

Content Management

It's been said that 54% of IT spending today occurs in mid-sized businesses with less than 1000 employees. It's no wonder! Increasingly, mid-sized businesses are finding that the information they possess about their business, suppliers, and customers can be their most competitive and important asset. Integrated and managed wisely, it can differentiate a business from its competition by enhancing customer service, supplier relationships, and operational efficiencies. Research suggests that nearly 85% of the information in mid-sized companies is still untapped and ill managed, possibly increasing IT spending. In other words, the market could be readier than ever for providers who can balance the right mix of content management solutions and services for mid-sized businesses.

IBM Express Middleware can help. Designed specifically for mid-sized businesses, IBM Express Middleware provides the flexibility needed for quicker time to market in helping mid-sized businesses along their journey into the on demand world. IBM Express content management offerings bring the strengths of enterprise-wide content management technologies to mid-sized businesses that prefer easier installation and deployment across multiple platforms, including Linux, and easier management of information resources.

IBM DB2 Express offerings, including DB2 Express and DB2 UDB Express, help capitalize on business opportunities for customers. In combination with IBM Portal Express to provide portal access to information, IBM business partners can leverage IBM's Express content management offerings to provide a complete content management solution. With an extensive network of resources at their disposal, IBM business partners have direct access to leading-edge technology, education, training, and marketing materials, as well as partner-specific offerings such as the Solution Builders Express portfolio, to help build best-of-breed solutions for mid-sized businesses.

To get started now, please take a look at the following table, which offers insights of how IBM's Express and content management offerings can help address mid-sized businesses in five, key industries today.

<p>IBM Risk and Compliance offerings for the SMB financial markets industry help manage retention of, and access to, records in compliance with regulations. Benefits: Offerings deliver the advanced information infrastructure required to address evolving economic, regulatory and shareholder issues facing financial market firms today.</p>
<p>IBM Document Management offerings for the SMB banking industry help manage retention of, and access to, records in compliance with regulations. Benefits: Offerings are used to more efficiently and securely manage, store, and access customer records such as letters of credit, loan documents, and statements for electronic presentation. Offerings also help banks to enhance their responsiveness to customer needs, their security, and help ensure regulation compliance, enable customer self-service, recover documents, and reduce legal and loan risks.</p>
<p>IBM Document Management offerings for the SMB insurance industry help manage retention of, and access to, records in compliance with regulations. Benefits: Offerings enable insurers to digitally manage multiple forms of unstructured content, including claims, statements and other forms, in order to improve access to information, improve decisions, reduce distribution and routing costs, and decrease risk of improper filings/submissions. Records mgt helps insurers manage and abide by records retention policies in compliance with regulations.</p>
<p>IBM Digital Media offerings for the SMB retail industry help decrease dependencies on external vendors & lower marketing costs. Benefits: Offerings implement tools to manage logos, merchandise imagery and other artwork in-house, as well as share media in multiple formats for online, print and other vehicles throughout the organization.</p>
<p>IBM Secure & Private Patient Records offerings for the SMB Healthcare Industry help enable secure management of patient information, monitoring and streamlining of business operations, automation of customer contacts for improved efficiency, and processing claims and transactions.</p>

For additional resources, visit the Business Partner Zone at: www.ibm.com/partnerworld/software/zone

