovery Solution, IBM Certified Used Equipment™, Low-rate financing, ValuePlan Lease, and IBM SuccessLease.



IBM Business Partners. With you every step of the way.

IBM provides the middleware. Your local IBM Business Partner provides the applications and services. Together, they provide a solution that is custom-designed to work for you.

While IBM Business Partners certainly know all the IBM products and resources available, they often become something much more valuable — a partner that can help you every step of the way. From choosing the right solution to helping your people get the most value from it, your IBM Business Partner is your business partner.

IBM Business Partners are small and mid-sized businesses themselves. They understand the challenges you face. They know that the latest and greatest — and probably the most expensive — solution is not always the best option. Bells and whistles might be impressive to enterprises with money to burn. For SMBs, real, measurable (and fast) returns are so much more important.

Take the next step. Find the IBM Business Partner in your area.

Go to: www.ibm.com/software/smb