Cost Saving Solutions For Small And Medium Businesses

Trademarks and Disclaimers

Small And Medium Businesses – Roadmap For Smarter Collaboration

Build customer and partner relationships Generate revenue

Free editors Open source software Open standards based

Appliance solutions or Cloud-based options

Reduce Infrastructure Costs

Extend Reach

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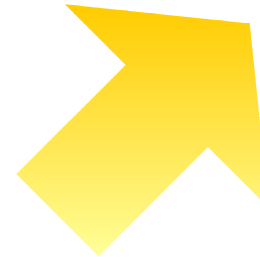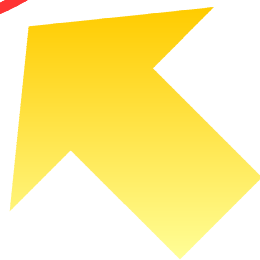
Small And Medium Businesses Are Struggling In Today's Economy...

More difficult to obtain financing[1]

- ▶ 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 companies[2]

  - ▶ 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/

Startup Loans CEO

IBM

Low Cost IBM Solutions For Small Businesses

On-Premise

Cloud-Based
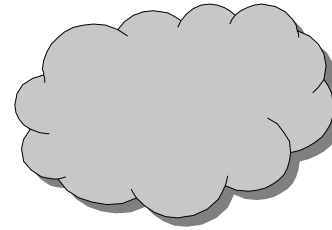
Collaboration Appliances

Software As A Service

Reduce Infrastructure Costs

Low Cost IBM Solutions For Small Businesses

On-Premise　　　**Cloud-Based**

Lotus Foundations　　　*LotusLive*

Reduce Infrastructure Costs
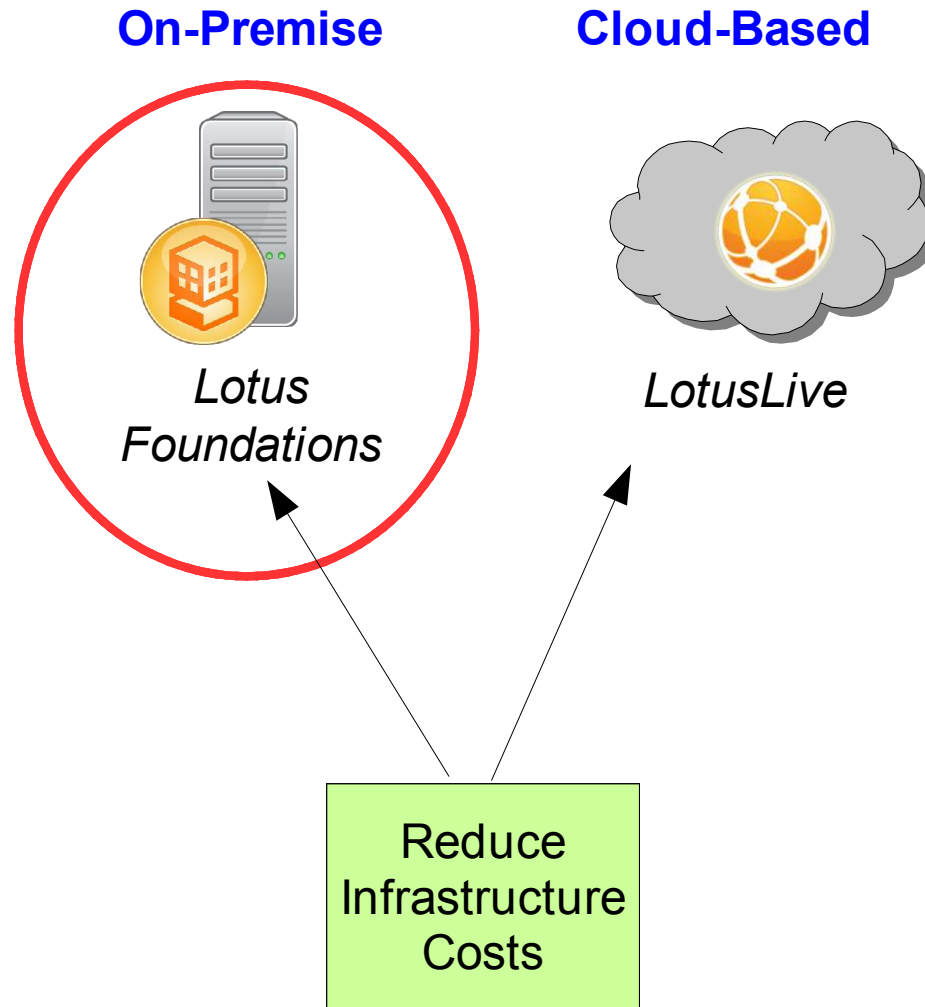
Collaboration Appliance Solutions From IBM Lotus

- 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

*Hardware certification requirements apply

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

Your choice of email clients

POP/ IMAP

Lotus Notes

Microsoft Outlook

Lotus Symphony included
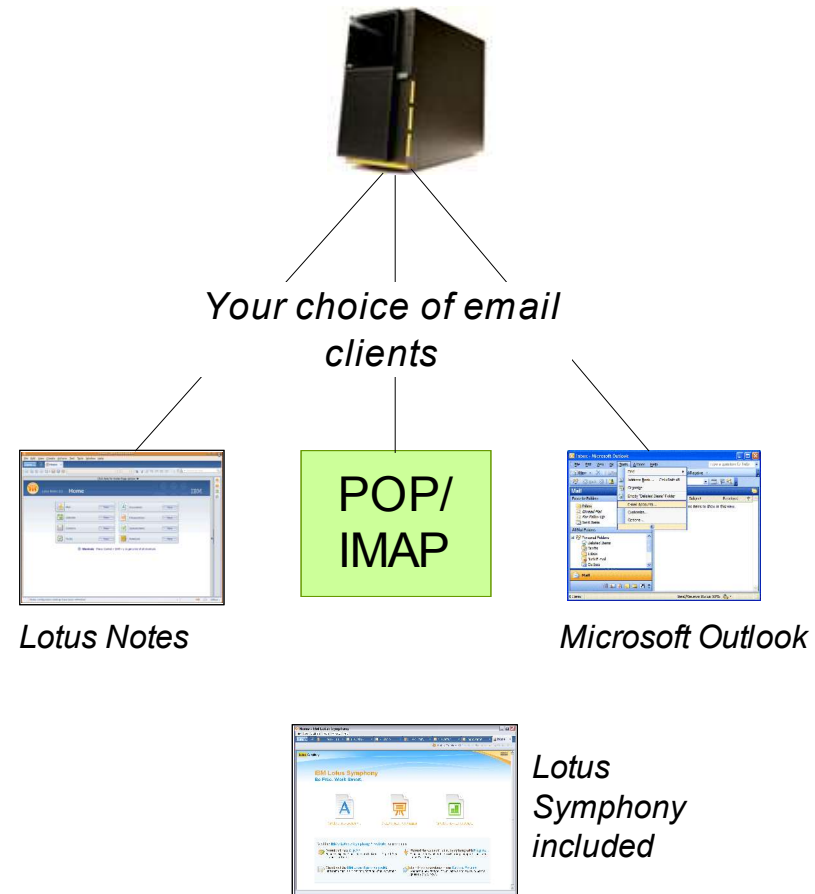
Lotus Foundations *Start* Makes Sense For Small Businesses

- **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

Source: Channel Web, 7/9/2009 (http://www.crn.com/software/
218401340;jsessionid=LW0N4RSGERA1WQSNDLPSKHSCJUNN2JVN)

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

M/A DESIGN GROUP

"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
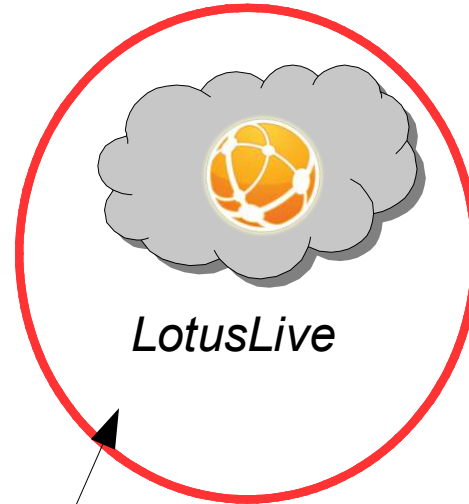
LotusLive

Reduce Infrastructure Costs

Software-As-A-Service Solutions From IBM Lotus

- Software-as-a-Service – Cloud-based, shared, standarized 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

Shared mail servers and other services hosted in IBM Data Center

LotusLive
Cloud Services

Your choice of email clients

POP/
IMAP

Browser

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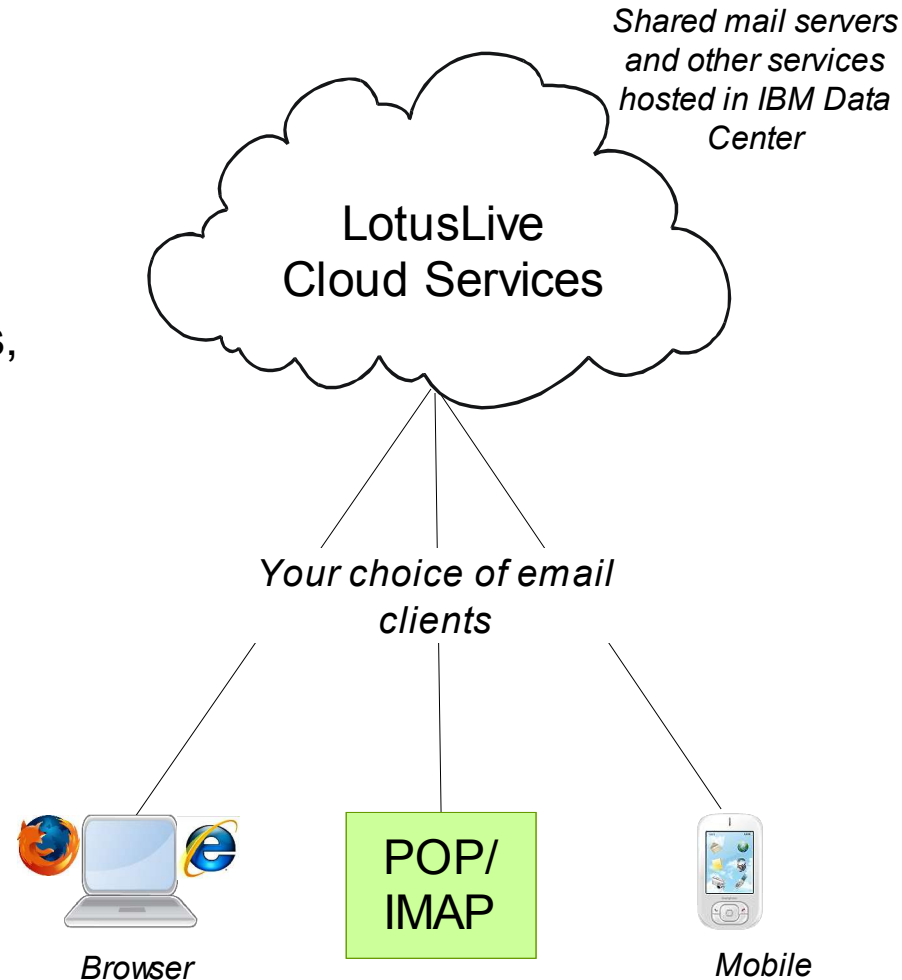
DEMO: LotusLive iNotes Provides Online Email And Calendar For Small Businesses

- 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
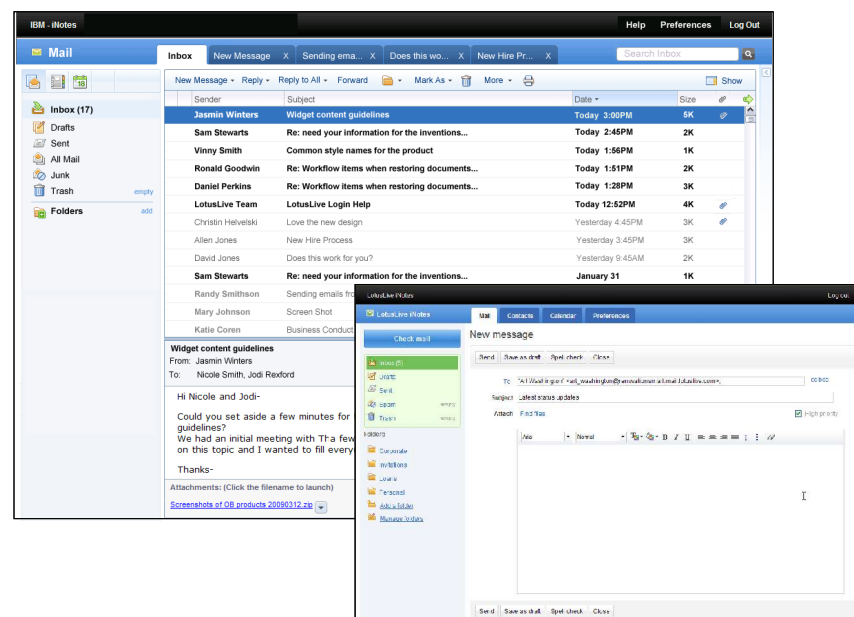
Try it: https://www.lotuslive.com/

Startup Loans CEO

IBM

LotusLive Provides A Highly Secure, Rigorously Controlled Environment

Network Firewall

Encrypted, Authenticated Access Single Sign-on to All Services

Multi-Layer Access Control

Real-time Anti-Virus

Content

Data

Physically Secure Data Center

Multiple, Hardened Data Centers

Encrypted Off-Site Backup
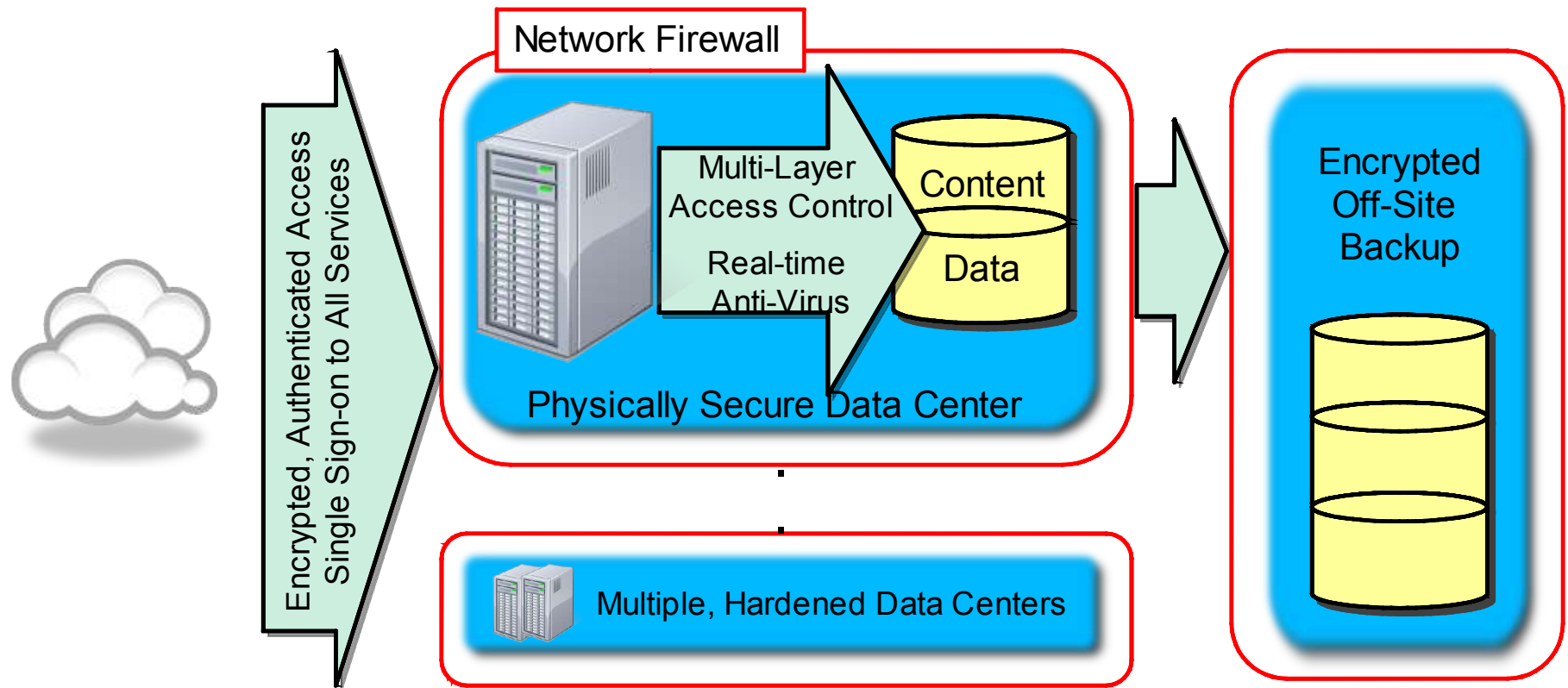
- Security configuration reviewed quarterly
- Change management at multiple levels/perspectives
- Periodic application and infrastructure reviews

- 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

Email Costs
(Per User Per Month)

On-Premise

Cloud-based

US$

| $20.83 — Microsoft Exchange | **69% lower cost** | $6.55 — Lotus Foundations *Start* |

| $9.95 — Microsoft Exchange Online Standard | **70% lower cost** | $3.00 — LotusLive iNotes |
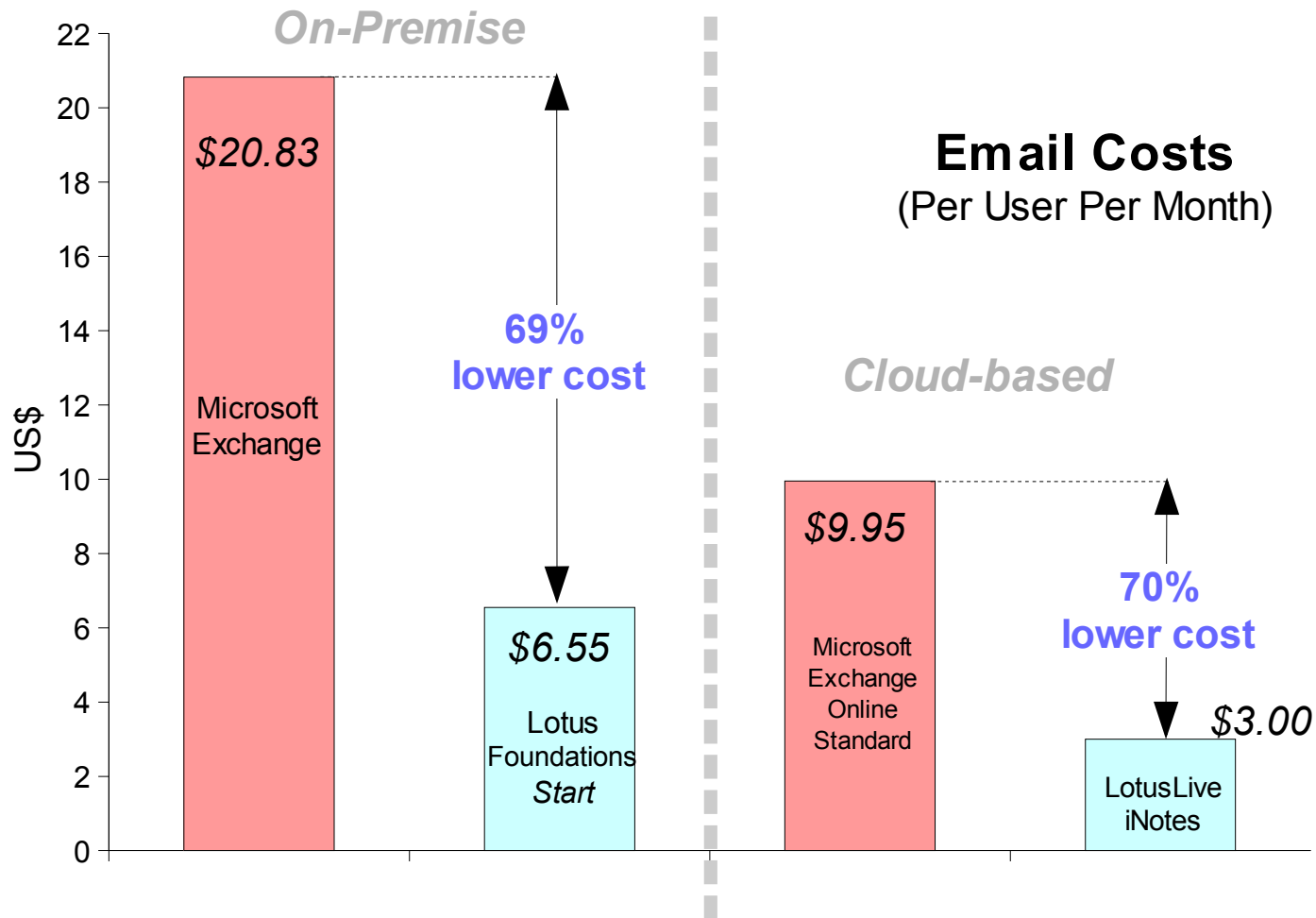
Source: IBM, Ferris Research. Cost for average typical Exchange email derived from Ferris Research report 02/14/2008. Assumes 100 users base and averaged over 3 years. Cost of Lotus Foundations include hardware ($2409 [Entry]), server license ($229) and client ($149 per user) software.

Summary – Cost Saving Solutions For Small And Medium Businesses

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