

IBM Start Now Solutions
for e-business



Website Management: Control and optimize your Internet technology



***Better performance, reduced costs,
protection of critical data and effective
deployment of Internet resources***

We may not know for certain what the next generation of information technology will be, but we do know that right now we're living in the Internet generation.

If you're involved in e-business, success will depend on your ability to deliver a positive Web experience for your employees and your customers. There are many things that can have an effect on this experience, such as the availability of ever-increasing amounts of data, network bandwidth, the skill level of your personnel and the unsettling possibilities of intrusion and data loss.

IBM Start Now Website Management Solutions are designed to help growing businesses increase the value of their Web infrastructure. Whether your Website is intranet-based or customer-facing, these solutions give you the tools you need not only to manage your site but also to optimize it by identifying exposures, increasing availability, and delivering enhanced performance.

Based on well-tested products designed specifically to help growing businesses increase data availability and Website performance, Start Now Website Management Solutions enable you to develop a plan for protecting the data on your Web server from loss or damage caused by incidental, malicious or natural events.

These solutions will also help you manage the actual performance of your site and assure availability of key resources through the use of monitoring tools that simulate customer activity. In addition, real-time performance monitoring tools will help you identify exposures and develop plans to optimize your Website.

Your Web infrastructure is much too important to leave to chance. IBM Start Now Website Management Solutions can help you optimize Web performance and potentially reduce costs and effectively deploy precious resources.

Implement now and get into e-business

IBM Start Now Website Management 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 Website Management Solutions are built on the following:

- Tivoli® Web Services Manager to ensure the availability and performance of your Web infrastructure. You'll be able to understand how customers experience your site, know when e-business transactions are not being completed in a timely fashion, determine the location of performance problems, and maintain your current corporate Website policies.
- Tivoli Storage Manager to address the challenges of complex storage management across distributed environments by protecting and managing data from laptops to the corporate server environment. It provides centralized administration; efficient management of growth; high-speed automated recovery; compatibility with hundreds of storage devices as well as LANs, WANs, and storage area network (SAN) infrastructures; and customized backup solutions for groupware, enterprise resource planning (ERP) applications and database products.

Each solution provides the benefits of a Tivoli installation in a configuration tailored for growing businesses. Each solution is best of breed, integrated and flexible. Because these are full Tivoli products, you are not limited by them – as your business grows they can grow with you without costly upgrades or migrations. You can also expand the management of your Website with other products, such as Tivoli SecureWay® Policy Director that handles the challenges of e-business security.

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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