From outsourcing to e-sourcing

Today’s business executives face a unique combination of challenges, including the rapid growth of e-business, the rapid pace of technological innovation and an uncertain economy—all of which drive competition. Companies are eager to outsource information technology (IT) and business processes to help gain market advantage.

Now there’s an even faster, simpler way to beat the competition. It’s called IBM e-business on demand™—the natural evolution of outsourcing into e-sourcing.

Connecting IT investments with business return

IBM e-business on demand represents a new type of delivery method for outsourced IT and business processes, sometimes referred to as e-sourcing. IBM e-business on demand is the remote delivery of infrastructure, applications and business processes over the Internet.

Essentially, IBM e-business on demand affords new capacities without the large, up-front investments in time, money and expertise associated with building, implementing and maintaining in-house solutions.

When you want to integrate new business processes and capabilities to expand the scope of your current operations, IBM e-business on demand is your solution.
IBM e-business on demand can also help you address budget challenges. Business processes and IT infrastructure can be accessed in the same way as water, gas and electricity—when you need more, you use more. There are no large up-front costs or major technology decisions to be made. An expandable menu of products and services allows you to gradually incorporate services as needed. You’re able to focus on services that will help deliver more immediate economic paybacks.

IBM e-business on demand model
IBM e-business on demand can help companies in virtually every industry achieve and benefit from IT as a utility.

The IBM e-business on demand model has three major components:

**IBM Infrastructure on demand**—Consists of core services that provide capacity-on-demand (that is, processing, storage and bandwidth) and management services that are designed to operate, optimize and administer a shared, scalable, underlying technical platform.

**IBM Business process on demand**—Provides preintegrated software from IBM and IBM Business Partners that is designed to enable quick acquisition and deployment of e-business applications as well as entire business processes (for example, e-procurement). It encompasses horizontal and vertical business processes.

**Know-how**—Includes worldwide consulting support from IBM and IBM Business Partners. We have decades of outsourcing and services experience, helping to ensure that best practices are an integral part of every solution.

Getting started
One way to get started is with IBM Infrastructure on demand. Infrastructure on demand helps to keep you from gambling on unfamiliar technology. By releasing you from making decisions based on business and IT processes that might fall outside your core competency, it allows you to focus on what you do best—creating better products and services, improving customer satisfaction and increasing revenue potential.

Another way to jump-start IBM e-business on demand is with IBM Business process on demand. Simply select a business process solution from our expanding list of on-demand services or engage an IBM consultant to assess the areas of your business that need enhancing. After generating benchmarks for your current business processes, our consultants can provide a quantitative analysis outlining the ways in which Business process on demand can benefit your company.

Both Infrastructure on demand and Business process on demand are modular, helping to ensure that new capability acquisition is fast and flexible. With IBM e-business on demand, you also tap into the resources of one of the world’s largest and most stable networked solutions providers. State-of-the-art, security-rich IBM data centers offer industry-leading solutions that are deployed by skilled technicians, helping to ensure reliability and virtually 24x7 availability for your e-business. We have the technology and business process know-how to build, install, manage and service your e-sourcing solution so you can focus on core business issues.

**For more information**
The people of IBM Global Services are ready to help you benefit from IBM e-business on demand today. Our platform is designed to connect your existing and future infrastructure investments with real-world business returns by reducing capital expenditures, providing access to world-class resources and increasing your speed-to-market. It’s a significant opportunity to harness technology for competitive advantage. To learn more about IBM e-business on demand, please visit:

ibm.com/e-business/ondemand