



Cost Saving Solutions For Small And Medium Businesses

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Small And Medium Businesses – Roadmap For Smarter Collaboration

*Appliance solutions or
Cloud-based options*

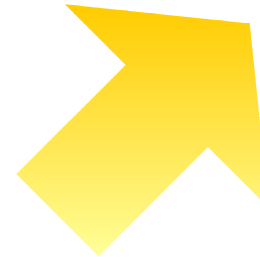
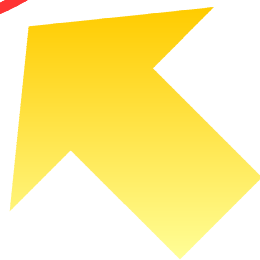
Reduce
Infrastructure
Costs

*Build customer and
partner relationships
Generate revenue*

Extend
Reach

*Free editors
Open source software
Open standards based*

Reduce
Desktop
Costs



Small And Medium Businesses Are Struggling In Today's Economy...

More difficult to obtain financing¹

- ▶ Investors see inability to recoup and profit from investment
- ▶ Number of IPOs in 2008 => 6 (smallest number since 1977)
 - Zero IPOs in Q4 2008

■ Small businesses feel greater economic pinch than bigger companies²

- ▶ 18% at risk of going out of business
- ▶ 79% experiencing reduced sales

¹ Source: National Venture Capital Association, Arlington, Va. January, 2009

² Source: <http://blogs.wsj.com/economics/2008/10/10/more-small-firms-risk-going-out-of-business/>

We need email for our small business. But we really need to keep our costs in check...

We can cut your costs by 70% with IBM Lotus solutions...



Startup Loans CEO

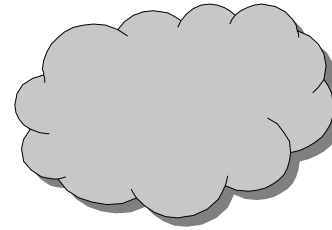


IBM

Low Cost IBM Solutions For Small Businesses

On-Premise

Cloud-Based

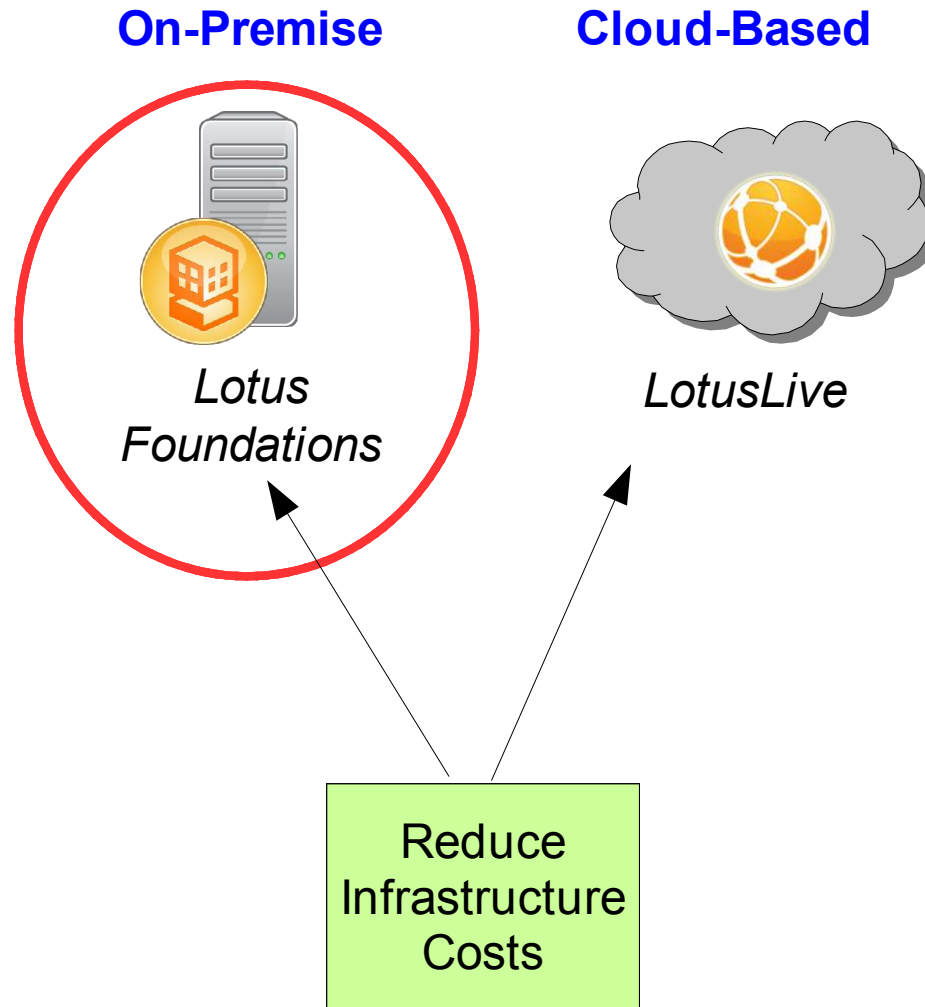


*Collaboration
Appliances*

*Software As A
Service*

Reduce
Infrastructure
Costs

Low Cost IBM Solutions For Small Businesses



Collaboration Appliance Solutions From IBM Lotus

- Appliances – pre-packaged, standardized services available as on-premise solution
 - ▶ Includes hardware and software
 - ▶ Minimal on-site administration
 - ▶ Extensible and customizable
- Lotus Foundations – family of Collaboration Appliances
 - ▶ On-premise servers optimized for small businesses and delivered through IBM Business Partners
 - ▶ Autonomic - self-managing, self-healing and self-configuring
 - ▶ Deploys in under 30 minutes
 - ▶ Requires no in-house IT resources; remotely managed
 - ▶ Designed to accommodate growth

Lotus Foundations Offers Range Of Collaboration Capabilities

■ Lotus Foundations *Start*

- ▶ Lotus Domino based
- ▶ Email, Personal Productivity and Infrastructure
- ▶ \$6.55 per user per month* (US\$)

■ Lotus Foundations *Branch Office*

- ▶ Lotus Domino based
- ▶ Single-server email and productivity for remote offices
- ▶ \$7.46 per user per month* (US\$)

■ Lotus Foundations *Reach* (available 2H 2009)

- ▶ Unified Communications
- ▶ Pricing available at product release

*List price for typical scenario for 100 users, averaged over three years. Branch Office includes server license plus Lotus Notes client

Lotus Foundations *Start* - An Email Appliance For Small Businesses

- Lotus Domino email and collaboration appliance designed for businesses of 5 - 500 users
- Available as hardware appliance, or software appliance supporting IBM System x or third party hardware*
- Run as single server, or may be clustered



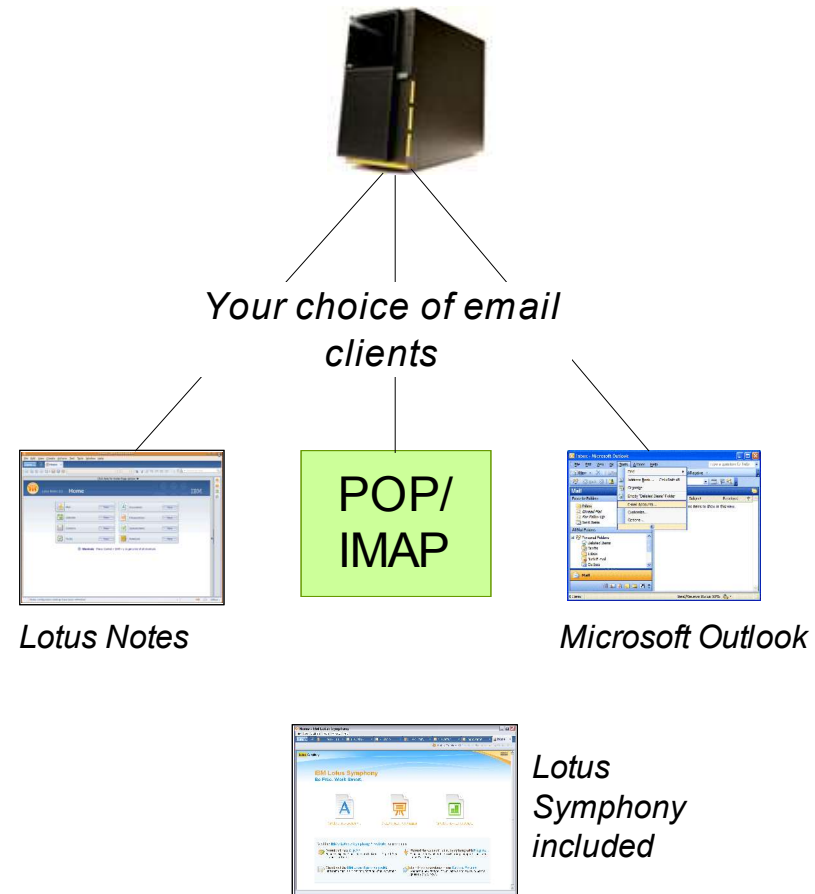
*Lotus Foundations
Start*

*Fully automated and self-managing -
No need for expensive in-house
technical expertise or IT staff*

Lotus Foundations *Start* Runs Lotus Domino On Native Linux

- Includes Directory, File and Print Sharing, Backup and Recovery, Security, Firewall and Administration services
- Includes support for business applications
 - ▶ Developers Kit for quick, easy packaging and deployment of Domino applications - one-click install
 - ▶ Includes VMware container so Windows applications continue to run
- Chose email client based on function or cost
 - ▶ Includes Lotus Symphony productivity editors (*no charge*)

Lotus Foundations Start



Lotus Foundations *Start* Makes Sense For Small Businesses

- Helps reduce infrastructure costs
 - ▶ Includes backup services, file and print services, security and firewall
 - ▶ No on-site IT staff needed
 - ▶ Low-cost Linux OS
 - ▶ Choice of very low cost email client

- Can grow as business needs change
 - ▶ Clustered servers
 - ▶ Full function email clients
 - ▶ Supports business applications

Small Businesses Are Moving To Lotus Foundations *Start To Save Money*

- Microsoft Small Business Server (SBS) has 50-user limit
 - ▶ Customers facing “sticker shock” when told cost of upgrade to standard Windows Server and Exchange

EnVision Solutions, a Raleigh, N.C.-based systems integrator, cited one customer who moved off Microsoft Small Business Server and onto Lotus Foundations, and ultimately **saved about \$10,000 in up-front licensing costs and \$20,000 a year in ongoing expenses**
- Systems integrators who sell both Lotus Foundations and SBS are seeing far more interest in Foundations

“We're seeing a **big increase in the number of customers moving to the Foundations server,**” said James Sulfare, owner of Solinkit, a Chambersburg, Pa.-based solution provider.
- Appliance features of Foundations cited as meaning increased business opportunities without increased headaches

“It's truly an appliance,” said Bernie Leung, president of Mesa Technology, a Chicago solution provider

M/A Design Group Moved Off Microsoft Platform And Onto Lotus Foundations

■ Business challenge:

- ▶ M/A Design Group used Microsoft Windows Server 2003. Poor file management and lost data hurt productivity

■ Solution:

- ▶ M/A Design moved to IBM Lotus Foundations *Start*
- ▶ The appliance automatically backs up the company's information and makes it easier to share large files via email
- ▶ The solution was affordable and simple to deploy

■ Benefits:

- ▶ Reliably automates system backup and restores files with little or no IT support



“With the IBM Foundations Start software appliance, we shortened our system recovery time, cut the time our designers have to wait on AutoCAD files by two-thirds and now we don’t hope our clients receive our files—we know they do.”

*— Murrie Alcorn, owner,
M/A Design Group*

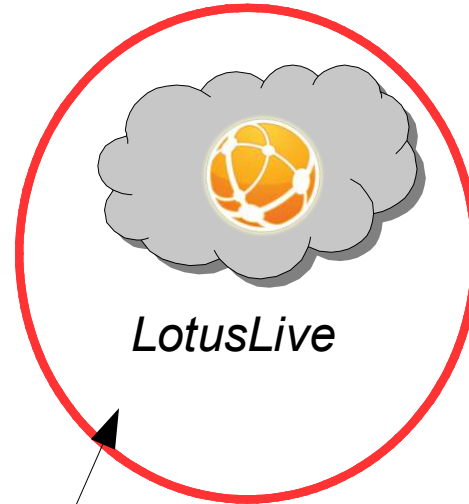
Low Cost IBM Solutions For Small Businesses

On-Premise

Cloud-Based



*Lotus
Foundations*



LotusLive

Reduce
Infrastructure
Costs

Software-As-A-Service Solutions From IBM Lotus

- Software-as-a-Service – Cloud-based, shared, standardized services
 - ▶ Minimal on-site administration
 - ▶ Immediately usable
- LotusLive – family of Software-as-a-Service Collaboration services
 - ▶ Delivered as online services
 - ▶ Low-cost
 - ▶ Browser accessible
 - ▶ Scalable – can grow with your business

LotusLive Offers A Full Range Of Collaboration Services

Email



Lotus Live **iNotes**

Web-based email service with personal calendar and shared contacts. Mobile capability.

Collaboration



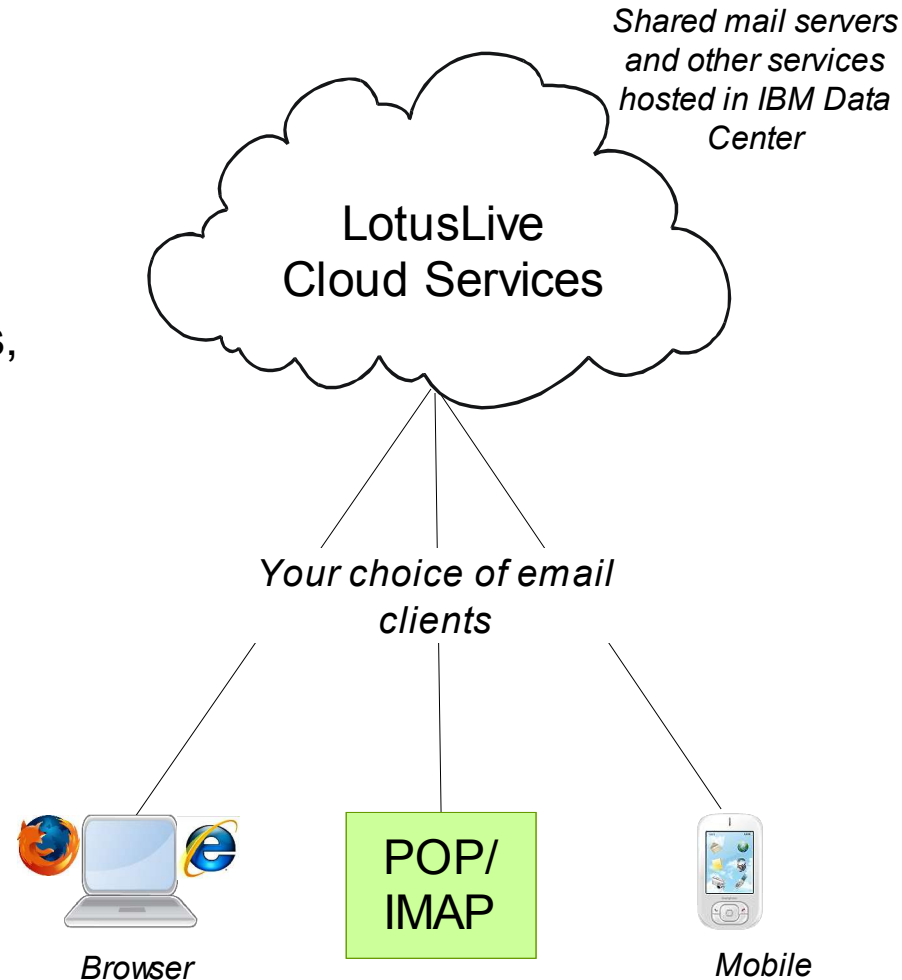
Lotus Live **Engage**

An integrated suite of Web collaboration and business networking solutions including:

- My Network
- Files
- Web Meetings and Events
- Activities
- Forms and Live Charts
- Instant Messaging

LotusLive iNotes – Low-Cost, Cloud-Based Option For Email

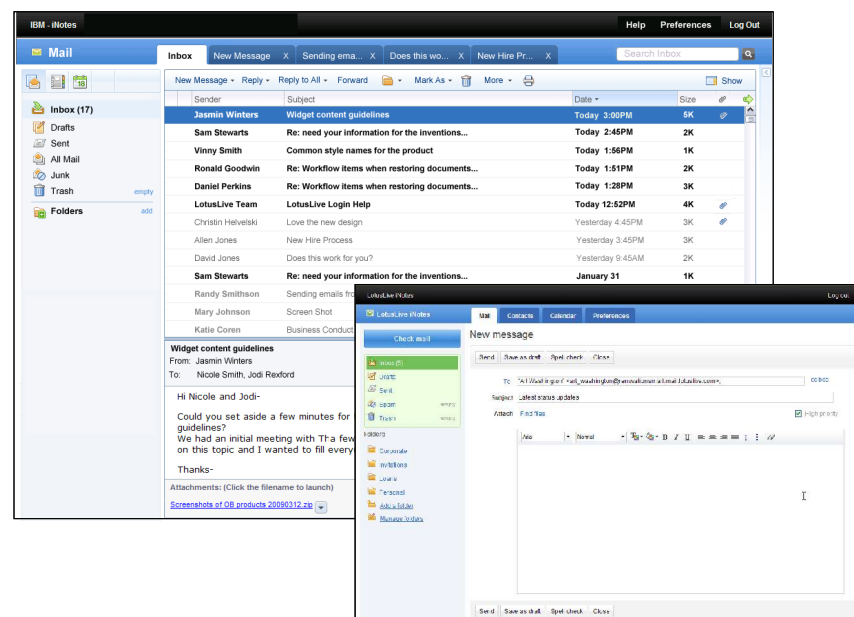
- Web-based email, calendar and contacts only
 - ▶ Accessible over Internet
 - Via browser...
 - POP3/IMAP4 client (Lotus Notes, Microsoft Outlook, Thunderbird, Eudora, etc.)
 - Mobile (Blackberry, iPhone)
 - ▶ Offline use supported
- Scalable and affordable
 - ▶ \$3.00 per user per month
 - ▶ 1GB out-of-the-box storage
 - Additional storage blocks available for purchase
 - ▶ Simplified, reduced administration



DEMO: LotusLive iNotes Provides Online Email And Calendar For Small Businesses

■ LotusLive iNotes

- ▶ Create visually appealing emails with full rich text editor
- ▶ Name type-ahead speeds processing
- ▶ Scheduling and planning is easier with calendar day, week and month options



Try it: <https://www.lotuslive.com/>

This looks great. But what about security? Is my email safe?

IBM has deployed LotusLive in secure data centers. Let me explain...

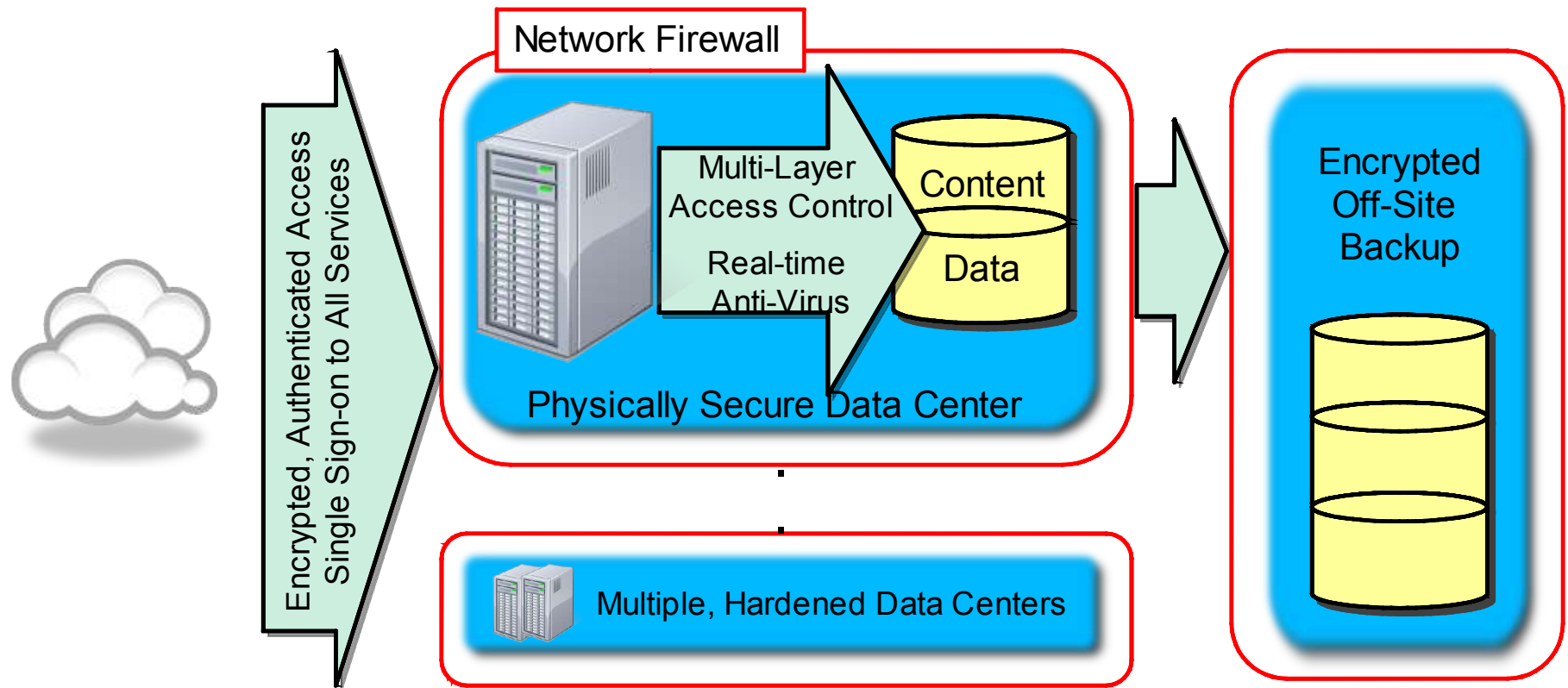


Startup Loans CEO



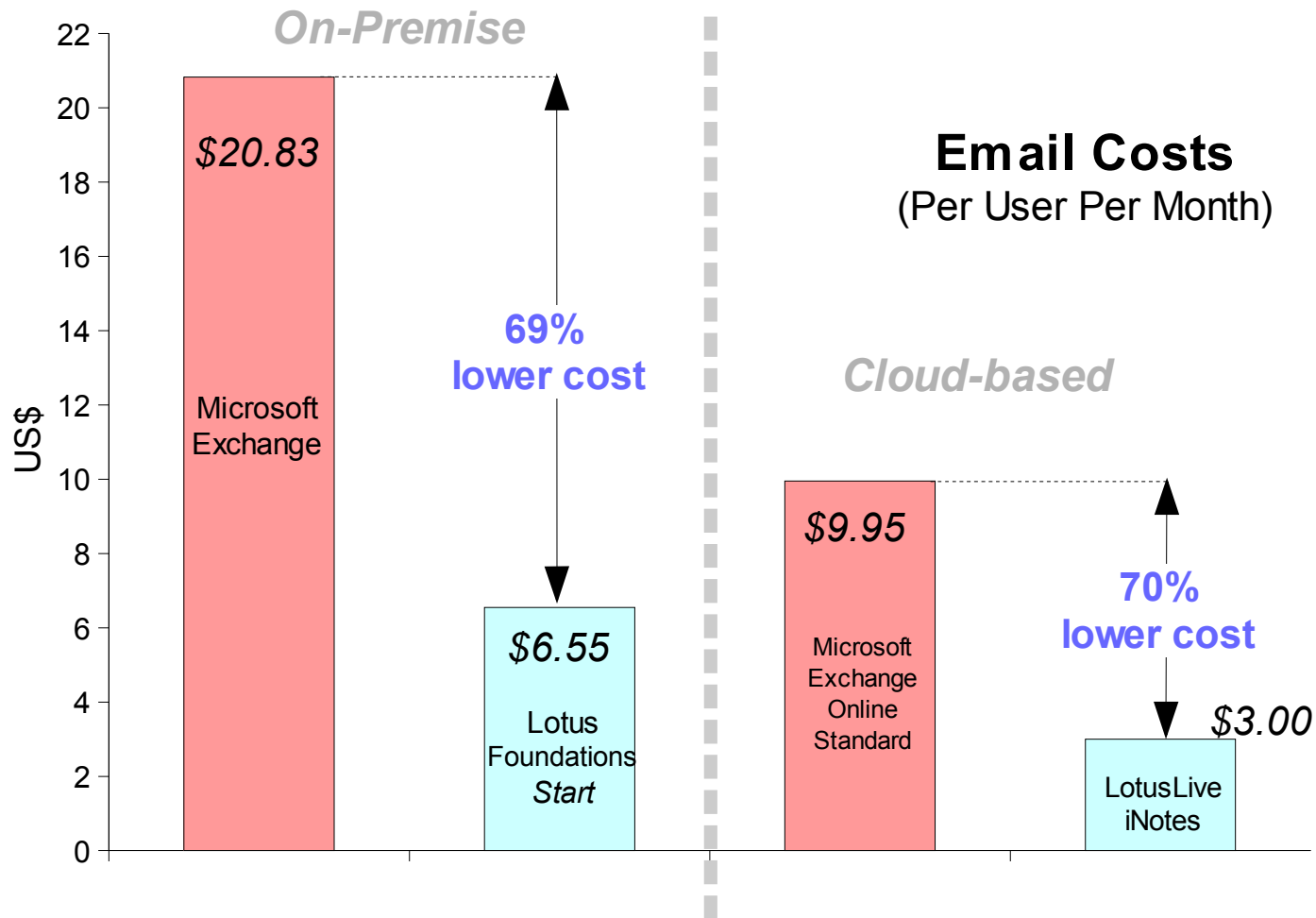
IBM

LotusLive Provides A Highly Secure, Rigorously Controlled Environment



- Security configuration reviewed quarterly
- Change management at multiple levels/perspectives
- Periodic application and infrastructure reviews
- Rigorous configuration management
- Periodic vulnerability scanning
- IBM operation processes consistent with SAS70 Type II controls testing
- 3rd-parties SAS70 Type II certified

Low Cost IBM Solutions For Small And Medium Businesses



Source: IBM, Ferris Research. Cost for average typical Exchange email derived from Ferris Research report 02/14/2008. Assumes 100 users base and averaged over 3 years. Cost of Lotus Foundations include hardware (\$2409 [Entry]), server license (\$229) and client (\$149 per user) software.

Summary – Cost Saving Solutions For Small And Medium Businesses

	IBM Lotus	Microsoft
<i>Turn-key appliance for email and personal information management</i>	Lotus Foundation Start	No
<i>Low cost, browser-based online email with offline and mobile support</i>	LotusLive iNotes	Microsoft Exchange Online Standard more expensive