

IBM SOFTWARE FOR SMB.

DELIVERED BY

IBM BUSINESS PARTNERS.

The SMB Market and Channel

The small and medium business (SMB) market continues to grow faster than other segments. To capitalize on this opportunity, IBM's software SMB strategy is built upon three critical elements: Channels, Offerings, and Demand. In SMB, Business Partners are IBM's key channel. In fact, over 75 percent of our software revenue in mid-sized businesses is driven and fulfilled by Business Partners.

SMB Offerings

IBM, as the market leader in middleware, is committed to the SMB market. As such, IBM has invested over US\$100 million in the development of our Express software, a comprehensive portfolio of middleware offerings specifically designed for the SMB customer.

These IBM offerings can help customers cost-effectively:

- Leverage information for business innovation with real-time distribution across their company. **Information Management** software
- Enhance productivity, collaboration, and responsiveness to drive innovation across your organization. **Lotus** software
- Accelerate software delivery, standardize and automate repetitive tasks, manage compliance and security mandates. **Rational** software

- Create secure, reliable, high performance IT environments. Optimize and protect infrastructure, assets and data. **Tivoli** software
- Improve business agility with SMART SOA solutions to develop business processes, automate commerce and provide collaboration interfaces. **WebSphere** software

Each offering within the IBM Software for Small and Medium Business portfolio helps IBM Business Partners win in today's competitive environment. Solution providers can leverage the software offerings on the next two pages, with their associated services opportunities, to deliver powerful solutions made simple.

Business Partner Profitability

IBM offers incentives that allow its Business Partners to retain additional margins and invest in the growth of their firms. Through the Software Value Incentive (SVI), IBM recognizes and rewards the value Business Partners bring to a sale. This value can be the identification of the opportunity or the driving of the sales process. Additional incentives through the Value Advantage Plus program (VAP) can help increase margins to 40 percent when selling to an SMB customer!

IBM is also helping its Business Partners build skills and develop solutions that incorporate IBM middleware. IBM offers easily accessible

education and enablement tools that allow Business Partners to increase skills and expertise in a cost effective manner.

One such tool, Grow Your Business with IBM Software, provides online guidance to help Business Partners identify and evaluate cross-brand sell scenarios. Each scenario addresses key market opportunities and customer needs. IBM Business Partners can increase their presence in existing accounts, and sell to new clients, by offering a broader portfolio selected to leverage their existing skills.

SMB Customer Demand

IBM provides co-marketing funding to qualified Business Partners to assist in demand generation efforts. IBM also creates comprehensive online deliverables, such as a case study book of over 100 Express Advantage success stories which helps build credibility with clients and reduces sales cycles.

Act Now

The following pages provide more information on IBM offerings for the SMB client. Whether you are already an IBM Business Partner, or just considering becoming one, please visit ibm.com/partnerworld/software/smb/simple and look for "Whyjoin" to learn more about the benefits that await you as an IBM Business Partner.

Learn more about IBM Software offerings for your business by visiting ibm.com/partnerworld/software/smb/simple. Register to receive our "fast lane to ROI" racecar-keychain USB drive loaded with 100 customer success stories and the IBM Software Express Buying and Selling Guide.



Visit the following page and look for "Whyjoin."
ibm.com/partnerworld/software/smb/simple

IBM SOFTWARE FOR SMB

Information Management software

IBM DB2 Express — *The ideal entry-level data server*

Installs quickly, automates administration, keeps data protected 24/7 and seamlessly integrates XML and relational data. DB2 Express allows you to control costs by purchasing only the capability you need.

The Customer Advantage: Low cost, no platform lock-in and excellent XML support.

IBM Informix® Dynamic Server Express — *Self managing data server for mid-market businesses*

IDS Express provides the power, function and reliability needed for on demand business with simplicity in packaging, installation and deployment at a very low investment cost. Includes features that can virtually eliminate system failures and improve performance. Offers automated backup and restore functions to help achieve high-level data availability while eliminating many manual tasks.

The Customer Advantage: Very low administration, great reliability — uptime frequently in years!

IBM Balanced Warehouse C1000 — *Ready-to-go dynamic reporting solution*

Addresses the comprehensive reporting process, from data integration and data access to report design, management and delivery. By leveraging the untapped power of your information, you can improve operations, sales and most aspects of operational performance.

The Customer Advantage: Simplified, comprehensive solution for building a scalable data warehouse.

IBM CommonStore eMail Archiving Preload — *Solution for e-mail management*

Address mounting e-mail archiving requirements and associated compliance demands, even with a limited IT staff and within strict budgetary guidelines. Provides preloaded and pretested IBM CommonStore and Content Manager Enterprise Edition software on a high performance, low power IBM System x® platform.

The Customer Advantage: Developed specifically for mid-market businesses and IBM Business Partners.

IBM OmniFind™ Enterprise Starter Edition — *Secure, entry-level business search*

Helps knowledge workers to find the critical business information they need, whether it lives in file systems, databases, Web pages, ECM systems or collaboration tools.

The Customer Advantage: Optimized for Lotus Domino and WebSphere Portal environments.

IBM DB2 Warehouse Starter Edition — *Entry point for data warehousing*

Provides what you need to cost effectively implement a flexible and scalable data warehouse. DB2 Data Warehouse Edition simplifies deployment, integration and maintenance to provide SMB organizations with an affordable single view of their business.

The Customer Advantage: Single, integrated software package.

Tivoli® software

IBM Tivoli Storage Manager Express — *Backup and recovery*

An intuitive GUI, calendar-based scheduling, auto-device discovery, "under the covers" tape management, and wizard-based restores, which means no need for an expert storage administrator — just set it and forget it.

The Customer Advantage: Installation and first backup typically within thirty minutes, with easy to manage features available "under the covers."

IBM Tivoli Monitoring Express — *Management and monitoring*

Manage bottlenecks, performance impacts, and outages from a single centralized portal. Access to rich availability data helps identify problems early, enabling rapid fixes, before users experience significant impact.

The Customer Advantage: Has heterogeneous environment support. Inexpensive. More than role-based monitoring.

IBM Tivoli Identity Manager Express — *Manage user identities securely*

Manage an increasing number of users with fewer resources via a central point to manage user rights. Respond quickly to change with automated processes and help ensure services are available to those authorized.

The Customer Advantage: Made for SMBs. Strong administrative control-connector, centralized administration and scalability in mixed environments.

IBM Tivoli Provisioning Manager Express for Software Distribution — *Asset inventory and software distribution*

Takes software and hardware inventory, manages the delivery and updating of business software, and quickly deploys critical patches to reduce end-user downtime and the need for costly help desk support.

The Customer Advantage: For Active Directory Integration, IBM can pull by organizational unit.

IBM Tivoli Continuous Data Protection for Files — *Backup and recovery*

Continuously back up crucial corporate data on file servers and transiently connected machines, providing a real-time, continuous data protection solution for file servers and end users.

The Customer Advantage: Truly continuous, not batch. Inexpensive. Has local restore. Works easily for a single PC!

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IBM Lotus Domino® Collaboration Express — Comprehensive messaging and collaboration solution

Enable people to share, manage and organize information more efficiently with security-rich e-mail, calendaring and scheduling, document libraries, teamrooms, blogs, instant messaging and support for a wide range of third-party Lotus Domino applications — many of which are designed to support core business processes for small and mid-sized companies spanning a wide variety of industries.

The Customer Advantage: Supports a range of client options including Lotus Notes®, Lotus Domino Web Access and Microsoft® Outlook®. Per-user pricing facilitates flexibility. Includes Instant Messaging, presence awareness and office productivity editors.

IBM Lotus Sametime® — Unified communications and collaboration solution

Conduct business in real-time with colleagues, customers, partners and suppliers using integrated instant messaging, voice-over-IP and Web conferencing to help increase employee productivity and foster customer relationships.

The Customer Advantage: Integrates with desktop productivity applications such as Microsoft Office. Support for multiple platforms. Flexible per-user pricing lets you buy just what you need.

IBM Lotus Complete Collaboration Express Starter Pack — Domino Express and Lotus Sametime

Provides the ability to run custom or vendor applications built on Lotus Domino software — and delivers security-rich and reliable e-mail, calendaring and scheduling, document libraries, teamrooms, blogs, voice-over-IP within your company, instant messaging and Web conferencing.

The Customer Advantage: Inexpensive. Flexibility and choice in server platform. Interoperable with public instant messaging networks.

IBM Lotus Quickr® — Team collaboration and content sharing

Team collaboration software that helps you share content, collaborate and work faster online with your teams — inside or outside the firewall.

The Customer Advantage: Includes client connectors — leveraging existing content no matter where it sits. Supports multiple operating systems and databases. Scales beyond 50 users without an additional database.

IBM Lotus Forms Express — eForms made eZ

Create interactive Web forms without Web programming skills. Creates open standards-based electronic forms that help reduce paper costs, collect accurate data at the point of capture, improve workflow and extend existing IT investments.

The Customer Advantage: Excellent user experience for dynamic forms. Allows role-based viewing and easy portal integration. Edit via Web browser.

IBM Rational® Build Forge Express — Manage software build and release processes

Provides a software delivery process management solution. Enables companies to standardize and automate application delivery process across the lifecycle.

The Customer Advantage: Enhanced overall software releases, improved quality and lower project costs. Features an easy installation wizard, Web access for easy deployment, and localized in nine languages.

IBM WebSphere Application Server - Express — Develop, run and manage dynamic Web sites and applications

Combines the power and function of an industry-leading application server with powerful development tools, integrated applications, wizards, and samples to help you get up and running quickly. Reach new customers with Web 2.0 feature packs.

The Customer Advantage: Allows the user to easily install the server and included development tools. Develop rich, Ajax-compatible, on demand applications.

IBM WebSphere Portal Express — Share information, collaborate and make better decisions

Collaborate and share documents, build and maintain Web sites and simplify access to the business applications and content users need to accomplish their work — all in a single, easy-to-deploy package that includes an affordable failover solution.

The Customer Advantage: Includes a set of building blocks to speed up development of custom business solutions. Simplified installation and reusable assets help lower deployments costs.

IBM Websphere Commerce - Express — Build and maintain e-commerce Web sites

Contains product catalog, product search and shopping cart, plus advanced features such as targeted marketing, guided selling, e-mail campaigns, discounts and coupons, with starter stores that get you up and running quickly — all controlled by an intuitive business-user interface.

The Customer Advantage: Built on open standards and J2EE™ compliant. Excellent scalability and support.

IBM Express Runtime — A universal install wizard

Provides remote installation of packaged solutions. Installs an application, middleware stack, new releases and fix packs. OEM options: Application Server, Data Server, or Deployment Solutions.

The Customer Advantage: Lower solution price. Built on open standards. Can integrate partner applications into the install and administrator functions.

Lotus
software

Rational
software

WebSphere
software



IBM SOFTWARE FOR SMB

IBM Software for Small and Medium Business

“The support that IBM provides to Business Partners through IBM PartnerWorld® is better than ever. Technical Support, Solutions Builder Express and the whole Express family of products make a big difference in the outcome of a sale and its implementation.”

–Rhett Daniel, President and Chief Technology Officer, Daniel IT Services

IBM DB2 Express Edition

“Enterprise replication, high availability and 24x7 performance are important issues for our customers, which is why IBM DB2 Express Edition was our best choice over competitive products. It’s also relevant that IBM enjoys the best brand recognition in the trucking industry, which means our customers see our products as reliable.”

–Robert Maddocks, President and CEO, Maddocks Systems Inc.

IBM Tivoli Continuous Data Protection for Files

“Tivoli Continuous Data Protection for Files has really raised the bar on the kind of protection that is available to the SMB marketplace, which traditionally hasn’t had access to this type of advanced functionality.”

– Jim Tenner, President, Broadleaf Services, Inc.

IBM WebSphere Commerce–Express

“With WebSphere Commerce-Express, we provided an affordable solution that allows Mike Castrucci Chevrolet (MCC) to protect its investment as it grows. Smaller companies like MCC are constantly seeking ways to extend their IT dollars, and WebSphere Commerce-Express enables them to do exactly that.”

– James Green, Websphere Practice Leader, Information Design Incorporated

IBM Lotus Domino Express

“At the smaller end of the market...it used to be a case of the price for IBM Lotus Domino simply not being right. Now, with the IBM Express software licensing offerings, the licence costs are almost incidental, meaning smaller niche players can implement systems that give them the same benefits being gained by the larger companies.”

– Task Exchange Director, Rowan Mitchell

IBM Rational Build Forge Express

“With the new Build Forge Express offering we are able to offer a wider range of clients a solid solution at an attractive price point. The Express edition is exactly what our customers were looking for, rich feature set at a reasonable price, and IBM delivered!”

– Shawn Doyle, CEO, ReleaseTEAM

For more information

To find out more about IBM Software for Small and Medium Business, visit ibm.com/partnerworld/software/smb/simple

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