



People. Processes. Information.

Integrated to work together — and toward a more efficient on demand e-business.

Middleware is Everywhere. Can you see it?



You do business with a growing number of employees, partners and customers. They need access to an increasing amount of information. And the processes that run your day-to-day business are becoming more complex. So as your business grows, your need for seamless interactions among people, processes and information is growing with it.

What if you could integrate them all to work together in real time? Tightly link people, processes and information in various locations to simplify and streamline overall business operations. You could improve efficiencies by linking applications and processes across your value chain. Provide real-time information access to those who need it, when and where they need it, to drive informed decision-making. And improve productivity and service by enhancing communications with employees, customers and partners. The goal of linking these business elements is to help you become more nimble, efficient and responsive. In doing so, you can be ready to respond to any market shift or customer demand within hours rather than days. This agility enables you to deliver e-business on demand™, directly impacting your bottom line.

**Choose solutions designed specifically for you—
that can grow with you**

As a growing business, you're looking for ways to lower costs and improve efficiencies to remain competitive with larger companies that may have more human and financial resources. Operating as nimble a business as possible can help you respond to business changes with ease—without making a huge impact on your overall operations and putting a dent in your budgets. Yet, as market conditions shift, the size of mid-sized businesses like yours can give you a competitive angle. You can take advantage of your smaller size now to put integrated systems in place—giving you an advantage over larger enterprises whose infrastructures may take longer to transition. And the solutions you put in place now can help ensure you take advantage of future business transitions and innovations.

Business integration solutions from IBM and IBM Business Partners can help you put solutions in place now that can help you react quickly to market shifts and customer and partner needs within your industry. IBM offers software designed, packaged and priced for the midmarket and customized to address unique industry needs, helping:

- *Banking and finance organizations streamline information and processes across decentralized branches while enabling them to address government compliance issues, and provide online customer services and conduct data analytics.*
- *Insurance companies streamline and consolidate complicated paper trails and claims processes while implementing Web services.*
- *Retailers and wholesalers simplify inventory management to improve profitability while lowering overhead expenses.*
- *Electronics and automotive industries improve supply chain and product lifecycle management to run leaner, more cost-effective operations.*

IBM middleware—and applications and services from IBM Business Partners—can help integrate the processes and information your employees, customers and trading partners need—on demand. And as your needs grow, you can implement new solutions with ease. Because IBM software solutions are based on open industry standards, you won't be locked into one technology platform or one vendor's proprietary solutions. IBM software solutions are compatible



with UNIX®, Linux and Microsoft® Windows® operating systems, so you'll have flexibility to implement technologies appropriate for your growing needs—without the time and expense of migrating new applications to the same platform.

Become more productive, efficient and informed

Integration solutions from IBM allow you to link information between business areas to enable real-time access by employees, customers and partners—so you can make informed decisions and timely analyses of business information and insights. These solutions address specific information-access needs for different industries, addressing a variety of challenges common to mid-sized businesses. These solutions allow you to:

- *Access distributed information in a security-rich environment. Banking organizations, for example, can reduce costs by sharing digitized information between branches while ensuring that partners and customers have access only to the information they need.*
- *Streamline business operations and help lower costs by integrating information in different systems and locations across all organizational areas. For example, retailers can link product data between stores, inventory warehouses and customer-service centers to make sure that everyone has information about the most profitable products and customers, eliminating redundant administrative tasks and automating information flows.*
- *Make more informed—and timely—business decisions with access to real-time information, letting you respond to market changes and opportunities quickly.*
- *Leverage real-time customer information and business intelligence to analyze customer preferences, needs and buying patterns—enabling you to develop targeted promotions, cross-sell and up-sell to your most profitable customers and identify new sales opportunities.*

Improve communication and productivity

Geared toward the people that drive and participate in your business—employees, customers and value-chain partners—integration solutions from IBM help you improve communication and collaboration to eliminate redundancies in business operations, improve productivity, lower costs and boost employee, partner and customer satisfaction. These IBM software-based solutions allow you to tackle many communication challenges, helping you:

- *Develop workplaces of virtual online communities that can quickly adapt to new partners, employees and customers—which may be of particular importance to industries like retail that have high employee turnover and large numbers of new customers.*
- *Provide a real-time link between partners and customers—making it easier to do business with you and strengthening profitable relationships.*
- *Leverage security-rich features that help protect information and keep it in the hands of only those who need it—key to industries like banking, finance and insurance that have large amounts of sensitive communications.*
- *Provide standardized access to applications and collaborative capabilities to help improve productivity, streamline projects and lower administrative tasks and costs.*
- *Improve productivity for remote colleagues with mobile technology compatibility.*

Improve flexibility and responsiveness

Integration solutions from IBM provide links between business applications and processes across your organization and along all areas of your value chain to help you improve efficiencies, get products and services to market faster and streamline operations. And all these improvements can help make your business more flexible and responsive to change.

By integrating processes and applications, IBM software-based solutions help address specific industry challenges as well as many needs common to most mid-sized businesses. They can help you get more value out of existing IT systems so you can remain competitive while operating with a lean IT budget. By giving employees, customers and partners consistent views of business applications, you can strengthen relationships and improve productivity. Automotive companies, for example, can give employees, dealers and service technicians access to the same vehicle parts databases and ordering systems, ensuring they all have consistent information. By integrating processes throughout all business operations you can also:

- *Reduce the complexity of and streamline day-to-day business operations.*
- *Eliminate redundant tasks between functional areas to improve efficiencies and lower costs.*
- *Demonstrate fast business benefits to help justify the time and resources spent rolling out new business initiatives and processes.*
- *Leverage enterprise application integration to provide greater ease of information access, free information storage space and lower IT spending.*
- *Automate business functions and reduce business cycle times, helping to shorten time to market for new products and services.*



Get started quickly with IBM Express Portfolio offerings

IBM Express Portfolio offerings are designed specifically to meet the needs—and budgets—of mid-sized companies. Based on award-winning DB2®, Lotus®, Rational®, Tivoli® and WebSphere® software from IBM, these packages feature:

- *Rich functionality that can be easily customized to address unique industry needs.*
- *Simple, wizard-driven installation and templates that help you get started quickly.*
- *Streamlined administration, allowing skilled employees to focus on other revenue-generating tasks.*
- *Modular designs offering the flexibility to choose additional features as your needs grow.*
- *Technologies based on open industry standards, giving you the freedom to integrate them with current and future investments.*

Flexible and scalable, IBM Express Portfolio offerings give you features, functionality and affordability scaled to meet your business needs—now and in the future.

IBM and IBM Business Partners add further value by offering affordable services from installation, deployment and configuration to training and education. And flexible financing options give you the freedom to take advantage of business integration solutions today.

Business integration software products include:

IBM DB2 Content Manager Express Edition

Delivers document management, product imaging and document workflow in one package. Includes storage and management of content in various formats—text, image, fax and more.

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.



IBM Tivoli Storage Resource Manager Express

Provides a cost-effective, affordable way for customers to extend storage resource management to clients (laptops, desktops and workstations) so storage assets are included in the management view.

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 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 IBM Lotus Notes® client.

IBM Integrated Platform Express for Employee Workplace

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 WebSphere Portal - Express

Delivers portals for employees, trading partners and customers on which the content, applications, portal page organization and graphic appearance are customized for each user's needs and preferred work patterns.

IBM Express Portfolio offerings continue on page 7.

Business integration solutions

Choose industry-specific solutions that connect people, processes and information in real time.

	Solutions	Benefits
Banking and finance	Branch/channel integration and automation	Transform branches into financial centers, sharing information and providing extensive services.
	Customer insight	Understand customer needs and preferences to develop targeted financial services.
	Document management, risk and compliance	Securely manage financial documents to minimize risks and comply with government regulations.
Insurance	Customer insight	Understand customer needs and preferences to develop personalized service and offerings.
	Insurance document management	Eliminate manual paper trails and provide on demand access to customer records.
	Underwriting/claims processing	Reduce the number of steps needed to expedite claims, lowering costs and improving service.
	Web meetings/e-learning	Enable agents and customers to collaborate in real time, improving service and productivity.
Retail	Customer insight	Understand customer behavior to create promotions and up-sell to profitable customers.
	Digital media/enterprise content management	Bring media production in house, lowering costs and keeping product media up to date.
	Wireless inventory management	Improve check-out speed and efficiency through digital barcodes.
	B2C e-commerce management, supply-chain integration	Improve efficiencies with suppliers and distributors by giving them a consistent view of sales and customer information and providing real-time collaboration capabilities.
Wholesale	Customer service, call-center management	Provide a consistent view of customer information to ensure timely, personalized service.
	B2B e-commerce management	Provide 24x7 availability of information and facilitate collaboration and self-service.
	Inventory, warehouse and shipping management	Improve warehouse utilization; lower delivery costs and streamline warehousing operations.
Automotive	Customer service	Allow technicians access to customer vehicle information, manage warranty and service contracts and provide personalized services.
	Product lifecycle management	Improve time-to-market and increase quality through product data management capabilities.
	Production, design and logistics	Integrate factory information across the supply chain; order parts and track orders on demand.
Electronics	Product lifecycle management	Improve time-to-market and increase quality through product data management capabilities.
	Production, design and logistics	Integrate factory information across the supply chain; order parts and track orders on demand.
	Supply-chain management	Share information across the supply chain to eliminate redundant tasks, streamline operations and lower costs.

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 mid-sized companies looking to get started with e-business solutions.

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 WebSphere Application Server - Express

Helps create, test, deploy and manage dynamic Web sites, applications and Web services. Wizards, samples and templates ease the complexity of building applications.

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 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 Business Integration Server Express

Easily integrates and automates business processes internally and with customers, partners and suppliers. This solution runs on multiple platforms and offers easy-to-use graphical tooling and process templates with pre-packaged adapters to allow for easy connectivity to a wide range of applications.

IBM WebSphere MQ Express

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

IBM WebSphere Commerce - Express

Provides a complete, end-to-end solution including the core capabilities that growing, mid-market firms need to get started or expand their B2B or B2C e-commerce sites—at a minimum investment.

Add value with services from IBM and IBM Business Partners

IBM and its Business Partners also offer end-to-end integration services, helping you manage all or part of your IT infrastructure—so you can focus on other critical goals. Offering a range of services from deployment and customization to support and training, our goal is to help you achieve your business objectives and become an industry leader in your own field.

As a growing business, you have a unique opportunity to put competitive advantages in place that can help you maintain a strong market position and prime your organization to move ahead. Business integration solutions from IBM and its vast network of Business Partners can help you link your people, processes and information in a seamless network within and beyond your organization—helping you improve efficiencies, become more agile and resilient, and deliver e-business on demand. With an integrated business infrastructure in place, you'll be ready to respond quickly to whatever opportunities and changes lie ahead.

For more information

To learn more about business integration solutions from IBM, or to learn more about business integration, visit:

ibm.com/software/smb



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