

Lotus knows.

Smarter software for a Smarter Planet.

IBM Appliances: Simplifying the Approach to Small and Mid-Sized IT Solutions

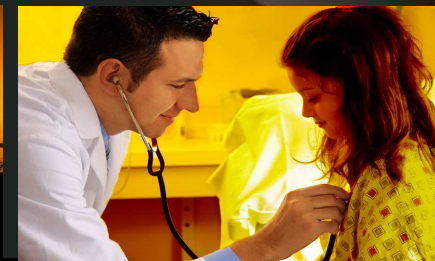
Ray Davies – Technical Specialist ASEAN Region



lotusknows.com

Agenda

- *The market*
- *The solution*
- *The functionality*
- *The details*
 - *So what is it?*
 - *Real examples*
- *Partnering with IBM*
- *Questions*

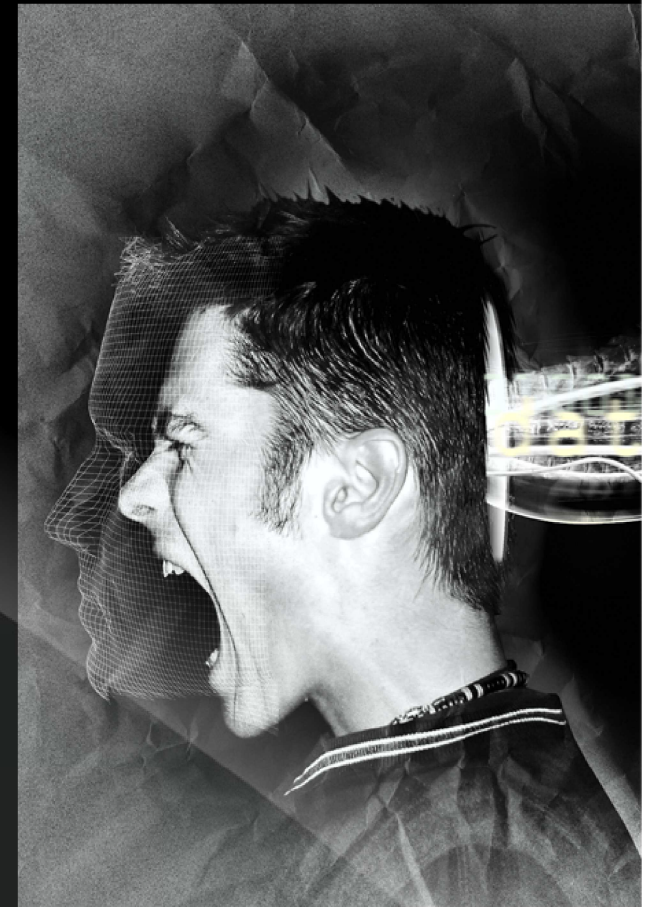


the market



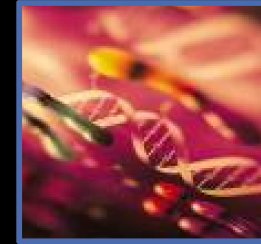
It's Time for a Change in IT for Small Businesses and Remote Offices Without on-site Admins

- Legacy solutions require regular on-site visits for upgrades and patches.
- Backup is a difficult and not always reliable process
- You are charging an hourly rate and spend most of your time on break/fix. Existing solutions can require 8-15 hours a month just for patches
- How do you scale a labor centric model?
- Upgrades of existing solutions require extensive planning and services for deployment
- Existing solutions have artificial licensing barriers above 75 users and above 300 users.
- Difficult to find and implement the right applications to address line of business needs



Imagine a New Solution Where...

- Systems install and configure themselves with minimal human interaction



- Patches and upgrades are less frequent and only one click away

- No artificial barriers to growth in a small business



- Core infrastructure is coupled with the ability to easily deploy line of business applications



the solution



We're All Guilty of Making Solutions Too Complex

Hard to
Install



Expensive to
Maintain

Difficult to
Integrate

Complex to
Manage



There is a Better Way...

A close-up, slightly blurred image of a computer screen with a grid-like texture. A mouse cursor is pointing at a button that says "Simplify". The button is white with a black border and is set against a dark, textured background. The overall lighting is dim, with a bright spot highlighting the button and cursor.

Simplify

...and it will take all of us working together



The IBM Appliance Model

Designed to meet the unique needs of the smaller business and mid-market customers

- Customize with business applications
- Customers use as much or as little functionality as they wish
- Appliances are fit to grow as the business does
- Offers technology that can be leveraged as needs change

“You don't have to worry that SQL Server doesn't start because a patch didn't take... you don't have the same patching regimen”

- Susan Bradley, SBS Diva

Why the IBM Appliance Model?

Plug n' Play – simplifies technology for companies that need to focus on business

Backup cartridge

Remotely managed by
IBM Business Partner

LCD display for
remote management

OS embedded
on a chipset

No monitor, no DVD,
no keyboard

Deploys in as little as
30 minutes depending on the
features to be installed



Complete and simple
package is supported
by a single vendor

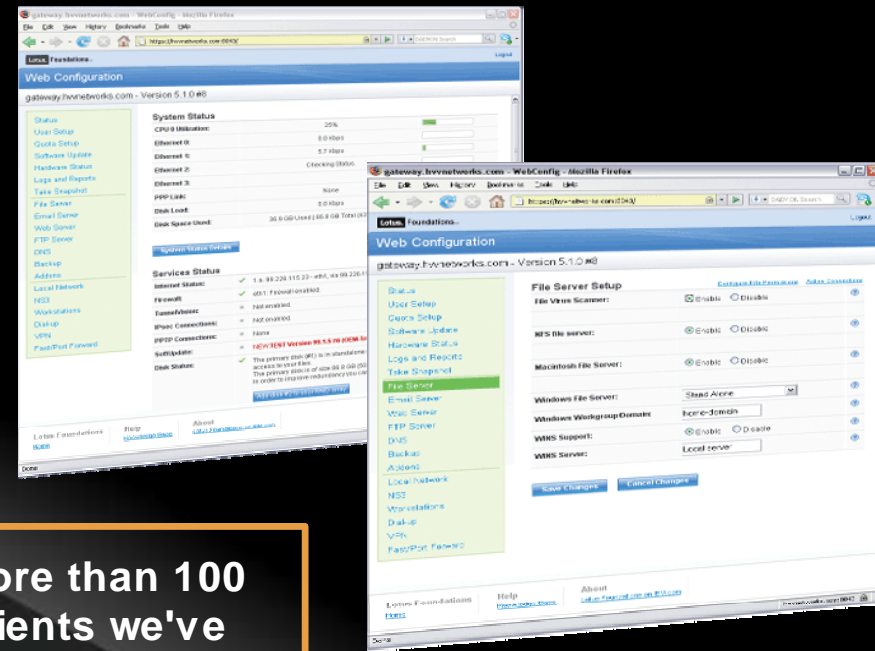
Solution in a box:
integrated hardware
& software



Zero to Start in Under an Hour

Automating the installation process

- Easy-to-learn
- Easy-to-install
- Easy-to-configure



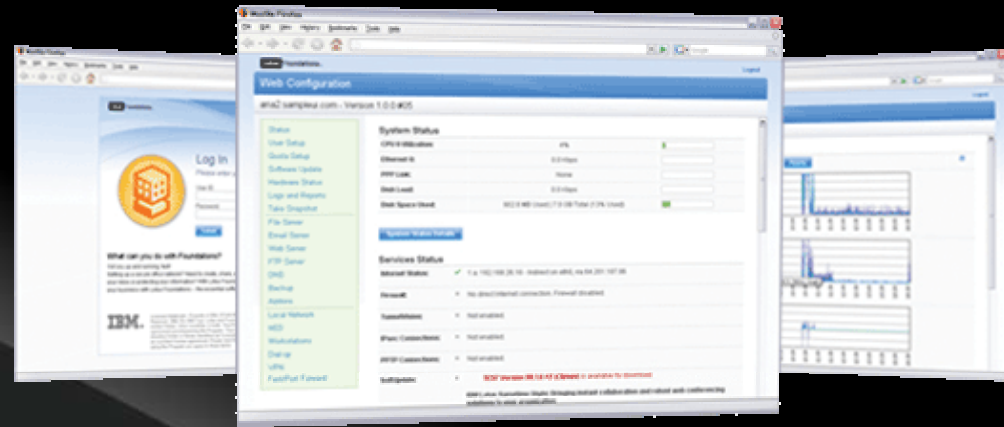
“Lotus Foundations allows us to service our more than 100 different clients remotely. In fact, of all of the clients we've serviced that have IBM servers running the Lotus Foundations, we've only ever met two face-to-face.”

- Hari Boukis, Computer Magic

Remote Administration –

Immediate value for you and your customers

- Server, website, backup, and security monitoring
- One button install software updates



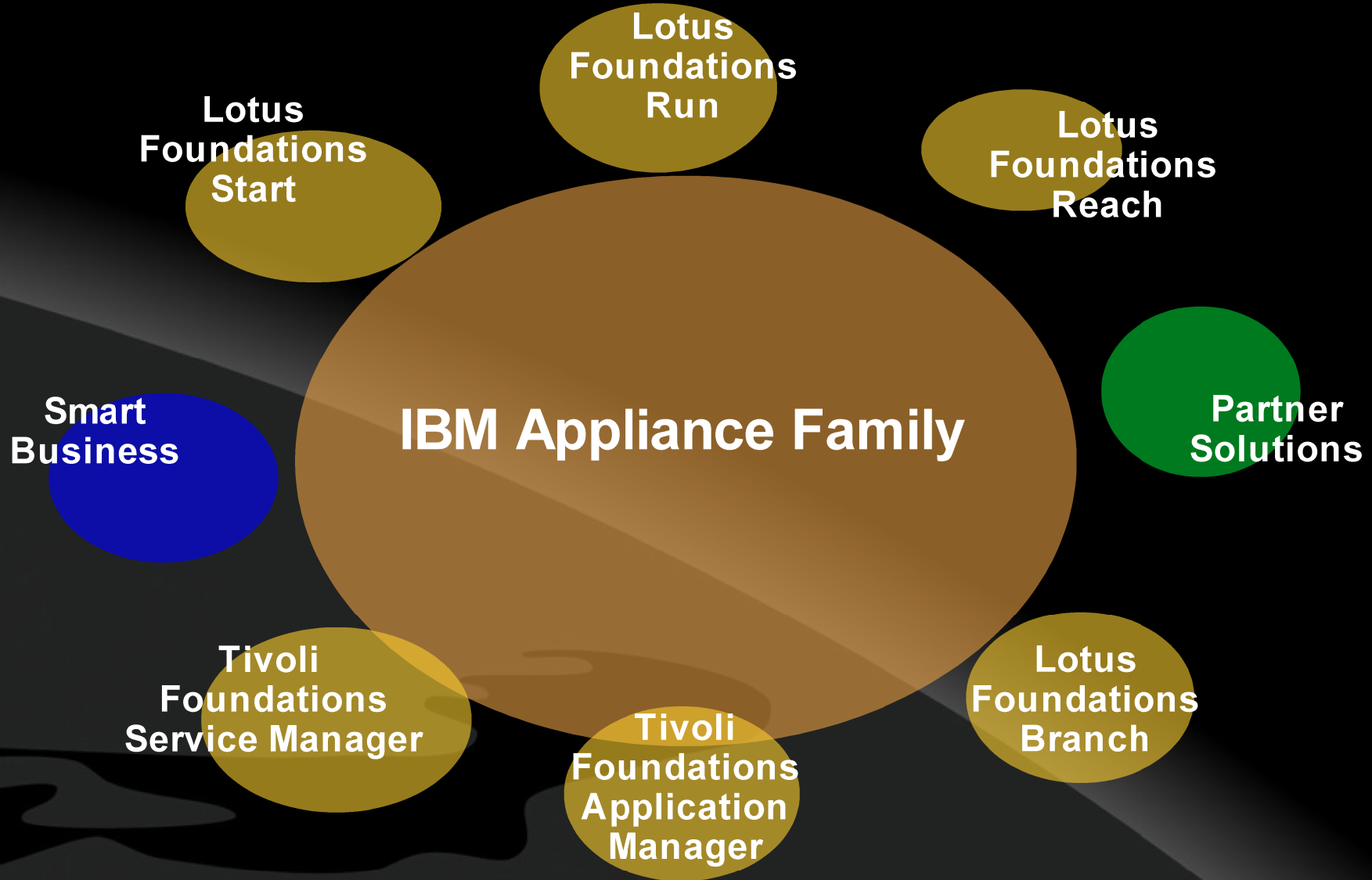
“With Lotus Foundations’ remote management, we have eliminated 50 percent of the support travel time, allowing us to grow our Managed Service Provider division. As a result, we have grown sales and our customer base by 80 percent in the year 2008.”

James Sulfaro, Solinkit, LLC



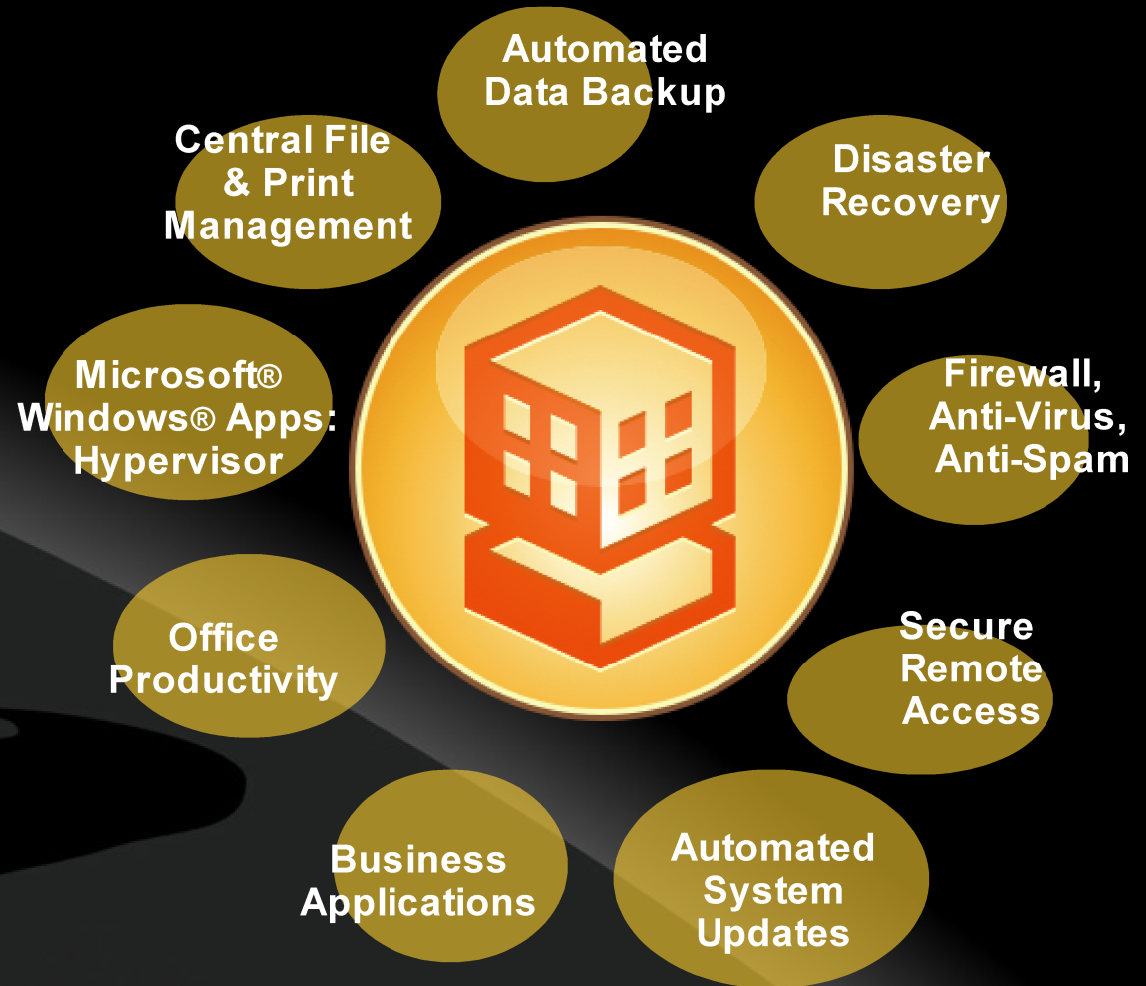
the functionality





IBM Lotus Foundations Start

Provides small businesses of 5 – 500 employees with the essential software needed to focus on running the business, not managing computer systems.



Lotus Foundations Run

No-Charge Add-on for Lotus Foundations Start

- Stable Linux®-based system with the ability to support Microsoft Windows-based applications
- Windows-based applications run within a VMware® container
- Access the OS, VPN and server during a Windows outage without rebooting Lotus Foundations
- Eliminates need to go on-site to diagnose Windows system crashes or blue screens

vmware®

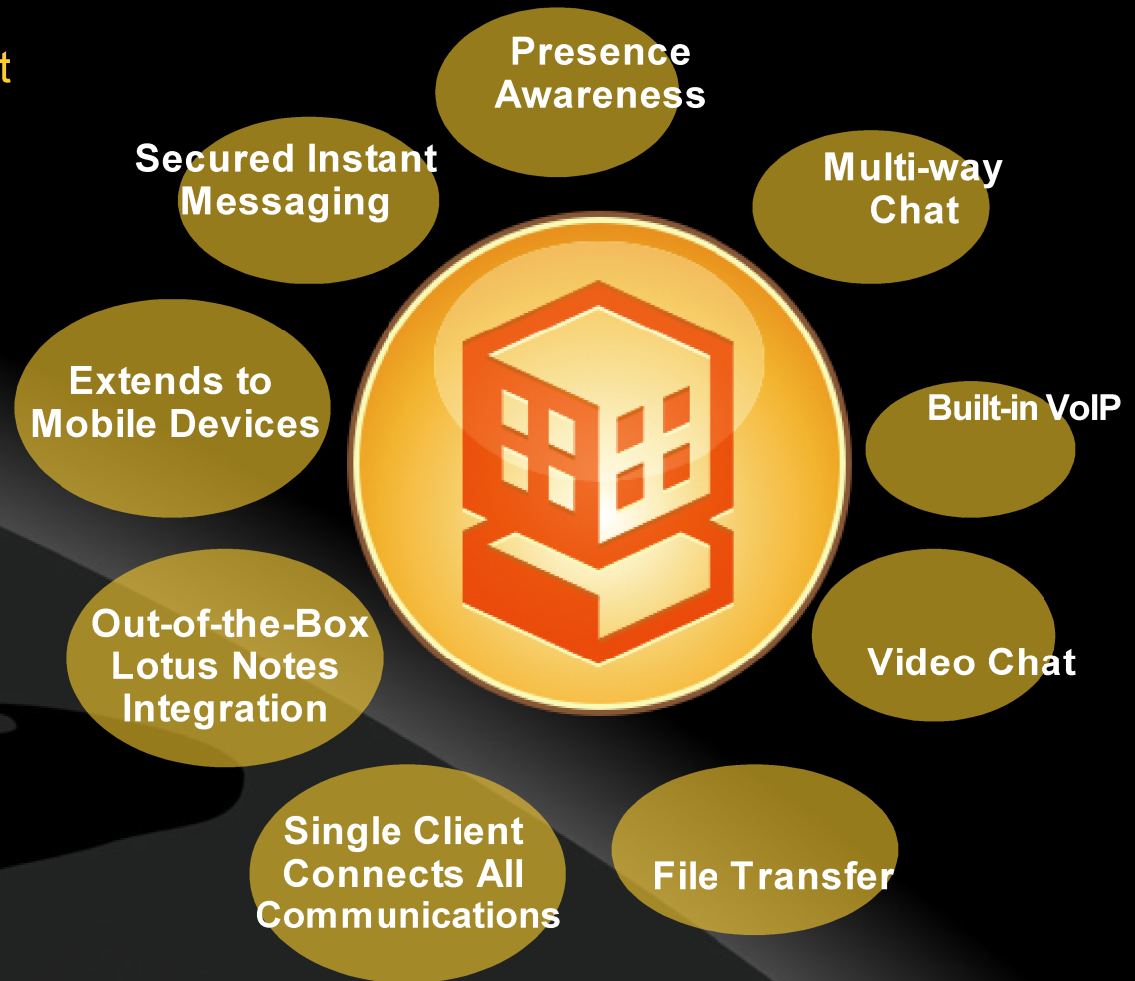


IBM Lotus Foundations Reach

Optional Add-On for Lotus Foundations Start

Leverages IBM Lotus Sametime technology to enable people to find information and connect with each other in real time, without the costs and complexities associated with traditional business communications solutions.

- Automatic installation/configuration from a single interface simplifies process/cost of deploying UC & collaboration to businesses with limited IT resources/skills
- Enables and promotes business partner solutions that offer enterprise-value solutions, flexibility, and choice for customers
- When combined with a VoIP telephony solution, expanded features are available: click-to-call, click-to-conference, presence awareness, voicemail access, the extension of service to mobile devices, more



IBM Lotus Foundations Branch Office

Provides many of the same powerful tools as Lotus Foundations Start, but enables a company to simply and reliably extend its existing Lotus Domino investment/ infrastructure from its head office out to branch office(s). Ideal for branch offices with up to 500 employees.

- Integrates into existing Domino infrastructure
- Administered from head office using familiar Domino admin tools



IBM Tivoli Foundations Application Manager

Increase availability, reduce costs, and improve end-user satisfaction

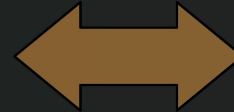
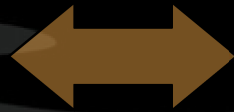
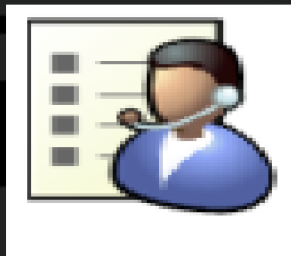
- Server and Network Discovery
- Availability and Performance Monitoring for OS, Database, Network, Applications
- Intuitive Reporting: Real-time, Historical
- Automatic Problem Resolution
- Out of the Box Best Practices
- Integration with Service Manager



IBM Tivoli Foundations Service Manager

Reduce help desk costs, increase availability, and improve end-user satisfaction

- Requests for service for all end-user requests – incidents and problems
- “Self Service” knowledge base
- Links changes in assets to incidents
- Remote diagnostics
- Intuitive reporting
- Workflows optimized for the mid-market
- Integration with Tivoli Application Manager



IBM Smart Business

Enables small and mid-sized businesses to acquire and use all of the applications they need to run their businesses more effectively

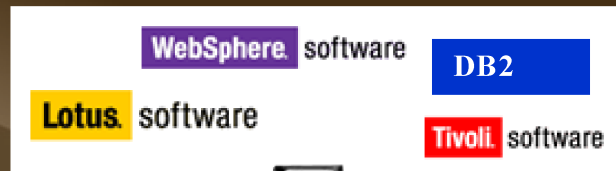
Smart Market

Learn/Shop



Smart Cube

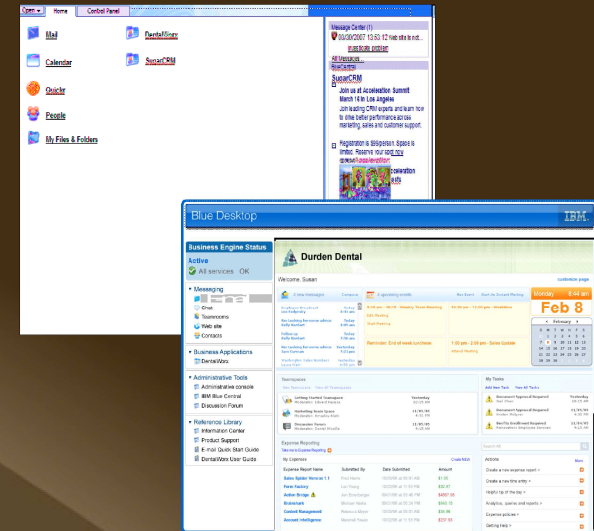
Deploy



Always Connected
Self Managed
Remote Managed Services
Software as a Service

Smart Desk

Use/Manage



...We're Teaming with Strategic Partners to Deliver Solutions that Matter to Small Businesses



maverick™

ShoreTel™
Brilliantly simple™

xerox 

nextiraOne 
México

 MITEL

NEC

RICOH



The details

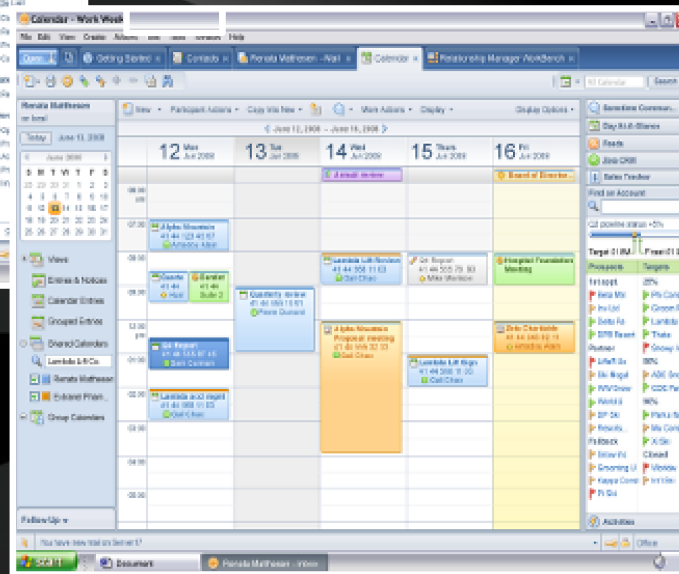
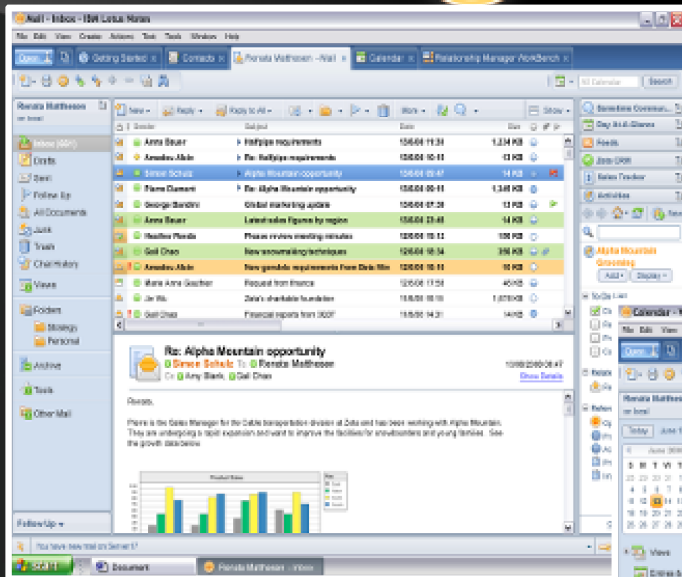


Email, calendar and contacts – apps to keep your business connected

Lotus Domino



Enhanced email functionality
-Identifies conversation threads
-color coded messages
-recipient icon flags to specify actions



Intuitive calendaring display
-unanswered calendar entries
-color coded meetings
-group calendars

industry leading IBM Lotus Notes and Domino email and collaboration tools — optimized for your business



Access to email, calendars and contacts is always at your fingertips



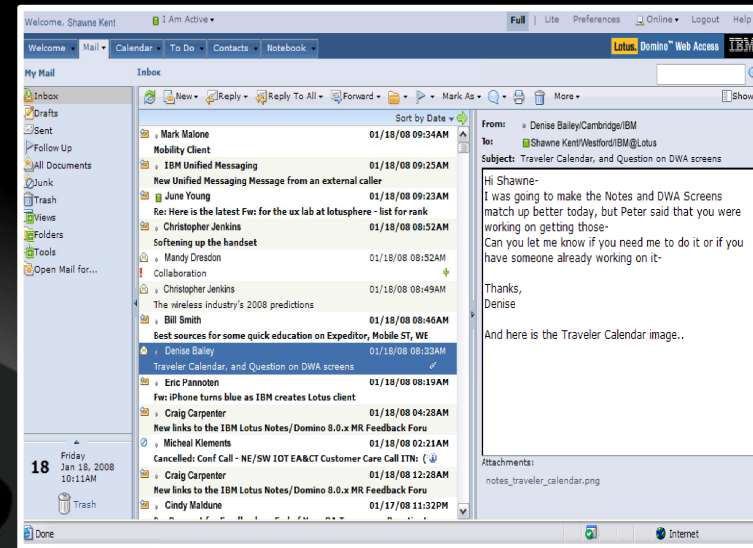
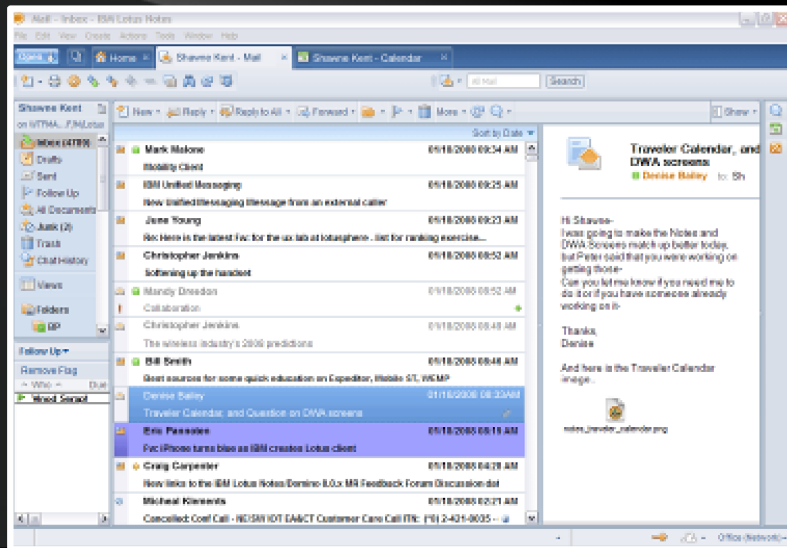
Lotus Notes

- desktop access to email, calendars and contacts



Lotus Domino Web Access

- full access to email, calendars and contacts through a web browser



choose how you want to access and view your email



Where are your employees? And how can they stay connected?

Remote access and Virtual Private Network (VPN) technology mean the office is always available — access your systems and information from anywhere



Enable your employees to access the office, regardless of location



Network level security stops threats before they reach your machines

- Firewall protects your network from unauthorized intrusions
 - keep your systems safe from internet attacks
 - prevents hackers from stealing your information
- Anti-virus protection ensures your operations stay open for business
 - scans incoming emails and monitors your network for suspicious content
 - frequent, automated system scans and updates ensure you have up-to-date protection
- Anti-spam technology lets you focus on emails that matter, and eliminate those that don't
 - filters unwanted email that clutters inboxes
 - frees up valuable storage space typically filled by spam



Viruses, hackers and spam are distractions your business doesn't need



Lotus Symphony frees you from the high cost of Microsoft Office

Lotus® **Symphony**™



Documents



Presentations



Spreadsheets

- Integrated office productivity tools
 - Fully featured and easy to use
- No additional charges

- Can open, edit and save to Microsoft Office format
- Eliminate Microsoft Office license costs
- Avoid loss of information due to old or unsupported file formats



Intuitive, easy to use software designed with the level functionality you need



So what is it?

