



**THINGS  
YOU NEVER  
KNEW  
WE DID.**

WE OFFER A RANGE OF SCM, ERM AND CRM SOLUTIONS FOR SMALL AND MEDIUM BUSINESSES.



# IF YOU'RE RUNNING A SMALL OR MEDIUM-SIZED BUSINESS,

each and every decision you make is critical. Amongst the many responsibilities that rest on your shoulders, picking the right technology is perhaps one of the most crucial. And in a world where customers are becoming more and more demanding and companies are expected to meet and surpass their expectations, you need an able and competent technology partner to thrive and prosper as a business. You need IBM.

For decades, IBM has invested heavily in research and development and has, therefore, gained a reputation for providing innovative, high quality, reliable and dependable products. Match that with our track record for excellent and award-winning customer service, and you can rest assured that you are in good hands.

Through us, and our extensive network of Business Partners, which includes top Independent Solution Vendors and System Integrators, you will get more value for your technology investment. We offer a combination of deep industry knowledge, award-winning technology and excellent customer service that will give you that much needed competitive edge in the on demand world. Attractive pricing and financing arrangements will also ensure that you are able to work within the resources available to you. IBM's legendary reliability and dependability will help protect your investment. And all this will add up to a refreshingly low cost of total ownership especially for you.

To top this, we've created the IBM Express Portfolio – a sleek suite of products, services and solutions designed for today's small and medium businesses. They're easy to install, easy to manage and are priced right for a business like yours.

We at IBM want to make sure that after you decide which solution to purchase, you're not kept up at night, pondering over whether you have chosen prudently or not. With IBM and our strong network of Business Partners, you can now rest with the knowledge that you will be able to make the best solution choices for your business needs.



## HELP PICK UP STRANGERS IN UNLIKELY PLACES.



### Customer Relationship Management Solutions

The costs to acquire new customers, both in terms of time and money, are stupendous. Savvy marketers and businesses understand this and manage the relationship with their existing customers in such a way that not only do they get repeat business from the same customers, the satisfied customers become great spokespersons for the company. And end up referring other prospects through invaluable word-of-mouth recommendations.

So what exactly does successful Customer Relationship Management entail? Well, first and foremost it calls for you to become more responsive to the demands of your customers. Then, it's also about being customer-focused – seeing things from their point of view, understanding their particular needs, and working in partnership with them.

Our Customer Relationship Management solutions, deployed via our Business Partners, enable you to respond quickly to the demands of your customers, and provide better customer insights through the integration of contact management and automation of your marketing and sales functions.

We have a range of Customer Relationship Management solutions that work for almost all industries, regardless of the size of your business. From Customer Contact Center Solution to Customer Relationship Management Transformation, from Decision Support Solution to Marketing and

Customer Intelligence Solution and whatever your particular need, we've got it all.

These solutions help you deliver better profits through efficient pricing management. They also result in enhanced customer satisfaction through multi-channel interaction (voice, fax, email etc.). And also, better lead generation, cross-selling, up-selling, and an overall faster response to customers' queries.

Along with our Business Partners, we can help you implement Customer Relationship Management solutions with ease. We have a dedicated CRM consulting practise of 4,000 practitioners, experienced in all phases of CRM. We have successfully implemented multi-channel CRM solutions for over 80,000 customers across the world. And we have alliances with best-of-breed ISVs in almost every corner of the globe. So no matter where you are, you can benefit from our experience and expertise.

In conclusion, our CRM solutions will not only help you build, establish and maintain strong relationships with your customers, they will also enable you to reap significant benefits in terms of reduced running costs and an improvement in your bottomline in the long run. And all this, with reduced risk, a shorter time to results and a significantly lower total cost of ownership.

## HELP FEED OLD HABITS EVERY MORNING.



### Enterprise Resource Management Solutions

The challenges of doing business in the on demand world are many. You have to be responsive to your customers, you have to ward off the competition, you have to constantly adapt to changing business scenarios, and you have to keep costs down to a bare minimum while doing all of this. The only way to make this a reality is by ensuring that all the various departments of your business constantly communicate with each other.

Enterprise Resource Management integrates the various departments and functions of your company into a single system. Each of those departments typically has its own computer system optimised for the particular ways that the department does its work. But an effective ERM system combines them all together into a single program that runs off a single database to connect employees, partners and customers to critical data.

Our Enterprise Resource Management solutions, deployed via our Business Partners, help provide you with an increased operational knowledge of all aspects of your business so that you are able to make informed decisions, quickly.

We have a range of Enterprise Resource Management solutions that span every function of your organisation. From asset management to financial management, and from sales and order management to human capital management. Needless to say, these

solutions work across a gamut of industries and from manufacturing to distribution, from retail to logistics and warehousing.

These solutions will help you better track, manage and streamline all your business processes. They will speed up the manufacturing process. They will significantly reduce customer transaction times, and cut your inventory costs. And they will do all of these with little or no room for error.

Along with our Business Partners, we can help you implement Enterprise Resource Management solutions without any hiccups. We have a dedicated ERM consulting practice of thousands of seasoned professionals across financial, asset, sales and order, and human capital management functions. We have implemented countless successful ERM solutions across the world. And we have alliances with industry-leading ERM application vendors in almost every corner of the globe. So no matter where you are, you can benefit from our experience and expertise.

In conclusion, our ERM solutions will project a single unified view of your company's overall performance, in terms of people, finances, current orders and future business to help you become more agile and responsive. And all this, with reduced risk, a shorter time to results and a significantly lower total cost of ownership.



## ENSURE THAT PEOPLE GET THEIR DAILY DOSE OF VITAMIN C.



### Supply Chain Management Solutions

It's no longer simply about supply and demand. Getting the right product to the right customer in the least possible time is one of the underlying principles of doing business in the on demand world. From sourcing raw materials for your products to the actual manufacturing to delivery to your end customers, it's dependent on having an efficient Supply Chain Management solution implemented for your business.

The goal of your business is to make profits, and profitability depends on effective strategic management of the value chain consisting of your suppliers, trading partners, employees and your customers. The ability to predict demand, arrange for supply and respond to unpredictable events in real time will ultimately determine how successful your business becomes.

Our Supply Chain Management solutions, deployed via our Business Partners accelerate optimisation and collaboration across your entire value chain so that rather than simply responding to demand with supply, you can now shape it.

We have a range of Supply Chain Management solutions for all kinds of industries and business of every size. From Supply Chain Management Consulting to Value Chain Services, from online B2B trading solutions to strategic sourcing solutions,

from procurement to enterprise spend management solutions, we have it all.

These solutions will help you sharpen forecasting, standardise sourcing and integrate planning, production and delivery. You will also gain insights into inventory to better enable you to promise, cross-sell, up-sell on short notice.

Along with our Business Partners, we can help you implement Supply Chain Management solutions, regardless of the industry in which you operate. At IBM we speak from experience, not theory. We have successfully implemented our own SCM solutions since 1995. Today we have done the same for thousands of companies, large and small. We have thousands of industry experts working for us. And we have alliances with leading application providers to help you implement a successful SCM solution.

In conclusion, our SCM solutions will help you stay ahead of the competition, and the ever-changing business landscape today. By eliminating inefficiencies, costs are reduced, while enabling faster decisions to be made about delivery, manufacturing and sourcing. And all this with a shorter time to results and a significantly lower total cost of ownership.



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