



e-business

Computing in an e-business World





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Essential Truth

- Nothing is more critical to e-business success than an organization's e-business infrastructure
- Infrastructure comprises far more than hardware, software and services
 - ▶ Its the combination of all these elements, working together - flexibly and flawlessly - to support the full range of individual applications that define the business itself

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical decorative bar on the left side of the page. The bar contains a faint background image of a globe and a hand holding a computer mouse.

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e-business is *the* business

- Today, mission-critical applications operate through the Internet
- A company's customers, suppliers and employees rely on those applications and the systems behind them
- It's a world of seemingly universal access, and constant change





Be Prepared

- Stay flexible
 - ▶ obtain the flexibility to keep data moving flawlessly among growing numbers of platforms, applications and storage sites
- Protect investments
 - ▶ avoid the financial drain of switching technologies every time your requirements change
- Assure interoperability
 - ▶ assure the future interoperability of systems and tools, given today's constantly changing mix of needs and technologies





IBM can help build the flexible infrastructure you need

- IBM has the components to build the flexible infrastructure needed to support the rapidly changing e-business needs of today's businesses
 - ▶ Open architectures
 - ▶ Leading edge technologies
 - ▶ Full spectrum of software and hardware
 - ▶ Top notch support
 - ▶ Alliances with other technology leaders
 - ▶ Leader in e-business: experience, expertise

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Plan for Success

- Successful e-business strategies depend on the strength and flexibility of the underlying "e-business infrastructure" — hardware, software and services that work together to support your e-business as a whole — not just a part of it
- Take IBM's e-business infrastructure "Survivability Test"
- Read "10 tips to Future-proofing your e-business"
- Review "Key Issues for a Connected World"

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