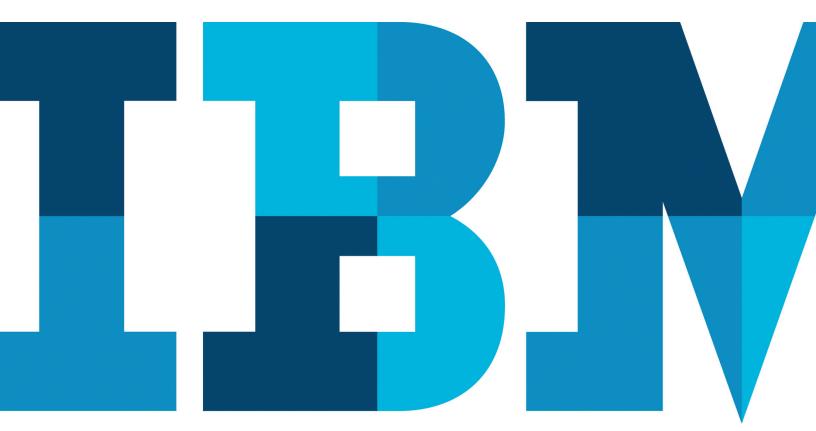# IBM Cost Buster Solutions

For Small Deals

For small and midsized businesses, the "new normal" has changed. For these organizations, volatility, uncertainty and risk are going to be part of their reality for the foreseeable future. In the modern business environment, keeping costs down and making efficient use of resources is more important than ever. IBM® Costbuster Solutions can provide small and midsized businesses with the solutions they need for six specific business needs:

- Turning Information into Insights
- Drive Business Integration and Optimization
- Connect and Collaborate
- Enable Product and Service Innovation
- Manage Risk Security and Compliance
- Optimize Impact of Business Infrastructures and Services

Turning Information into Insights:

For SMBs who need to better measure brand and customer opinion about their products and services to foster better business decisions and results as a result of data generated from diverse and numerous data sources such as social networks like Facebook and Twitter, consumer blogs and company websites as well as mobile devices.

	Products and Solution

#1: Informix Database Management (Data Management)

Provides midmarket organizations with a database platform that is easy-to-install, easy-to-use, and requires low up-front investment. Solutions can be deployed with no local IT support, and operates with up to 99.999% uptime.	IBM Informix
	ibm.com/software/data/informix/choice/

#2: DB2 Database Management (Data Management)

The ideal data server for the midsized businesses, suitable for transaction processing or complex workloads. Solutions offer attractive entry-level pricing and quick and easy installation.	IBM DB2 Express
	ibm.com/software/data/db2/linux-unix-windows/edition-express.html

#3: Smart Analytics System (Data Warehouse)

A family of comprehensive, deeply integrated hardware and software. These analytics solutions are pre-built and optimized for rapid deployment.	Smart Analytics System 1050 and 2050
	ibm.com/software/data/infosphere/smart-analytics-system/launch.html

#4: Business Analytics (Business Analytics)

The first and only integrated reporting, analysis, planning, budgeting and forecasting solution urpose-built and priced for midsize companies.	IBM Cognos Express
	ibm.com/cognos/express

#5: Advanced Analytics (Business Analytics)

A high-performance predictive and analytics workbench. Quickly attracts more customers and delivers positive ROI.	IBM SPSS Modeler Premium
	ibm.com/software/analytics/spss/products/modeler/premium.html

#6: FileNet Content Manager (Enterprise Content Management)

Helps solve complex business problems faster than ever before. Attractively priced to facilitate easier purchase approvals.	FileNet Content Manager Starter Pack
	ibm.com/software/data/content-management/filenet-content-manager/starter-pack.html

#7: FileNet Business Process Manager (Enterprise Content Management)

| Helps organizations increase process performance, reduce cycle times and improve productivity and decision making. | FileNet Business Process Manager Starter Pack |
| | **ibm.com**/software/data/content-management/filenet-business-processmanager/ |

#8: Content Manager OnDemand (Business Analytics)

| An essential ECM solutions for high volume documents and electronic business reports. Allows midmarket organizations to increase customer satisfaction, eliminate costly printing and quickly demonstrate ROI.\ | IBM Content Manager OnDemand |
| | **ibm.com**/software/data/ondemand/ |

Source: Coping with the "New Normal" – How The Changed Economy Is Shaping IT Practices; J Pucciarelli, IDC Report 220285; Oct 2009

Drive Business Integration and Optimization

For SMBs who need to be flexible enough to support business growth while improving cost structures and productivity. Core business processes such as CRM, marketing, accounting, payroll, human resources and finance can now easily move the applications to the cloud to reduce costs and boost a business' performance. SMBs may select from on-premise, cloud or hybrid options, offering additional ways to reduce costs and elevate business performance.

	Products and Solution

#1: Sterling B2B Integration (Commerce)

| Automates business processes shared with trading partners. Aims tocompletely automate the whole "buy-sell-ship-pay" process, linking together buyers, sellers, banks and third-party logistics companies. | IBM Sterling Gentran |
| | www.sterlingcommerce.com/products/b2b-integration/gentran/ |

#2: Sterling Managed File Transfer (Commerce)

| The market-leading solution for secure data movement. Allows organizations to gain control and oversight over movement of critical corporate data. | IBM Sterling Connect: Direct |
| | www.sterlingcommerce.com/products/managed-file-transfer/connect-direct/ |

#3: Application Infrastructure (Application Infrastructure)

| An affordable, ready-to-go solution that is used to build dynamic websites and applications quickly. Allows organizations to dramatically increase development productivity with integrated tooling. | IBM WebSphere Application Server Express |
| | **ibm.com**/software/webservers/appserv/express/ |

#4: Cloud Integration (Connectivity & Integration)

| A complete multi-tenant cloud service that can be used to design, run and manage all of your organization's cloud integrations. Allows delivery of cloud integration projects in days, driving higher ROI in cloud models. | IBM WebSphere Cast Iron Live |
| | **ibm.com**/software/integration/cast-iron-cloud-integration/ |

#5: Connectivity and Integration (Connectivity & Integration)

| Improves the flow of information across your organization, and positions it to adjust to dynamic business requirements. Helps reduce maintenance, integration costs, and seamlessly bridge to new technologies. | IBM WebSphere MQ |
| | **ibm.com**/software/integration/wmq/ |

#6: Business Process Management (Business Process Management)

When implemented together, these two IBM solutions represent the most comprehensive BPM platform available to midmarket organizations. Provides fine-grained process visibility, enabled by builtin monitoring and analytics.	IBM WebSphere BPM Express
	ibm.com/software/info/bpm/
	IBM Blueworks Live

Connect and Collaborate

For SMBs including those with a remote workforce who need a social network platform to manage projects, track conversations and ensure deadlines are being met and provide the ability to post, share, and discover documents, presentations, images. SMBs can stay current with updates from across your social network through the home page, microblogs, and tags as well as identify people who share common interests and expertise to expand your social network and become more engaged, transparent and nimble!

	Product and Solution
#1: Web Portal Experience (Web Experience)	
A single offering to help meet your organization's web portal needs. Integrates people, applications and information and customizes the solution that best fits your organization.	IBM WebSphere Portal Express **ibm.com**/software/genservers/portalexpress/
#2: Messaging (Social Collaboration)	
Provides a robust mail and messaging platform priced specifically for midsized businesses. Secure, virus-resistant messaging allows communications peace of mind.	IBM Lotus Domino Messaging Express **ibm.com**/software/lotus/products/dominoexpress/
#3: Social Software (Social Collaboration)	
Helps collect the social data that is important to your organization. Allows people in your organization to find and collaborate with people who have similar interests and expertise.	IBM Connections **ibm.com**/software/lotus/products/connections/
#4: Collaboration (Social Collaboration)	
Offers a complete, world-class business email and collaboration platform at an affordable price. Includes new approaches to enhancing efficiency and creativity within your organization.	IBM Lotus Domino Collaboration Express **ibm.com**/software/lotus/products/dominoexpress/
#5: Manage Risk Security and Compliance	
SMBs who need to protect servers, desktops, laptops, point-of-sale devices, and self-service kiosks. from damage caused by viruses, Trojan horses, worms, spyware, web threats and their new variants. SMBs who want to ensure continuous compliance of endpoints and compliance of applications.	

Enable Product and Service Innovation

For SMBs pressured to deliver more higher-quality products and services with the same or even fewer resources or with a workforce geographically distributed. They can now connect teams to increase individual and team productivity, compress development cycles, and deliver high-quality software fast - delivering new levels of productivity and innovation on time and on budget.

	Product and Solution

#1: Developer for Workgroups (Application Lifecycle Management)

A lean application lifecycle management solution that enables heterogeneous software development teams using Eclipse and Visual Studio, to consistently deliver software cheaper, faster and with better collaboration.	IBM Rational Team Concert Developer for Workgroups
	ibm.com/software/rational/products/rtc/ features/workgroups/

#2: Dynamic Software Analysis (Application Lifecycle Management)

An award-winning dynamic software analysis solution designed to help developers write faster, more reliable code by automatically identifying memory bugs, performance bottlenecks, and untested code.	IBM Rational PurifyPlus
	ibm.com/software/awdtools/purifyplus

Manage Risk, Security and Compliance

SMBs who need to protect servers, desktops, laptops, point-of-sale devices, and self-service kiosks. from damage caused by viruses, Trojan horses, worms, spyware, web threats and their new variants. SMBs who want to ensure continuous compliance of endpoints and compliance of applications.

	Product and Solution

#1: Web Application Security (Application & Process)

Helps ensure the security and compliance of web applications throughout the software development lifecycle by providing visibility to vulnerabilities that could be exploited by hackers.	IBM Rational AppScan Express and AppScan OnDemand
	ibm.com/software/awdtools/appscan/express/

#2: Website Privacy and Accessibility (Application and Process

Helps ensure that websites are accessible to end-users with disabilities, maintain ADA Section 508 compliance, and comply with privacy regulations and internal quality and brand standards.	IBM Rational Policy Tester and Policy Tester OnDemand
	ibm.com/software/rational/offerings/websecurity/ webcompliance.html

#3: Application Manager (Application Lifecycle Management)

Provides the capabilities needed to quickly and comprehensively monitor, alert and report on performance and availability of IT resources. Easy to use, with quick-start features to deliver rapid time to value.	IBM Application Manager
	IBM System x
	ibm.com/software/tivoli/products/application-manager/

#4: Endpoint Security (Network, Server & Endpoint)

Provides continuous compliance with unified, real-time visibility and enforcement to deploy and manage patches to all endpoints regardless of location, connection type or status, from a single management console.	IBM Tivoli Endpoint Manager for Patch Management
	IBM System x
	ibm.com/tivoli/endpoint

#5: Network Security (Network, Server & Endpoint)

Helps stop Internet threats before they impact your client's business. Provides comprehensive protection to organizations of all sizes, while reducing the cost and complexity associated with deploying and managing point solutions.	IBM Security Network Intrusion Prevention System
	ibm.com/software/tivoli/products/ security-network-intrusion-prevention/

Optimize Impact of Business Infrastructure & Services

For SMBs who need to simplify the protection and management of data, even as it continues to grow exponentially. Now, SMBs can protect data against theft, damage, or loss. Information is stored in triplicate, allowing access to it from any computer with an Internet connection - so one can access it on the go. Data is stored securely on a network, meaning you no longer need to spend time and energy copying files for backup.

	Product and Solution
#1: Data Protection (Storage Management)	
Provides customers with unified recovery management, data reduction, simplified administration, and is best-in-class for scalability, performance, and reliability.	IBM Tivoli Storage Manager
	IBM System x3550 M3 Enhanced
	IBM System Storage
	ibm.com/software/tivoli/products/storage-mgr/
#2: Application Manager (Business Service Management)	
Provides organization with the capabilities to quickly and comprehensively monitor, alert & report on performance & availability of IT resources.	IBM Application Manager
	IBM System x
	IBM System Storage
#3 Endpoint Security (Business Service Management)	
Addresses management challenges with real-time visibility and advanced functionality. Provides an accurate and comprehensive single source for endpoint visibility, helping to reduce complexity and cost while increasing speed and accuracy.	IBM Tivoli Endpoint Manager for Lifecycle Management
	IBM System x
	ibm.com/tivoli/endpoint
#4 Service Manager (Business Service Management)	
Improves your operational efficiency and the delivery of services by enabling a single point of contact for all your service desk needs. Supports service request, problem, and incident management.	IBM Service Manager
	IBM System x
	IBM System Storage
	ibm.com/software/tivoli/products/bus-srv-mgr/

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