

IBM Start Now Solutions  
for e-business



**Infrastructure:**  
**Build your e-business on a solid IT foundation**



## Start now to move your business onto the Web

Managers know that conducting e-business is more than putting up a static Website that shows your products and provides information about your company. Sites like these are really electronic brochures, preparations for e-business.

e-business is much more. It's the use of Web technology to streamline business processes, improve productivity, and increase efficiencies. In an e-business environment, companies communicate easily on the Web with partners, vendors and customers. Sales and back-end inventory and ordering systems are joined seamlessly; and goods and services are traded online, with all payment transactions handled in a secure fashion.

These are complex operations, especially for smaller businesses. Websites – or companies – that cannot manage them will be unable to do business efficiently and successfully on the Internet. This is why companies that are just beginning e-business and companies who are expanding their e-business activities need a firm IT infrastructure.

IBM Start Now Infrastructure Solutions provide the solid, dependable foundation you need to conduct business on the Web. These solutions give you the openness, standard interfaces and protocols that allow your systems to interoperate. They enable you to manage demanding database and storage challenges, to develop Internet as well as intranet presences, to set up logon and registration procedures for your customers and suppliers, and to share information and data online.

Nothing can stand firm without a strong foundation. IBM Start Now Infrastructure Solutions will give you a strong foundation for e-business.

### **Implement now and get into e-business**

IBM Start Now Infrastructure Solutions are part of an integrated family of solutions for e-business. Each of the solutions is specially designed to assist growing businesses get into

e-business quickly and affordably or to broaden a company's involvement in e-business.

The Start Now family consists of three groupings: (1) core solutions that get you going in e-business (infrastructure, e-commerce, and customer relationship management); (2) solutions that extend your e-business capabilities (business intelligence, collaboration, and host integration); and (3) solutions that more efficiently manage your Web presence (Website management and content management).

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

All Start Now Solutions are designed for *quick and easy installation and configuration* by a qualified IBM Business Partner. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up Web traffic quickly and increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.

Finally, Start Now Solutions are designed for *high availability*, 24-7-365 operation, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete on the Web in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others

can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

### Solutions that let you start now

IBM Start Now Infrastructure Solutions bring together a combination of IBM and Lotus products to create the desired Web-enabled infrastructure you need for e-business. Included are:

- IBM DB2® Universal Database,™ a relational database designed for quick Internet data storage and retrieval and to work with e-business applications such as e-commerce, Customer Relationship Management (CRM), and business intelligence (BI)
- IBM WebSphere® Application Server, a Web server that edits, manages, deploys, runs, and monitors applications. An application can be a collection of servlets, JavaServer™ Pages (JSP), static HTML, object groups, or URLs.
- Lotus® Domino™ Server, a messaging server for business intranets and the Internet that provides a unified architecture for e-mail, Web access, and collaboration, including LDAP services
- Lotus iNotes Client for delivering powerful Domino messaging, collaboration and e-business capabilities to Web browser users

- Lotus Sametime, an easy-to-use desktop application that lets employees find other team members online and communicate with them real-time through instant messaging

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM @server designed especially for e-business.

### How you can start now

The proven benefits of engaging in e-business are significant: Increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:

**ibm.com/software/smb**

If you don't have an IBM Business Partner, we'll help you find one.



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Austin, TX 78758  
USA

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