

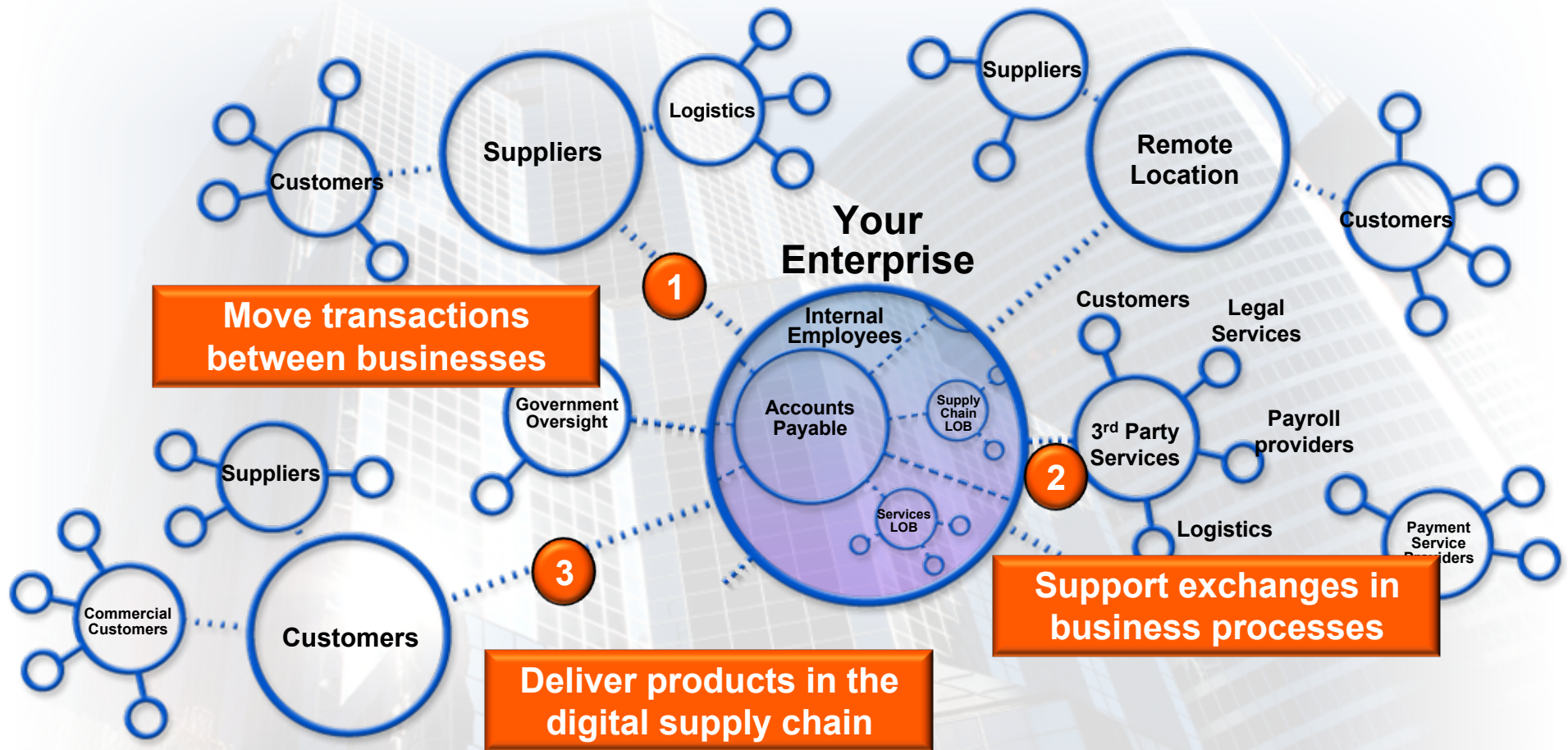
Agenda

- Why a new cloud offering for file transfer
- Introduction to IBM® Sterling File Transfer Service
- Where does it fit? - Portfolio view of software products and B2B services



THE GROWING ISSUES WITH MANAGING FILE TRANSFER WITH PARTNERS

Organizations depend on reliable file transfer to...



However success is hindered by increasing complexity caused by...

Growing number of partners

- Process to enroll new partners is slow
- IT resources stretched beyond capacity
- Revenue opportunities delayed

Growing number of connections

- Disparate, redundant on-premise servers and software
- Unsecured connections
- Home grown scripts plus FTP



Growing file sizes & volumes

- Existing systems/processes don't scale to meet growth
- Reduced capital budgets for new software and infrastructure

Changing communications standards & protocols

- Comply with new/evolving partner requirements
- Managing certificates

As a result, customers are looking to the cloud for new ways to...



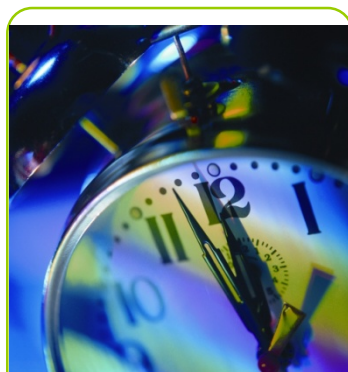
Manage connections to trading partners and reduce the burden on IT resources

#1 issue managing transfers with partners



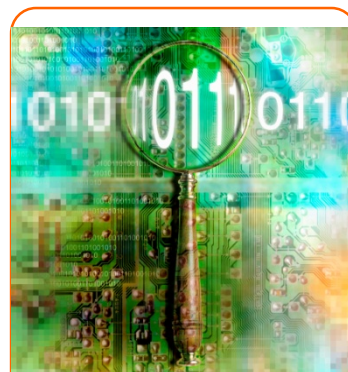
Reduce capital budget requirements for infrastructure and software

42% identified as top benefit of cloud



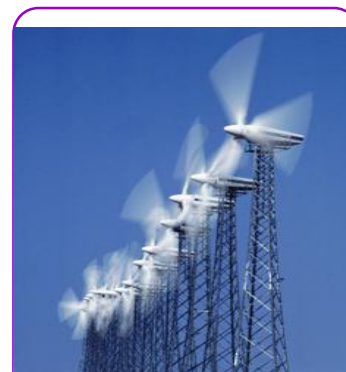
Reduce the time to add new partners and to start trading with partners faster

#2 issue managing transfers with partners



Support broad trading **partner requirements**-protocols and communications standards

#3 issue managing transfers with partners



Scale in response to global partner expectations and market conditions

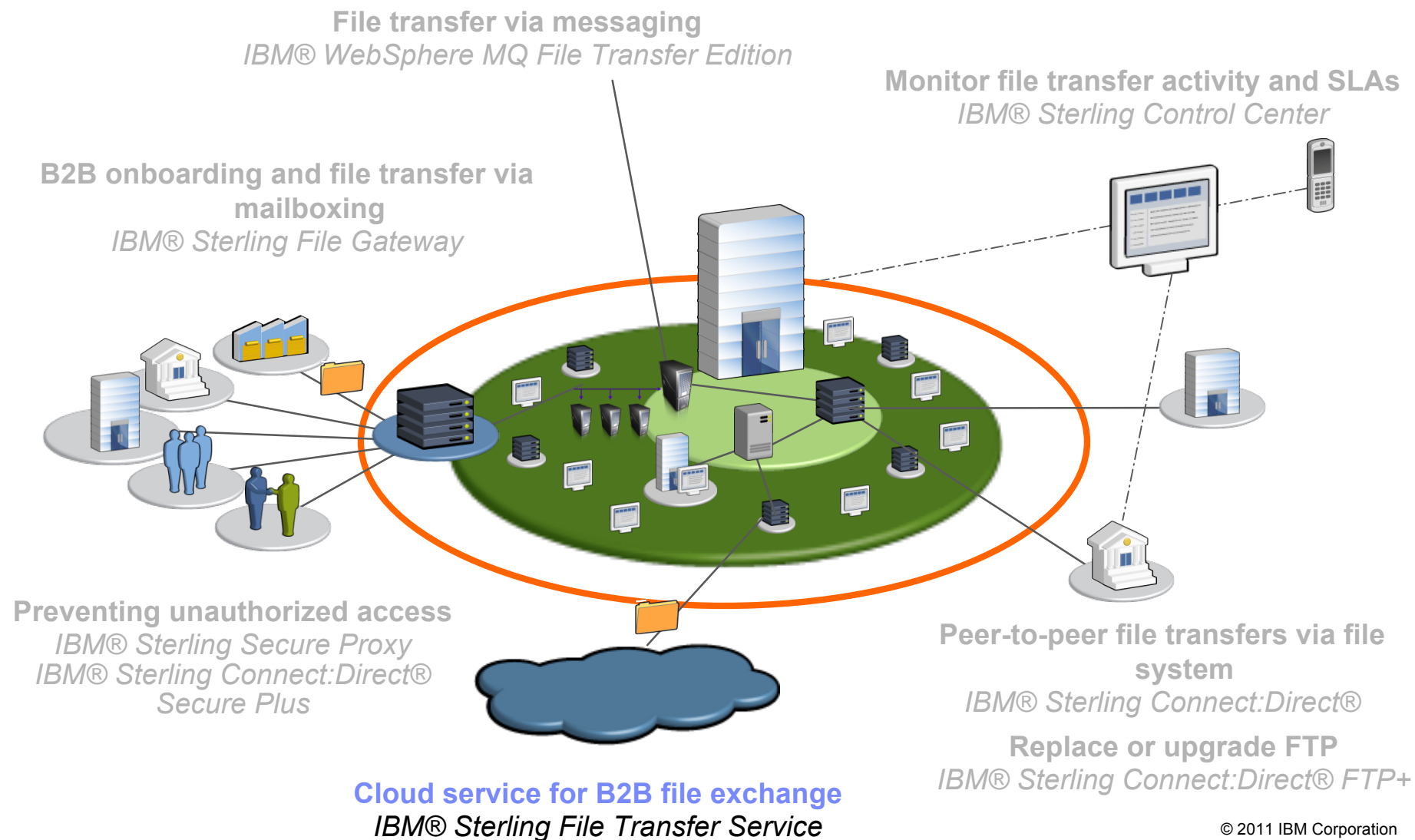
53% identified as top benefit of cloud

Source: Sterling Commerce Cloud Research, October 2010



**TACKLE THE COMPLEXITY OF FILE-BASED
TRANSACTIONS WITH PARTNERS – IBM® STERLING
FILE TRANSFER SERVICE**

Introducing a new cloud service for file-based business interactions with trading partners - IBM® Sterling File Transfer Service



IBM® Sterling File Transfer Service

A cloud service for file-based business interactions with trading partners

What it does

One connection to the cloud for file transfers **to many partners**

Automates and processes inbound and outbound files **in the cloud**

Supports broad trading **partner requirements** for format, protocol, and file size

Manages your **partners and their connections** with skilled IBM personnel

How it's delivered

- **As-a-Service** - Through IBM® Sterling B2B Cloud Services
- All Partner setup and support services are performed by IBM's skilled personnel
- **Online** real-time visibility and reporting through IBM® Sterling InFlight Data Management

Allows customers to gain visibility and governance oversight of B2B file activities

Online tool for monitoring, tracking, and reporting

Customers can...

InFlight Data Management
Sterling Commerce
An IBM Company

Home | Preferences | My Account | Customer Center | Help | Logout

Welcome: Dan Davis | Time Zone: EDT | Company: [dropdown]

Data | Reports | Setup

Search for Documents

Type: [dropdown] FLATFILE [dropdown]
 Direction: Any [dropdown]
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 End Date/Time: 03/18/2011 10:26:26 [dropdown]
 Sender: -- Select -- [dropdown]
 Receiver: -- Select -- [dropdown]
 Status: [checkbox] [icon] [checkbox] [icon] [checkbox] [icon] [checkbox] [icon] [checkbox] [icon]

[Advanced] [Search] [Reset]

Search Results

Review Selected | Manually Acknowledge | Download Results: Format [dropdown] Go

Status	Dir	Date/Time	Type	Sender	Sender Name	Receiver	Receiver Name	Reference Number	More Info
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Create a single, secure, reliable connection to the cloud that reaches partners without the capital expense

Minimize the need for unique on-premise B2B file transfer software solutions

Meet the growth in demand for B2B file transfer activity more quickly

Minimize the need for on-premise IT staff to manage and monitor B2B file transfer activity

The IBM® Sterling File Transfer Service value opportunity

Reduce IT operational and infrastructure costs

Secure cloud-based file transfers reduce capital expenses in software and infrastructure and offload partner setup and support activities to IBM's skilled professionals

Simplify B2B file transfer processes

Consolidate redundant file transfer servers, software, and partner connections and leverage IBM's expertise and experience to optimize the delivery of B2B file transfers

Grow your business

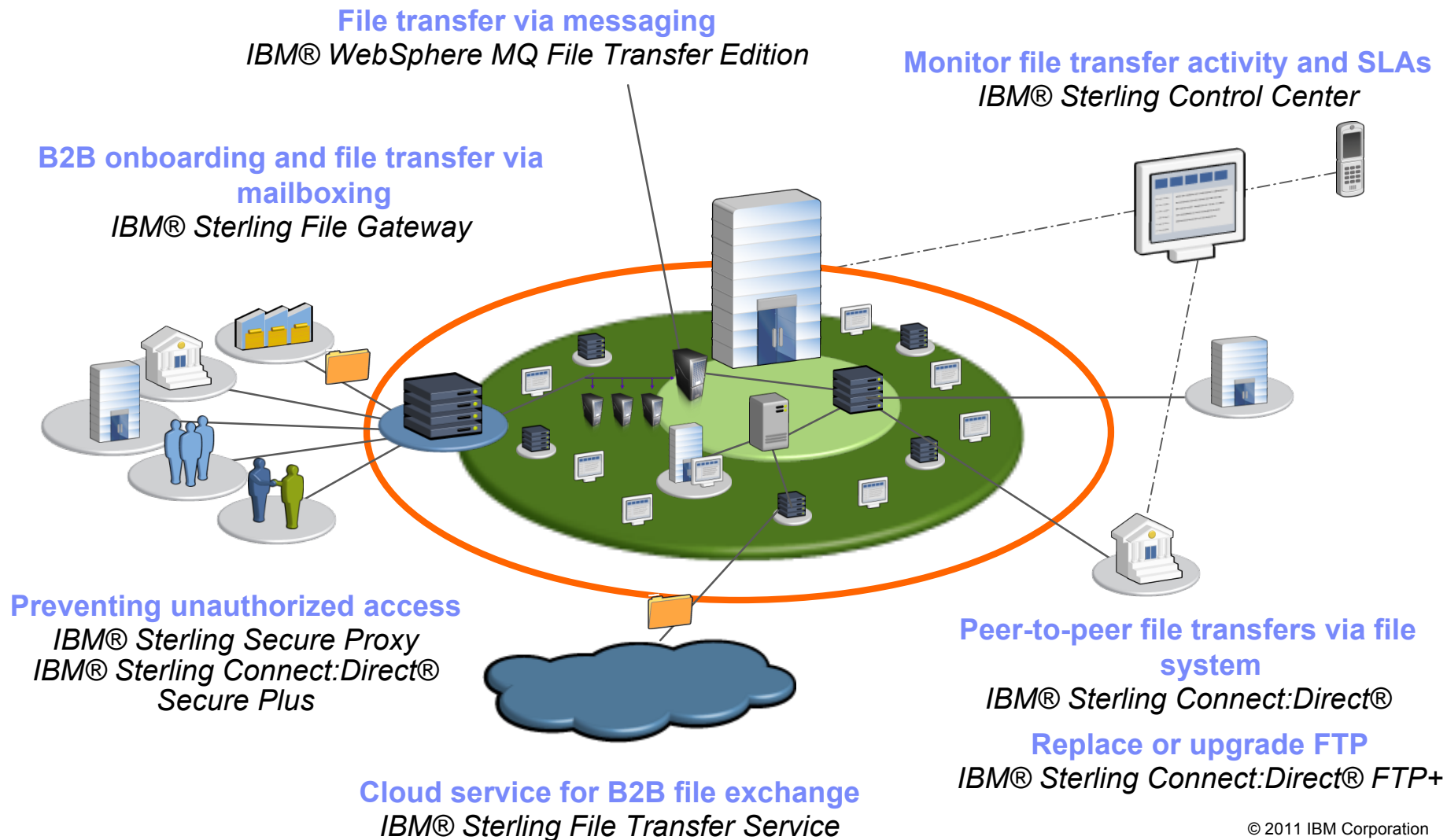
Leverage our cloud-based, scalable B2B file transfer infrastructure and support services to respond to business demand



IBM® STERLING FILE TRANSFER SERVICE - PART OF A COMPREHENSIVE OFFERING

IBM® Managed File Transfer Suite

Providing a choice of on-premise, cloud or hybrid solutions that enable enterprises to manage and control the critical information flows that run their dynamic business networks.



Which allows you to evolve your file transfer environment to suit your needs

- You could do it yourself
 - Manage your partners, connections, and file transfers with on-premise software and IT resources
- Or via the cloud
 - Manage one connection to the cloud that reaches partners and offload your partner and connection management
- Or BOTH
 - Combine your on-premise investment in IBM MFT software with this cloud service for managing your B2B partner community

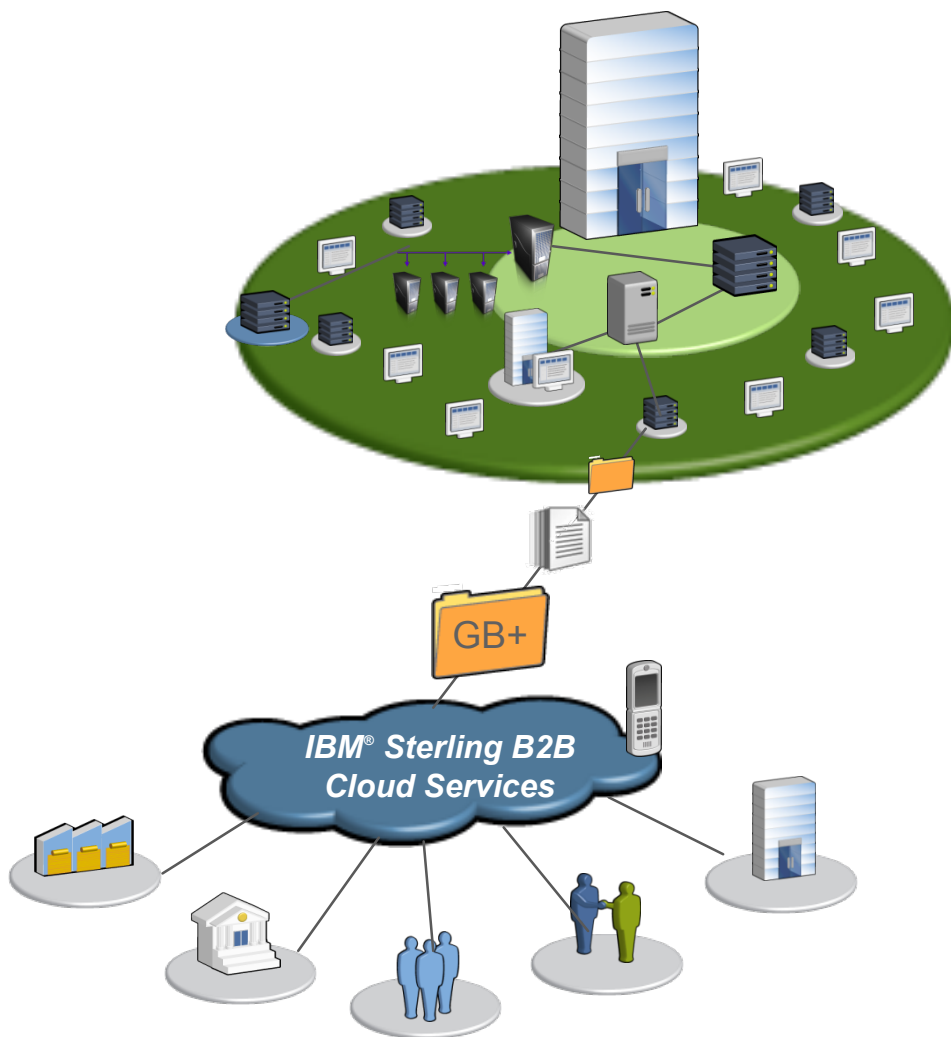
The Gartner 75% rule

- 75% of companies with large B2B projects implement them using a combination of B2B software and services
- 75% of companies with small to mid-size B2B projects implement them using only B2B software or only B2B services

Source: "Findings: A 'Rule of Thumb' Decision Framework for Sourcing IT Solutions for B2B Projects" Gartner, February 2009

IBM® Sterling File Transfer Service

Adds large, multi-gigabyte file transfer capability to existing IBM® Sterling B2B Cloud Services



IBM® Sterling B2B Cloud Services

Flexible cloud technologies and expert services to optimize your dynamic business network

IBM® Sterling B2B Collaboration Network

Rapidly connect, exchange, and manage business data with global partners

IBM® Sterling B2B Integration Services The expertise and experience to operate all or part of your global B2B operations

IBM® Sterling File Transfer Service

File-based business interactions with trading partners

Which allows you to improve your B2B integration efforts with partners

- IBM® Sterling B2B Cloud Services – collectively deliver:
 - Integration services in the cloud
 - Management of trading partner connections
 - Visibility into file processes, B2B relationships, transactions, and data in one location
 - Multiple formats, multiple protocols with protocol conversion
 - Outsourced services for:
 - Adding new partners
 - Partner community support
- NOW – With IBM® Sterling File Transfer Service, sends large, multi-gigabyte files via the cloud without the processing overhead associated with EDI transactions:
 - File transfers routed directly to partner destination
 - Not restricted by mailbox limits
 - No EDI file processing overhead



QUESTIONS?

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