



**IBM Express Portfolio:
Designed, developed and priced
for mid-sized businesses**

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New challenges for mid-sized businesses

Many mid-sized businesses believe they must choose between advanced, “enterprise” IT solutions, or technologies that do the job but fall short on functionality! Other organizations strike a compromise with products that may work today, but are not designed to grow with the business. Technologies should conform to a company’s requirements – not the other way around. In today’s uncertain economy and increasingly competitive marketplace, mid-sized businesses must work harder than ever to strengthen relationships with their customers, suppliers and partners, reach out to new ones and enter new markets – all while boosting revenues and reducing costs. Only the most responsive, focused and resilient organizations will gain competitive advantage.

Highlights

IBM Express Portfolio enables mid-sized businesses to move to the on demand business model.

Successful mid-sized businesses understand that information technology can help them differentiate their organization and sharpen their ability to compete. The key is to adopt IT solutions that enable a company to become an on demand business. What are the characteristics of on demand? Simply stated, an on demand company is:

Responsive—Prepared to recognize and react quickly to marketplace dynamics

Resilient—Equipped with a high level of security to protect sensitive information and systems

Focused—Free to focus on the core business and outsource non-core functions

Variable—Able to develop flexible cost structures

How can mid-sized companies resolve the challenge of finding technologies with the functionality needed to meet today's on demand requirements? Integrating business processes, systems and people is a key consideration. Most of these organizations have a variety of hardware and applications to support their processes. Consequently, more and more are investing in integrating these elements to better address and resolve business issues, heighten efficiencies and raise service levels. Other emerging trends reflect an increase in the procurement of solutions and services and the implementation of open, standards-based technologies like Linux.

Highlights

“IBM Express Portfolio provides an advanced, open and highly secure platform that leaves plenty of room for growth.”

IBM Express Portfolio: Helping mid-sized businesses step up to the on demand challenge

For businesses of all sizes, on demand means learning how to integrate processes end-to-end with trading partners and customers, for example, and fusing business and technology to create more value for all constituents.

Today, thanks to the IBM Express Portfolio, mid-sized companies can also start reaping the rewards of the on demand business model – without having to make tough choices. Designed, developed and priced specifically for mid-sized, budget-conscious enterprises, this robust group of offerings (software, hardware, printers, middleware, services and financing) makes it easier and faster for businesses to remain competitive and profitable – all in an advanced, open and highly secure platform that leaves plenty of room for growth.

Not too big... not too small, the IBM Express Portfolio of offerings is just right – designed specifically to ensure three simple but requisite features for mid-sized firms:

- Easy to install and deploy
- Easy to manage
- Competitively priced

Plus, every product in the IBM Express Portfolio is highly scalable – with the features and functions companies need to meet their technology needs today and well into the future.

IBM Express Portfolio is built to address the top concerns of our clients in mid-sized businesses:

- Reliability and superior service from a trusted vendor
- Excellent communication and resource-sharing with customers, suppliers and business partners
- Stronger customer relationships
- Integrated systems and applications
- Enhanced security
- Flexibility to increase processing power and handle growth
- Easier storage management and consolidation
- Sound management of IT resources
- More efficient, less costly business processes
- Cost-effective connections among locations and remote users
- Automated business processes using the Internet
- Shorter buying cycles
- Affordable, convenient financing options

A full spectrum of software, hardware, printers, middleware, services and financing

IBM Express Portfolio provides a rich array of offerings designed specifically for mid-sized businesses. Easy to acquire, install and manage, these offerings were developed from the ground up to deliver a rapid return on investment. With IBM Express Portfolio, mid-sized businesses can enjoy the benefits of a flexible, cost-effective, highly responsive and secure IT infrastructure that allows them to concentrate more on their core business and less on their technology environment. And because cash flow is often a concern for these firms, IBM has made the IBM Express Portfolio highly affordable, with a number of attractive financing options available from IBM Global Financing.

IBM Express Portfolio includes more than 60 offerings. Among them:

Business solutions

IBM Application Hosting for Onyx Marketing and Sales Force Automation

Designed to allow mid-sized companies to rapidly and cost-effectively implement Web-enabled CRM, this solution combines award-winning CRM software from Onyx, IBM e-business Hosting™ Services, application management and business-process consulting – all in one turnkey subscription service.

IBM Life Sciences Express Portfolio Solution for SAS

Now, biotech, pharmaceutical, medical device and diagnostic companies in the life sciences industry can conduct data analytics on their products and research, without relying on manual skills or third-party support.

IBM Smart Business Solutions for SMB

Based on MySAP All-In-One, this end-to-end integrated solution is designed for businesses looking to improve their revenue, profitability and capital utilization through enterprise resource planning (ERP). Services include evaluation and assessment, basic consulting, solution deployment, end-user training and support.

IBM Wholesale Distribution for SAP

This prepackaged offering is a highly scalable solution designed to roll out ERP functionality quicker for wholesalers and distributors who want the benefit of industry best practices to help improve service levels and streamline operations.

IBM Product Lifecycle Management (PLM) Express Portfolio for Industrial and Consumer Goods Manufacturers

Now, mid-size manufacturing firms can collaborate with customers and suppliers over the Web to reduce product-development time, respond faster to RFQs, manage drawings from multiple CAD systems, and improve after-sale support and maintenance.

Siebel CRM OnDemand

This hosted offering delivers sales and marketing automation – as well as customer service and analytics – over the Web, as a subscription service. The interface is intuitive. Functionality can be accessed through a Web browser, with minimal startup, implementation and training time.

Infrastructure integration

IBM Integrated Platform Express for Employee Workplace

This offering is 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. Using this integrated portal solution, employees can customize their desktops and access information and applications – including e-mail and calendars – all made available through an easy-to-use, personalized intranet Web site.

IBM Integrated Platform Express

This solution is designed to start small and grow with a business. Quick implementation, flexible pricing and built-in security make this a perfect choice for medium-sized companies looking to get started with e-business solutions.

IBM WebSphere Commerce Express

This offering enables mid-sized companies to jump-start or expand their online presence with a fast, complete and affordable e-commerce solution designed to generate immediate business value and deliver a rapid ROI.

IBM Lotus Domino Collaboration Express

Now, companies can have both the messaging and collaborative capabilities of Domino in one solution that allows them to access Domino via Lotus Notes® or Lotus Domino Web Access (Notes Web Access) clients for both individual and collaborative applications.

IBM Lotus Domino Utility Server Express

This solution affords unlimited access to collaborative applications (not individual mail files), making applications available to both internal and external users. Companies can choose to access their Domino applications through a Web browser, or via a separately purchased Lotus Notes client.

Enabling products and technology

IBM @server® and TotalStorage® Express Offerings

These reliable, innovative and affordable hardware platforms, tailored specifically for mid-sized businesses, will be incorporated into IBM and IBM Business Partner solutions in the broader IBM Express Portfolio. The IBM @server x225, IBM's award-winning HS20 BladeCenter,™ the pSeries® 615 and iSeries™ 800, plus TotalStorage hardware – including the IBM FASTT600 – are just a few of the products available.

IBM Think Express Program

This offering includes models of ThinkPad® notebooks and ThinkCentre™ A30, A50 and A50p desktop personal computers – complete with ThinkVantage™ Technologies – designed to support the budgets of small- and mid-sized businesses. Included on all systems is IBM Rapid Restore™ software, a feature that quickly restores data, applications and settings in the event of a software failure. Included on ThinkPad X40, T41, R50, R51 and R50e notebooks is the new IBM Active Protection System, which employs “airbag” technology for added protection, in the event of an accidental drop.

IBM DB2® Content Manager Express

This offering affords advanced document-management capabilities with a secure, centralized platform that permits management, sharing and distribution of multiple files and file types, while helping to ensure the safety of sensitive information.

IBM DB2 Everyplace® Express

With this relational database solution, applications and data can be extended to mobile devices such as personal digital assistants (PDAs) and smart phones. This offering can also be used as a local independent database from a mobile device to query information on remote servers.

IBM DB2 Universal Database™ Express

A full-function, easy-to-deploy database with the convenience of one-click installation. IBM Business Partners preconfigure this product for mid-sized companies with heavy-duty requirements, including those in the retail and banking industries.

IBM WebSphere® Business Integration Connect Express

This entry-level solution, part of the IBM Business Connection family of offerings, enables trading partners to interact efficiently with each other and community hubs using industry-standard data formats and protocols. Supported standards include Java™ 2 Enterprise Edition (J2EE) Web Services, HTTP, and AS2.

IBM WebSphere MQ Express

Built on proven WebSphere MQ technology, this offering provides simple application-to-application connectivity – reducing the need for complex communications programming.

IBM WebSphere Portal Express

Now, mid-sized companies can easily deploy sophisticated portal solutions that fit within their budgets. This solution offers companies' employees, trading partners and customers a Web site where they can easily access information and applications – consolidated and organized.

IBM WebSphere Business Integration Express for Item Synchronization

With this full-featured UCCnet solution, mid-sized businesses can share product data and location information stored in their internal systems with existing and prospective customers. This offering can help companies comply with retailer mandates while increasing supply-chain efficiency and profitability per SKU.

IBM WebSphere Application Server Express

This cost-effective, out-of-the-box solution for managing simple yet dynamic Web sites affords a simplified Web application server and a development environment based on WebSphere Studio.

IBM SurfAid™ Analytics

This solution helps increase the effectiveness of Web initiatives with a system that provides business intelligence about a company's Web site. The IBM SurfAid offering helps businesses track how online visitors interact with their Web site's content. Companies have the option of customizing the reports. Requires no hardware installation or technical maintenance.

Services

IBM ERP Optimization Services

These services offer a consultant-led approach to help reduce costs and reap more value from a company's existing ERP implementation. Experience to date shows that IBM has helped clients achieve a greatly increased ROI.

IBM Managed Hosting-infrastructure solutions with server management, entry

IBM can assist with a company's day-to-day system administration by providing this range of basic, all-inclusive infrastructure services. This service is designed to deliver infrastructure, server and customer-service offerings, without a significant up-front investment.

IBM Managed Hosting-Services Anywhere select

As a company's Web operations expand, it may need to step up its hosting capabilities and IT resources to support those requirements. With this solution, businesses don't have to uproot their existing operation and move to a provider's facility to get the advanced services they need.

Financing for IBM Express Portfolio

IBM offers a number of attractive IBM Express financing options for medium-sized businesses. The complete IBM Express solution – IBM and non-IBM software, hardware, printers, middleware and services – can be leased or financed directly through IBM or IBM Business Partners. Financing options include:

Low-rate financing

Now, mid-sized companies can enjoy some of the industry's most competitive rates for a wide range of IBM products and services, for the life of the financing terms.

ValuePlan Lease

A simple, one-stop, “total solution” financing plan for mid-sized businesses.

Asset Recovery Solutions (available in North America)

PC equipment buy-back and safe disposal for mid-sized businesses.

IBM SuccessLease®

Quick, simple and straightforward, the IBM SuccessLease program makes financing easier than ever for growing businesses.

New offerings!!

IBM Application Hosting for On Demand Workplace (available in Europe)

Now, medium-sized companies can turn their day-to-day Lotus® Domino® administration over to IBM. This hosting solution provides a set of services delivered by IBM skilled professionals, including: installation planning; installation and testing; end-to-end application monitoring and reporting; day-to-day technical application management support and problem resolution; capacity and performance management; SMTP for external e-mail; industry-leading antivirus software and anti-spam utilities; options for unified messaging; mail to fax; SMS; and pager.

IBM Desktop Management Services (available in North America and Europe)

This offering allows clients to outsource the management and support of their end-user desktop environment and focus on running the core aspects of their business. These services provide desktop and notebook hardware and software; hardware platform creation; deployment; project management; end user help desk; data migration; automated backup/restore of desktop data; virus scanning; software distribution; Web-based asset tracking and reporting; warranty upgrade service; and service management.

IBM Education Pack

Employees well trained on IBM and IBM Business Partner technologies make fewer errors and deliver higher satisfaction to their customers. The IBM Global Education Pack gives mid-sized companies a cost-effective, easy-to-buy and flexible way to purchase training for their employees and support mission-critical programs and initiatives. Unlike other discount programs that are often restricted to a particular type of training for a single employee, the IBM Education Pack, pre-purchased at a discount, can be used by multiple employees to access more than 2,000 public training courses, conferences and technology-based learning programs.

IBM High Availability Express Portfolio Solution on iSeries

For companies looking for on demand processing capabilities, this solution is ideal. Supports mission-critical, 24x7 environments through role swapping and workload distribution – helping to minimize planned and unplanned downtime.

IBM Infoprint® Express

This family of product and solution offerings supports small and medium sized workgroups with speed, quality and reliability – whether printing in black and white or color. Increase your flexibility with modular paper-handling capabilities, optional duplex and finishing options, and networking choices (including wireless). Companies can even upgrade to include fax, scanning and e-mail capabilities through IBM MFP options.

IBM Infoprint Express Package for ERP (available in North America and Europe)

This is an ideal solution for companies looking to optimize the flow of information with suppliers and customers. Business Communication Platform (BCP) from StreamServe, Inc. can enable the aggregation of information from multiple sources (such as SAP) to create documents. It also provides an easy forms-creation tool for rapid document composition. IBM integration services for StreamServe BCP can help consolidate print devices and reduce costs, plus identify the best ways to move toward electronic delivery. StreamServe BCP and IBM integration services together form the IBM Infoprint Express Package for ERP to provide a scalable, flexible solution that can adapt to changing IT infrastructures.

IBM Infoprint Express Package for iSeries

The IBM Infoprint Express Package for iSeries enables iSeries customers to quickly and easily boost operational flexibility and efficiency with system-managed printing and page-level error recovery. With this offering, companies can seamlessly integrate sophisticated print management capabilities with the OS/400® platform, and ensure that critical business information gets printed reliably and efficiently over time, with little user intervention. The package includes PSF print management software, an IBM IPDS printer and IBM services.

IBM Infrastructure Management Express Portfolio Solution on iSeries

This offering is designed to simplify a company's existing IT infrastructure, including servers, databases, applications, networks and systems management processes. The goal is to reduce business and IT costs and complexities while providing a more rational, stable foundation upon which businesses can grow and deploy new solutions.

IBM Infrastructure Recovery Services for the mid-market (available in North America and Europe)

For mid-sized companies experiencing unforeseen business disruptions or for those looking to prevent such events, these services can help them implement a business continuity program faster, easier and more cost-effectively. Companies can rapidly adapt and respond to internal or external threats and continue operations – with limited impact on their business. Specially designed workshops help ensure an easy, affordable implementation.

IBM Network Operations and Management Services (available in North America and Europe)

For mid-sized companies concerned about network integrity, availability, scalability and skills, IBM Network Operations and Management Services provides a secure, scalable and flexibly priced solution for managing the network infrastructure and preventing catastrophic outages that can result in lost revenue and dissatisfied customers. Unlike many of its competitors, IBM offers

a complete (yet modular), easily monitored network-management solution that encompasses system monitoring, performance management, configuration, problem management and ongoing technical support. Companies are spared the need to invest in the tools, time and scarce IT skills necessary for managing their network infrastructure.

IBM Pharmaceutical Solution for SAP (available in the U.S.)

This packaged, “out of the box,” ERP solution for mid-sized pharmaceutical and biotech firms enables these companies to implement a business system that supports the unique needs of the life sciences industry – rapidly and cost-effectively.

IBM Life Sciences Industry Solutions for PeopleSoft (available in North America)

This preconfigured solution supports General Ledger, Accounts Payable, Job Cost and Supply Procurement for smaller bio-pharma, life science and medical device companies. Includes IBM hardware, software, IBM middleware and implementation services to provide a total, “turnkey” solution.

IBM Product Lifecycle Management (PLM) Express Portfolio for Electronics Manufacturers

This offering enables mid-size electronics manufacturers to integrate their design and engineering programs and accelerate time to market – a major advantage in an industry characterized by rapidly changing business and product requirements.

Highlights

With IBM Express Portfolio, companies start small, grow fast, scale up or scale down—easily and affordably.

Expressing the needs of medium-sized businesses

Developed with input from IBM's medium-sized clients and IBM Business Partners, the products and services making up IBM Express Portfolio must meet very specific requirements in terms of usability, scalability, size and price. This helps to ensure that IBM Express offerings remain within the reach of companies with between 100 and 1,000 employees.

For example, the IBM @server BladeCenter is simple to install (new servers can be deployed by simply sliding blades in and out of a chassis). IBM WebSphere Commerce Express, one of the newer offerings in the IBM Express Portfolio, enables companies to start building an online store in as little as an hour. The IBM Think Express Program includes IBM ThinkCentre desktops, IBM ThinkPad notebook computers and IBM ThinkVision monitors – all easy to order and highly affordable. Another IBM Express offering, the IBM Education Pack, offers a cost-effective, flexible way for mid-size companies to purchase employee training tools.

Highlights

IBM Express Portfolio of offerings deliver all the elements mid-sized companies need to get up and running quickly.

Since most medium-sized businesses prefer working with a local or regional provider, IBM Express Portfolio of offerings are available through IBM's network of 90,000 IBM Business Partners – resellers, independent software vendors (ISVs), systems integrators and consultants.

IBM Express Portfolio offers:

Competitive pricing

IBM Express Portfolio of offerings are priced to be competitive in the medium-sized business market – highly affordable, but with the reliability, service and support that IBM is known for.

The right functionality

IBM Express Portfolio provides comprehensive yet relevant capabilities, with the features medium-sized businesses seek most – not the complex functions that large enterprises have come to count on.

Best-in-class elements

IBM Express Portfolio provides best-of-breed components, features and functions appropriate for mid-sized businesses.

Scalability

IBM Express Portfolio solutions can readily scale to accommodate growing demands – with a clear path to advance capabilities and protect investments.

Simple evaluation and ordering

IBM Express Portfolio can be acquired through a business's traditional purchasing channels. Evaluation materials and ordering information are provided.

Usability

Simple and intuitive, IBM Express Portfolio provides samples, tools and documentation to facilitate a quick and successful “first-use” experience.

Convenient financing

Because affordability is a key consideration for mid-sized businesses, IBM has made it easy for organizations to acquire IBM Express offerings with monthly payments using Financing for IBM Express Portfolio.

Easy installment and deployment

Installation and implementation is quick and non-disruptive to systems and employees. A default configuration – appropriate for most implementations – is provided.

Easy management

IBM Express Portfolio of offerings are fully operational, with few requirements out of the box. Setup, configuration and ongoing maintenance requires minimum administrative skill and interaction. Tools are provided to simplify tasks.

Full support

IBM Express Portfolio utilizes a number of support channels to provide technology knowledge and skills through materials, enablement, presales support, implementation and post-sales support. All IBM Express Portfolio of offerings are backed by IBM global services and support, and can be easily acquired through IBM Global Financing.

Summary

IBM is listening to what medium-sized businesses want. IBM Express Portfolio offers a wide range of software, hardware, printers, middleware, services and financing options that deliver the kind of on demand business solutions that were until now only available to large corporations – all at an affordable cost.

Now, mid-sized companies can integrate their business processes end to end, save time and staff resources, gain a rapid ROI and install a comprehensive, affordable IT platform with their vendor of choice – all with world-class IBM reliability, service and support – and with the assurance of a more responsive, resilient, focused and variable business. In short, an on demand business.

Find out more

For more information about IBM Express Portfolio, go to:

ibm.com/businesscenter/express



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North Castle Drive
Armonk, NY 10504-1785
U.S.A.

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¹ IBM Market Intelligence image-tracking studies
[IBM: Please complete information]



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