

Innovative ideas
and solutions
**FOR YOUR
GROWING
BUSINESS**

Introducing
IBM Express Advantage
Everything midsize businesses
need to succeed

Business and IT services

FOR MIDSIEZ ORGANIZATIONS

Featuring a NEW, easy-to-use format!

ON DEMAND BUSINESS™



NEW
IBM Express
security offerings!
see pages 26-27



We know you.
You run a midsized business.

You are pursuing profitable revenue growth, keeping tight control of expenses, and grappling with regulatory compliance issues and ever-changing marketplace forces. **All at once.**

You demand exceptional value from your service providers.

Do you know us?
We are IBM Global Services.

We, along with our extensive network of IBM Business Partners, provide midsized businesses worldwide with innovative ideas and solutions, industry and business process expertise, global experience and world-class technologies. **All at an affordable price.**

As you browse through our catalog of service offerings, you'll see that we can provide your business with practical, cost-effective ways to solve its toughest business challenges.

Shop IBM for services. You can get it all.

Solutions

Turn to page 35 to learn about IBM Express Advantage™ offerings—specifically designed, sized and priced for growing businesses.

Support

Check out our responsive technical support services on page 32.

Financing

See page 34 for details about our simple, affordable and complete financing solutions for midsize businesses.

Ordering is easy.

Call us at 1 800 IBM-7080

(426-7080), priority code 106A520W

Or visit **ibm.com/businesscenter/services**

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Look for the Express Advantage mark.

It stands for incredible business value at an affordable cost. See page 35 for more information.



A MESSAGE FROM OUR EXECUTIVE

Dear business owner,

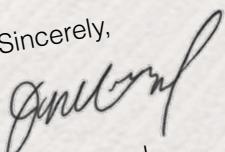
IBM understands the dilemma faced by many midsize businesses today.

On one hand, you are presented with enticing opportunities for growth made possible by ongoing technological advancements and globalization. The temptation exists to invest in everything at once—in product design, wireless solutions, supply chain optimization, security, training ... The list is long. On the other hand, you don't have endless resources to fuel and sustain multiple new initiatives. To grow your business profitably, you must choose carefully and spend wisely.

You must also be innovative. Chances are, your organization got its start by bringing something unique—whether an idea, product, service or capability—to the marketplace. Yet, for your business to maintain momentum and continue growing, innovation must manifest itself in different ways across your organization—in your products and services, but also in your processes, business model, management systems, organizational culture and policies. Innovation must be persistently pursued across your company.

It also doesn't necessarily require a big budget, not if you have the right tools, techniques and approaches. IBM Global Services has them. Take a look through our spring/summer 2006 catalog and you'll see that our portfolio of service offerings for midsize organizations is stronger than ever. Whatever your challenge, whatever your goal, whatever your industry, IBM and our Partners can help you solve it, achieve it, lead it. **We look forward to helping you find and leverage your company's next innovative edge.**

Sincerely,



Jim Corgel
GM, SMB Services
IBM Global Services



**TAKE A LOOK
INSIDE** at our
service offerings
for midsize
organizations.

“Whatever your **challenge**, whatever
your **goal**, whatever your **industry**,
IBM and our Partners can help you
solve it, achieve it, lead it.”

—Jim Corgel, GM, SMB Services, IBM Global Services

“While traditional PC-based applications have a role to play, hosted applications ... increase speed of deployment, reduce computer crashes and speed program updates.”¹

APPLICATION SERVICES

Help simplify IT complexity, cut costs and improve compliance.

With IBM Applications on Demand™ 2006, IBM can help launch, host and manage your enterprise applications quickly, reliably and cost-effectively—**potentially reducing the total cost of your application implementation and management by as much as 50 percent.** Standard components are tailored to your needs, implemented when and how you choose, and feature flexible, usage-based pricing.

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Applications on Demand – full service

DESCRIPTION

An end-to-end application and infrastructure management offering fully hosted in an IBM data center

COMPONENTS

- Supports the following tier-one enterprise applications: SAP, Oracle, PeopleSoft, Ariba, Siebel, JD Edwards and Windchill (product data management) software
- Offered in predefined sizes, allowing for varying numbers of users, application modules deployed and storage requirements
- Industry-leading service-level agreements
- A portal for real-time monitoring of everything from service requests to CPU utilization to application patch management
- A menu of prepriced service options that can be configured to meet your needs
- IBM infrastructure, application know-how and best practices

PRICING

- Flexible, usage-based pricing
- Limited, up-front service initiation charge

DURATION

Continuous



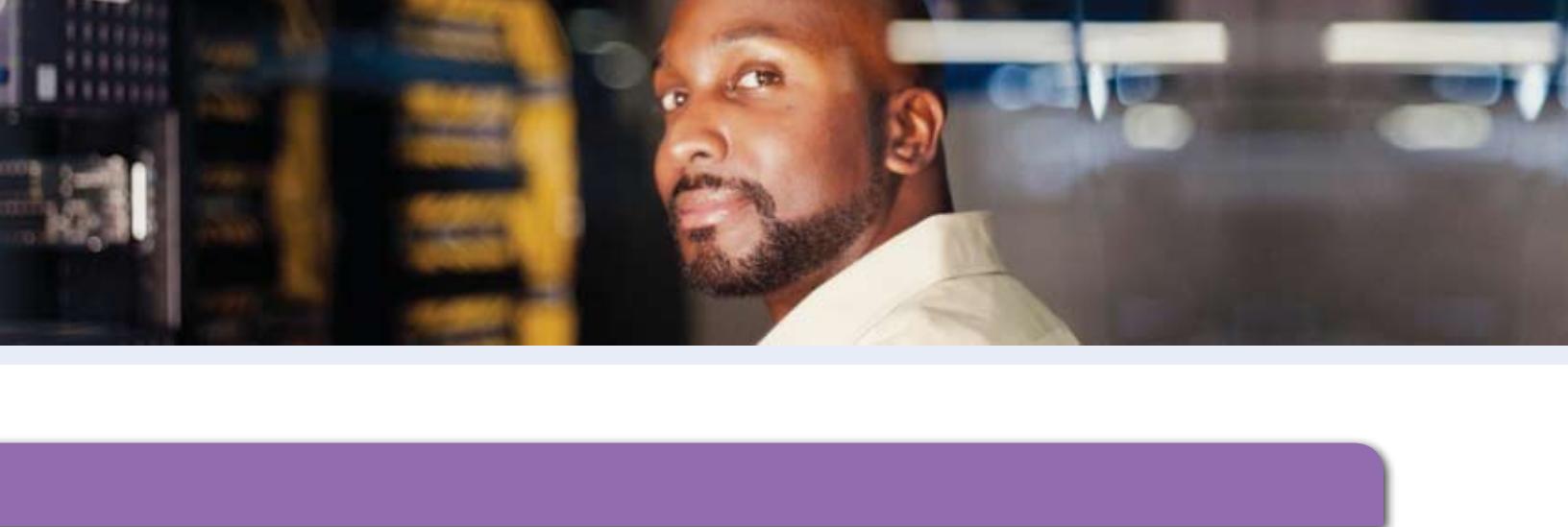
INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Applications on Demand – onsite

Expert application management services delivered remotely (using a scalable, on demand model) to applications running on your infrastructure either at your premises or in a third-party location

- Supports the following tier-one enterprise applications: SAP, Oracle, PeopleSoft, Ariba, Siebel, JD Edwards and Windchill (product data management) software
- Around-the-clock application monitoring and support, database monitoring and support, and application systems administration
- A portal for real-time monitoring of everything from service requests to CPU utilization to application patch management
- A menu of prepriced service options that can be configured to meet your needs
- IBM infrastructure, application know-how and best practices

- Flexible, usage-based pricing
- Limited, up-front service initiation charge

Continuous



INCREASE BUSINESS FLEXIBILITY

OPTIMIZE IT ASSETS

ENHANCE SECURITY/COMPLIANCE

IBM Applications on Demand – development

A fully configured, security-enhanced and patched development environment designed to speed and support your application implementation and upgrade needs—available on demand

- Supports the following tier-one enterprise applications: SAP, Oracle, PeopleSoft, Ariba, Siebel, JD Edwards and Windchill (product data management) software
- IBM development platform, including hardware, systems software, network equipment, security measures, automated tools and accelerators
- Knowledge transfer services, including a fit/gap analysis, training sessions and testing
- A menu of prepriced service options that can be configured to meet your needs
- IBM infrastructure, application know-how and best practices

- Flexible, usage-based pricing
- Limited, up-front service initiation charge

Service established for a minimum period of three months, then available on a month-to-month basis



INCREASE BUSINESS FLEXIBILITY

OPTIMIZE IT ASSETS

ENHANCE SECURITY/COMPLIANCE

“The gap between the businesses who have and those who have not, unfortunately, will continue to spread. Those who ‘get it’ and know that technology is a tool to grow their businesses will continue to grow and do well. But those who cannot ... will fail.”²

BUSINESS SOLUTIONS

Our consultants are accessible, flexible, knowledgeable.

IBM Global Business Services solutions for midsize businesses are designed to address your challenges head on, provide fast, tangible results, and shorten time-to-value. Whether you need to optimize your IT strategy or enable your team with the right information at the right time, our consultants leverage IBM's deep industry insight, technology expertise and renowned research capabilities—and help you get the job done quickly and cost-efficiently.

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Express Fabrication and Assembly Solution, a qualified mySAP All-in-One solution

DESCRIPTION

A comprehensive, scalable, packaged enterprise resource planning (ERP) solution, featuring order entry, manufacturing, production, warehouse, procurement and financial management functionalities

COMPONENTS

- Built on the mySAP All-in-One software suite
- Preconfigured modules available:
 - Planning and Scheduling
 - Materials Management
 - Release of Production
 - Inventory Management
 - Manufacturing Product
 - Quality Inspections and Final Release
 - Sales Order Management
 - Distribution and Billing
 - Warehouse Management
 - CFR 21 Part 11 Enhancements
 - Financial Accounting (Legal and Management)
- A preconfigured, single-database system
- Implementation services, best practices and process models from IBM Global Business Services
- Service options: hosting and management services

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Approximately 12- to 14-week installation and implementation



OPTIMIZE
VALUE NETS



IMPROVE
EMPLOYEE
PRODUCTIVITY



INCREASE
BUSINESS
INSIGHT





IBM Express Food and Beverage Solution, a qualified mySAP All-in-One solution

A comprehensive, scalable, packaged ERP solution, featuring order entry, manufacturing, production, warehouse, procurement and financial management functionalities

- Built on the mySAP All-in-One software suite
- Preconfigured modules available:
 - Planning and Scheduling
 - Materials Management
 - Release of Production
 - Inventory Management
 - Manufacturing Product
 - Quality Inspections and Final Release
 - Sales Order Management
 - Distribution and Billing
 - Warehouse Management
 - CFR 21 Part 11 Enhancements
 - Financial Accounting (Legal and Management)
 - Direct Store Delivery
- A preconfigured, single-database system
- Implementation services, best practices and process models from IBM Global Business Services
- Service options: hosting and management services

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately 12- to 14-week installation and implementation



IBM Express Life Sciences Solution, a qualified mySAP All-in-One solution

A comprehensive, scalable, packaged ERP solution tailored to the needs of midsize pharmaceutical, biotechnology and medical device organizations

- Built on the mySAP All-in-One software suite
- Preconfigured modules available:
 - Planning and Scheduling
 - Materials Management
 - Release of Production
 - Inventory Management
 - Manufacturing Product
 - Quality Inspections and Final Release
 - Sales Order Management
 - Distribution and Billing
 - Warehouse Management
 - CFR 21 Part 11 Enhancements
 - Financial Accounting
- Audit trail/electronic signature requirements functionalities
- Financial data and reporting capabilities
- A preconfigured, single-database system
- Implementation services, best practices and process models from IBM Global Business Services
- Service options: hosting and management services

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately 12- to 16-week installation and implementation



“With technological advances and globalization presenting so many new opportunities—and threats—CEOs are now giving business model innovation as prominent a place on their agendas.”³

BUSINESS SOLUTIONS

IBM Express Supply Chain Solution, a qualified mySAP All-in-One solution

DESCRIPTION

A comprehensive, scalable, packaged ERP solution for addressing supply chain management, including advanced planning and optimization, across industries

COMPONENTS

- IBM consulting services, best practices and process models
- Built on SAP Advanced Planning and Optimization software
- Deliverables include:
 - Benchmarking test
 - Workshop documentation
 - Competitive comparison
 - Business case
 - Go-forward supply chain strategy
 - Transformation roadmap
- A preconfigured, single-database system
- Implementation services, best practices and process models from IBM Global Business Services
- Service options: hosting and management services

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Approximately 12- to 16-week installation and implementation



OPTIMIZE
VALUE NETS



IMPROVE EMPLOYEE
PRODUCTIVITY



INCREASE
BUSINESS INSIGHT



IBM Express Wholesale Distribution Solution, a qualified mySAP All-in-One solution

A comprehensive, scalable, packaged ERP solution for improving service levels and streamlining operations, from order and inventory management to transportation—rapidly deployed and tailored to your business needs

- Built on the mySAP All-in-One software suite
- IBM middleware and hardware
- Linux® operating system
- A preconfigured, single-database system
- Implementation services, best practices and process models from IBM Global Business Services
- Service options: hosting and management services

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately 12- to 16-week installation and implementation



OPTIMIZE
VALUE NETS



IMPROVE EMPLOYEE
PRODUCTIVITY



INCREASE
BUSINESS INSIGHT





IBM Express Infrastructure Service Management

A cost-effective service management solution designed to help your IT and non-IT groups reduce administrative and operational expenses; combines best-practice processes from IBM Global Services and industry-leading technology from BMC Software

- Lite version:
 - Magic Service Desk software
 - Magic Express support (M-F, during business hours)
 - Implementation and project management
 - Magic University classroom training plus basic onsite training for your system administrator
 - An extensive list of service options, including self-service help desk attachments, an IT inventory manager, remote desktop support and a help desk interface wizard
- Value-add version (includes all lite components plus the following):
 - IBM IT Infrastructure Library (ITIL) framework
 - IBM certified ITIL process-design consulting and process overview documentation
 - Magic Service Desk software (lite modules plus advanced functionality)
 - Magic Express Plus support (24x7)

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing
- Lite version: approximately three to four weeks
- Value-add version: approximately four to six weeks



IMPROVE CUSTOMER EXPERIENCE



DRIVE OFFERING DIFFERENTIATION



INCREASE BUSINESS FLEXIBILITY



NEW!

IBM Express IT Strategy Assessment

A fixed-scope consulting engagement designed to examine the effectiveness of your IT strategy through its alignment to business direction and its support of your business through effective management of resources and investment—quickly and affordably

- An assessment of your existing IT environment, processes and organization*
- Recommendations for improvement, potentially including the use of technologies such as componentization and service-oriented architecture (SOA)
- A roadmap to help you migrate to a new IT environment or implement operational improvements, including:
 - A list of prioritized initiatives and activities
 - Potential costs and benefits associated with execution of each activity

* Optional assessment activities include detailed benchmarking, budget assessments and IT maturity model work.

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately three to four weeks



INCREASE BUSINESS FLEXIBILITY

OPTIMIZE IT ASSETS

ENHANCE SECURITY COMPLIANCE



“Small firms [businesses with fewer than 500 employees] represent one-third of the most prolific patenting companies that have 15 or more U.S. patents.”⁴

BUSINESS SOLUTIONS

NEW!

IBM Express Vulnerability Assessment

DESCRIPTION

A fixed-scope consulting engagement designed to give your organization a reliable, affordable starting point for helping to reduce IT security risks and protect confidential data

COMPONENTS

- Assessment phase:
 - IBM security experts assess select portions of your internal, external and wireless systems at one location
 - Using a multifaceted approach tailored to your systems and innovative assessment tools, they safely simulate attack tactics commonly used by hackers
- Documentation phase:
 - Once identified, low-, medium- and high-risk exposures in your Web-based applications and networks are documented in a comprehensive final report
 - The report includes detailed recommendations for improvements as well suggestions for facilitating regulatory compliance

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Approximately three weeks



OPTIMIZE
VALUE NETS



OPTIMIZE
IT ASSETS



ENHANCE SECURITY/
COMPLIANCE



IMPROVE CUSTOMER
EXPERIENCE



OPTIMIZE
VALUE NETS



OPTIMIZE
IT ASSETS



NEW!

IBM Express Web Effectiveness Assessment

A fixed-scope consulting engagement designed to provide your organization with a rapid Web site assessment that can help improve your customer satisfaction levels, brand differentiation and sales conversion rates

- A five-step engagement in which IBM consultants:
 - *Define business objectives:* IBM interviews stakeholders, develops user scenarios, and presents the findings in a facilitated session
 - *Evaluate design:* IBM measures your design against best practices, documents impressions and assesses conformance to Web standards and international cultural issues
 - *Assess usability:* IBM reviews task usability, navigation consistency, content continuity and transaction efficiency
 - *Assess technology:* IBM assesses and aligns your user experience goals with the underlying IT architecture
 - *Document next steps:* IBM recommends an incremental plan of action in a detailed assessment report

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately three weeks



IBM ERP Optimization Services

A consulting-led engagement designed to help your organization increase the return and lower the costs associated with its existing ERP implementation

- An assessment of your existing ERP environment, processes and organization
- A roadmap for improvement, including documented recommendations for new/revised ERP functionality and extensions, business process and data integrity improvements and, potentially, organization and infrastructure improvements
- Implementation services, best practices and process models from IBM Global Business Services

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately three to eight weeks



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



INCREASE BUSINESS FLEXIBILITY



IBM Express Services for digital media

An all-in-one, quick-to-implement content management solution that helps you get maximum value out of your digital assets with limited investment

- A security-rich, scalable content-management infrastructure featuring:
 - IBM DB2® Content Manager software
 - Accept Media Server—industry-leading digital asset management software from Stellent
- Comprehensive content management capabilities* enabling:
 - In-depth searches
 - File organization and grouping
 - Version control
 - Flexible metadata configuration
 - Online collaboration
 - Fast, easy retrieval and distribution
- Implementation services, best practices and process models from IBM Global Business Services

* Video capability is optional.

- Entry-level pricing starts with five user licenses
- Financing is available through IBM Global Financing

As few as four weeks, with two additional weeks of system support



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



INCREASE BUSINESS INSIGHT



BUSINESS SOLUTIONS

IBM Express Services for inventory management

DESCRIPTION

An inventory optimization solution that automates the process of setting inventory targets, helping to increase accuracy and reduce costs; designed to integrate easily with SAP R/3 environments

COMPONENTS

- SAP NetWeaver Business Intelligence (BI) capabilities, embedded with preconfigured inventory-control algorithms developed by IBM Research
- A solution toolkit that helps speed implementation with graphical user interfaces (GUIs), inventory management reports and data extractors
- Implementation services, best practices and process models from IBM Global Business Services

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

10 to 18 weeks (depending on number of facilities and preferred implementation approach)



OPTIMIZE
VALUE NETS



INCREASE
BUSINESS INSIGHT



OPTIMIZE
IT ASSETS



IBM Express Supply Chain Diagnostic Solution

A fixed-scope consulting engagement designed to help your organization quickly and affordably create a comprehensive supply chain strategy focused on reducing costs, improving customer service and optimizing existing assets

- A five-stage engagement:
 - Operations baseline
 - Benchmarking and analysis
 - Transformation value prioritization
 - Scenario workshop and analysis
 - Roadmap and business case creation
- Best practices, process models and assessment tools from IBM Global Business Services
- The expertise and experience of consultants from the IBM Global Supply Chain Management practice, IBM Institute for Business Value and IBM Integrated Supply Chain practice

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately two to four weeks



OPTIMIZE
VALUE NETS



INCREASE
BUSINESS INSIGHT



INCREASE BUSINESS
FLEXIBILITY





IBM Express Spend Management Solution

A fully functional, on demand solution designed to help your organization realize the full potential of its procurement operations by optimizing spend management activities and strategies throughout your enterprise

- A spend assessment to help identify key savings opportunities
- A fully configured Web-based procurement application
- Hosted in a high-security, high-performance IBM data center
- Implementation services, best practices and process models from IBM Global Business Services
- Service options:
 - Sourcing and procurement diagnostics
 - Spend visibility and opportunity identification
 - Organizational design and business transformation
 - Sourcing events and proposal execution
 - Savings tracking

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately five to six weeks



IBM Express RFID Services – slap and ship managed services

A low-cost, remotely monitored solution for radio frequency identification (RFID) tag production, designed to help your organization comply with major retailers and agencies issuing RFID mandates

- Hosted and managed at the IBM RFID Network Operations Center
- Help desk support, error resolution support and maintenance dispatching
- Installation of two peripheral devices (a barcode reader and an RFID printer) and a virtual private network (VPN) at your facility

- A low startup fee plus minimal monthly payments for ongoing monitoring and support
- Financing is available through IBM Global Financing

Can be deployed in days



“Major data loss can mean the death of a small business—yet business owners often underestimate the risks of data loss and overestimate the reliability and security of their data recovery systems.”⁵

BUSINESS SOLUTIONS

IBM RFID services

DESCRIPTION

A broad range of services to help speed the adoption—and associated benefits—of RFID systems; IBM's assessment, design, implementation, maintenance and management services can be tailored to your business needs

COMPONENTS

- Service options:
 - Consulting
 - Business case development
 - Technological proof of concept
 - Internal pilot
 - Trading partner pilot
 - Full systems rollout

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



OPTIMIZE
VALUE NETS



DRIVE OFFERING
DIFFERENTIATION



ENHANCE SECURITY/
COMPLIANCE

BUSINESS CONTINUITY AND RECOVERY

It's not necessary to spend more to worry less.

Finding ways to keep your business up and running at all times is vital to success—and your peace of mind.

IBM business continuity and recovery services don't require you to sacrifice confidence for cost. Look to us to help you safeguard your data, keep e-mail flowing and maintain high levels of infrastructure availability—without overstretching your budget.

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER
EXPERIENCE



OPTIMIZE
VALUE NETS



DRIVE OFFERING
DIFFERENTIATION



IMPROVE EMPLOYEE
PRODUCTIVITY



INCREASE
BUSINESS INSIGHT



INCREASE BUSINESS
FLEXIBILITY



OPTIMIZE
IT ASSETS



ENHANCE SECURITY/
COMPLIANCE



SERVICES

IBM Express E-mail Recovery Solution

A fully hosted, on demand, backup e-mail service that rapidly and transparently activates if your primary e-mail system fails

- Comprehensive e-mail recovery capabilities, including:
 - Full support for global and personal address lists and calendars
 - Transparent fail-over to existing corporate e-mail addresses, in as fast as 60 seconds
 - Automatic emergency notification for employees through their e-mail addresses, PDAs, pagers and cell phones
- IBM Sync Manager—synchronization software installed on any local area network (LAN)-attached Microsoft® Windows® PC or server at your site
- Built on Linux platform
- Hosted in a high-security, high-performance IBM data center with a 128-bit encrypted data connection
- Supports Microsoft Exchange, IBM Lotus® Notes® and Novell technology
- Service option: ID authentication

Flexible, usage-based pricing, determined by the number of registered users (minimum users required is 20, with no maximum limit)

Typically deployed in hours



IMPROVE CUSTOMER EXPERIENCE



ENHANCE SECURITY/
COMPLIANCE



IBM Infrastructure Recovery Services for the mid-market

An end-to-end recovery service that helps your organization quickly and cost-effectively reduce the impact of unexpected events on your organization's IT capabilities

- A two-day, hands-on IT recovery planning workshop in which you develop a personalized recovery plan
- 48-hour quick-ship/hot-site recovery—you can use one of the following preconfigured systems for up to six weeks:
 - IBM @server® iSeries™ system
 - IBM @server pSeries® system
 - IBM AS/400® system
 - IBM RS/6000® system
- Toll-free number for declaring emergency outages
- Remote telephone support during an outage emergency
- Additional recovery exercise options

Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate

Continuous



ENHANCE SECURITY/
COMPLIANCE

"Linux is a technology that helps SMBs get more out of their IT. According to a 2005 VARBusiness Midmarket survey, 32 percent of SMBs had implemented Linux. Of those companies, 70 percent said Linux had delivered ROI in improved operating efficiencies and lower costs."⁶

BUSINESS CONTINUITY AND RECOVERY SERVICES

IBM Express Online Backup for distributed servers

30-day
trial
available*

An on demand, Web-based service designed to provide easy and reliable protection of your valuable business data at a potentially lower cost than in-house, tape-based systems

- Automated data backup (configured to occur daily, weekly or continuously)
- Offsite electronic vaulting
- Professional 24x7 monitoring
- An easy-to-use Web management portal
- Password protection, digital certificates and Advanced Encryption Standard (AES) technology
- Compatible with Microsoft Windows Server 2003, Windows Server 2000, Windows Storage Server 2003, Windows 2000 and Windows XP systems

DESCRIPTION

COMPONENTS

PRICING

DURATION

Flexible, usage-based pricing, determined by gigabytes stored

* Use IBM Express Online Backup for distributed servers for 30 days. Get a full refund if you're not satisfied. Note that to cancel the service within the 30-day period, IBM requires a minimum of five days' written notice.

Continuous



IMPROVE EMPLOYEE
PRODUCTIVITY



ENHANCE SECURITY/
COMPLIANCE



ENHANCE SECURITY/
COMPLIANCE

IBM business resilience services

Services designed to help you cost-effectively plan and build a resilient infrastructure that can proactively and rapidly respond to unanticipated opportunities and threats

- Services include:
 - Risk readiness assessment
 - Resilient business and infrastructure analysis
 - Security process assessment
 - Business resilience and continuity health check
 - Resilient architecture design
 - Enterprise security architecture
 - Multivendor IT recovery plans and procedures
 - Performance management, testing and scalability
 - Managed security services
 - Business continuity and recovery

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate

- Financing is available through IBM Global Financing

Solution specific



END-USER SERVICES

All systems go.

We can help your business take off with solutions designed to lower the total cost of ownership and increase the service levels associated with your desktops, laptops, wireless devices and printers. Our broad set of client-systems services allows us to support your client systems through every phase of the product lifecycle—**from planning and management, to deployment and support, to refresh and disposal.**



IBM Express Desktop Management Services

DESCRIPTION

An on demand, Web-based service designed to simplify the day-to-day management of your PC and laptop environment; offered in two types of modules — software services and managed services

COMPONENTS

- Software services (services are managed by your IT staff):
 - Primary bundle: asset discovery, asset management, software distribution, and patch management
 - Additional optional software services: virus protection, online backup, and remote access
 - Full software services bundle: all seven software service modules
- Managed services (services are managed by IBM or an IBM Business Partner):
 - Primary bundle: asset administration, software compliance, and patch distribution
 - Additional optional managed services: virus remediation, and data restoration
 - Full managed services bundle: six software services* and all five managed services

DURATION

Delivered on a per-seat, per-month basis

Continuous

PRICING

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



Small businesses are responsible for “a strikingly substantial share of the technical breakthroughs of the twentieth century ... the airplane, FM radio, the helicopter, the personal computer, and the pacemaker ...”⁷

END-USER SERVICES

IBM end-user services

DESCRIPTION

Services designed to help you create a security-enhanced, reliable desktop infrastructure that can adapt quickly to changing business requirements and simplify the management of your desktop environment

COMPONENTS

- Service options:
 - Consulting
 - Installation
 - Asset acquisition, management and disposal
 - Help desk support

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE

IT OPTIMIZATION SERVICES

Get more value out of your IT assets.

Are your existing IT systems and processes sapping your business strength? We offer a range of services designed to help you **simplify your IT environment, integrate new systems and applications, and better align IT processes with business goals**. You'll be left with potentially more resources for growing your business.



Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Express Implementation Services for storage consolidation

DESCRIPTION

A centralized storage solution that migrates your data to a storage area network (SAN) architecture using a pretested approach designed to reduce associated risks and costs

COMPONENTS

- Storage environment survey and plan
- Installation (configuration, migration, implementation and testing) of:
 - A new IBM Fibre Channel disk storage array (IBM DS4100)
 - A new IBM Fibre Channel SAN switch
 - Up to five new IBM Fibre Channel Host Bus Adapters
- Data migration (up to one terabyte of existing data to the newly installed storage array)
- Staff training for hardware operation

PRICING

US\$8,500

DURATION

Approximately one week



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



INCREASE BUSINESS INSIGHT

IBM Express Services for digital media

An all-in-one, quick-to-implement content management solution that helps you get maximum value out of your digital assets yet requires limited investment

- A security-rich, scalable content-management infrastructure featuring:
 - IBM DB2 Content Manager software
 - Accept Media Server—industry-leading digital asset management software from Stellent
- Comprehensive content management capabilities* enabling:
 - In-depth searches
 - File organization and grouping
 - Version control
 - Flexible metadata configuration
 - Online collaboration
 - Fast, easy retrieval and distribution
- Implementation services, best practices and process models from IBM Global Business Services

* Video capability is optional.

- Entry-level pricing starts with five user licenses
- Financing is available through IBM Global Financing

As few as four weeks, with two additional weeks of system support



IT OPTIMIZATION SERVICES

NEW!

IBM Express IT Strategy Assessment

DESCRIPTION

A fixed-scope consulting engagement designed to help your organization examine its IT strategies and plan for improvement—quickly and at a more affordable price

COMPONENTS

- An assessment of your existing IT environment, processes and organization*
- Recommendations for improvement, potentially including the use of technologies such as componentization and service-oriented architecture
- A roadmap to help you migrate to a new IT environment or implement operational improvements, including:
 - A list of prioritized initiatives and activities
 - Potential costs and benefits associated with execution of each activity

* Optional assessment activities include detailed benchmarking, budget assessments and IT maturity model work.

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Approximately three to four weeks



INCREASE BUSINESS
FLEXIBILITY



OPTIMIZE
IT ASSETS



ENHANCE SECURITY/
COMPLIANCE



IBM Technology Deployment Services

Customizable, scalable services to help facilitate quick and efficient hardware and software implementations

• Standard services include:

- Project management
- Procurement and logistics
- Site survey and preparation
- Integration and configuration
- Installation

- Support for a wide variety of IBM and non-IBM hardware, including PCs, point-of-sale (POS) systems, servers, thin clients, kiosk terminals and ATMs, as well as multivendor network and Internet Protocol (IP) telephone equipment

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate

- Financing is available through IBM Global Financing

Solution specific



INCREASE BUSINESS
FLEXIBILITY



OPTIMIZE
IT ASSETS



ENHANCE SECURITY/
COMPLIANCE



IBM data center services

Customizable, scalable services to help ensure that your data center is designed to operate at optimal levels

- Strategy and planning
- Architectural and engineering design
- Consolidations
- Relocations
- Cabling and power protection

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Solution specific



OPTIMIZE
IT ASSETS

ENHANCE SECURITY/
COMPLIANCE

IBM ServicePac® offerings

Prepackaged warranty upgrade and post-warranty service offerings for IBM @server iSeries, pSeries and xSeries® systems, and IBM retail, storage and printing systems

- Call center access, choose from normal business hours to 24x7
- Repair service level, choose from parts-only to same-business-day to onsite repair options
- One to five years of support from the date of equipment purchase

Based on equipment supported and repair service level selected

One to five years



INCREASE
BUSINESS INSIGHT

OPTIMIZE
IT ASSETS

ENHANCE SECURITY/
COMPLIANCE

“Wireless networks spark the imagination. They encourage new ways to communicate and collaborate, and they inspire ideas about how to make the traditional office space more dynamic.”⁸

NETWORKING SERVICES

The benefits of wireless are within your reach.

In addition to optimizing your wired networks, IBM can help you plan, implement, manage and secure next-generation wireless solutions—for workforce mobility, network convergence and RFID. You should be prepared for the potential business impacts—**from productivity gains and improved levels of worker and customer satisfaction to cost-savings and a rapid return on investment (ROI).**

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM wireless solutions

DESCRIPTION

Services designed to help you add new wireless capabilities without overstretching your staff or budget

COMPONENTS

- The following services can be customized to your specific needs:
 - Consulting
 - Business case development
 - Solution design, including device and infrastructure selection
 - Technological proof of concept
 - Full systems rollout

PRICING

Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate

DURATION

Solution specific



OPTIMIZE
VALUE NETS



INCREASE BUSINESS
FLEXIBILITY



ENHANCE SECURITY/
COMPLIANCE



IBM network convergence services

A wide range of consulting, integration and deployment services to help you achieve the highest business value from the consolidation of voice, data and security applications on next-generation Internet-based technologies

- The following services can be customized to your specific needs:
 - Consulting services
 - Application migration, integration and development services
 - Networking services
 - Managed hosting services
 - Training services
 - Technology environment optimization services
 - Security and resilience services
 - Maintenance services

Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS

IBM Network Operations and Management Services

Remotely delivered, scalable network monitoring and management services designed to improve network performance, availability and control, while helping to reduce associated costs

- Services include:
 - Asset and fault monitoring
 - Performance management
 - Configuration and change management
 - Problem and security management
 - Monthly consultative review
- Delivered via the IBM Network Operations Center or an IBM Business Partner network facility
- Implementation services, best practices and innovative tools from IBM Global Business Services
- Supports multivendor networks and leverages standard management protocols (such as Internet Control Message Protocol/ICMP and Simple Network Management Protocol/SNMP)
- Service options: technology-based solutions to manage firewalls, virtual private networks and voice over IP (VoIP) infrastructure

- Flexible, usage-based pricing, delivered on a per-device, per-month basis
- A low startup fee

Typically only 60 days from contract signing to service start



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE

**“More than 93 percent of businesses in every state
are small businesses ...”⁹**

SECURITY AND PRIVACY SERVICES

Vigilance pays.

Security threats can come from all directions—and affect all aspects of your business. IBM security and privacy services are designed to help you stay one step ahead of hackers and others with malicious intent. We can help **safeguard your networks, data, user access, messaging systems and physical environment**—and help better position you for regulatory compliance.



NEW!

IBM Express Managed Security Services for e-mail security

30-day trial available*

DESCRIPTION

A fully hosted and managed e-mail security service that requires neither an up-front investment nor installation of hardware and software

COMPONENTS

- Choose from four modules:
 - Anti-virus
 - Anti-spam
 - Image control
 - Content control
- A Web-based administrative console for monitoring activity and customizing service settings
- Toll-free telephone access to the IBM Help Desk (or access via live Web text chat)
- Access to the IBM Incident Response Team

PRICING

Starting at US\$2.00 per service, per user, per month (minimum number of required users is 25)

* Use IBM Express Managed Security Services for e-mail security for 30 days. Get a full refund if you're not satisfied. Note that to cancel the service within the 30-day period, IBM requires a minimum of five days' written notice.

DURATION

Continuous



Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



NEW!

IBM Express Managed Security Services for Web security

30-day trial available*

A fully hosted, managed service that helps stop viruses and spyware outside of your network and filters out inappropriate Internet material while helping to lower costs by virtually eliminating hardware and software maintenance

- Choose from the following modules:
 - *Anti-virus*: scans all incoming and outgoing Internet traffic for viruses
 - *Anti-virus and anti-spyware*: scans all incoming and outgoing Internet traffic for viruses and spyware
 - *URL filtering*: blocks employee access to restricted Web sites
 - *Anti-virus, anti-spyware and URL filtering*: scans all incoming and outgoing Internet traffic for viruses and spyware**, and blocks employee access to restricted Web sites
- Powered by MessageLabs technologies
- Ongoing, 24x7 support provided by IBM Help Desk, with escalation to MessageLabs Technical Services as required
- Web management portal for configuration, monitoring and reporting
- Access to the IBM Incident Response Team
- Security alerts

** Encrypted communications are not scanned.

Flexible, usage-based pricing, determined by the number of registered users

* Use IBM Express Managed Security Services for Web security for 30 days. Get a full refund if you're not satisfied. Note that to cancel the service within the 30-day period, IBM requires a minimum of five days' written notice.

Continuous



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



NEW!

IBM Express Vulnerability Assessment

A fixed-scope, two-phase consulting engagement designed to give your organization a more reliable, affordable starting point for helping to reduce IT security risks and protect confidential data

- Assessment phase:
 - IBM security experts assess select portions of your internal, external and wireless systems at one location
 - Using a multifaceted approach tailored to your systems and innovative assessment tools, they safely simulate attack tactics commonly used by hackers
- Documentation phase:
 - Once identified, low-, medium- and high-risk exposures in your Web-based applications and networks are documented in a comprehensive final report
 - The report includes detailed recommendations for improvements as well as ways to facilitate regulatory compliance

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Approximately three weeks



OPTIMIZE VALUE NETS



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IT executives worldwide agree that the nature of crime is changing. They see cybercrime at least as dangerous to their organizations as physical crime, with its greatest potential impacts being loss of revenue and customers.¹⁰

SECURITY AND PRIVACY SERVICES

IBM Managed Security Services – anti-virus management

DESCRIPTION

Services that allow you to outsource key activities at various points in your infrastructure to help prevent and detect malicious code

COMPONENTS

- Services include:
 - Anti-virus and Internet security workshops
 - Managed anti-virus perimeter defense
 - Managed anti-virus vendor product updates
 - Managed anti-virus enterprise defense
 - Managed URL filtering
 - Threshold monitoring

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Continuous



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Managed Security Services – firewall management

DESCRIPTION

Remote services designed to keep your firewall(s) current, security-rich and functional

COMPONENTS

- IBM, Check Point and Cisco PIX firewalls
- Next-business-day changes to the existing firewall configuration (unlimited)
- Firewall software and operating system updates (two per calendar week)
- Monitoring via an authenticated and encrypted connection
- Service options:
 - Monthly log-file analysis
 - Advanced firewall services

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE





IBM Managed Security Services – incident management

Services that can help your organization with virtually every aspect of identity management—from identity proofing to user provisioning to access control

- Services include:
 - Consulting services
 - Implementation services
 - Managed and hosted services
- Experience and expertise of IBM security professionals
- IBM Tivoli® identity management products and technologies, as well as leading solutions from key IBM Business Partners

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY

OPTIMIZE IT ASSETS

ENHANCE SECURITY/COMPLIANCE

IBM Managed Security Services – wireless intrusion detection

Remote or onsite services designed to monitor your wireless network for intrusions in real time—24 hours a day, seven days a week

- Services include:
 - Assessment of your WLAN topology as well as the physical layout of your building or office space
 - Deployment of wireless intrusion-detection sensors
 - Ongoing management, administration, updates and tuning of the wireless sensors
- Trained professionals at IBM's Security Operations Center monitor your network, investigate suspicious activity and alert IBM security experts, who will notify your team via an agreed-upon escalation process
- State-of-the-art intrusion detection tools from Symantec/AXENT, Cisco and ISS

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY

OPTIMIZE IT ASSETS

ENHANCE SECURITY/COMPLIANCE

“Resource-constrained SMBs are continually challenged to get the most out of their IT. Gartner believes more SMBs should look toward using managed services ... to help manage ... everything from desktops ... to [their] entire IT infrastructure.”¹¹

SECURITY AND PRIVACY SERVICES

IBM Consulting, Integration and Deployment Services for surveillance and security solutions

DESCRIPTION

Services designed to help you improve physical security and reduce costs through the creation of scalable, open and seamlessly integrated security systems

COMPONENTS

- Services include:
 - Assessment of your current security and networking system
 - Creation of a strategy to deploy digital video recording (DVR) technology and integrate it with your existing IT environment
 - Creation and deployment of a centralized SAN-based architecture to enable rapid searches of video footage
 - Automation of your video surveillance management processes
- Leverages advanced security capabilities, such as automated license-plate and facial-recognition technologies, and biometric identification

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE

SYSTEMS MANAGEMENT SERVICES

Grow your infrastructure and business—overnight.

And do it without a hefty up-front investment. IBM's flexible hosting services help make it possible. Take advantage of our agile, security-rich, high-performance infrastructure to help increase your Web site performance. Virtualize your servers. Or off-load some, or all, of your infrastructure management and maintenance. We have a wide range of services from which you can choose.

Use these icons to identify the key business benefits that each service offering is designed to deliver:



IMPROVE CUSTOMER EXPERIENCE



OPTIMIZE VALUE NETS



DRIVE OFFERING DIFFERENTIATION



IMPROVE EMPLOYEE PRODUCTIVITY



INCREASE BUSINESS INSIGHT



INCREASE BUSINESS FLEXIBILITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



IBM Managed Hosting Services

DESCRIPTION

Flexible, scalable hosting solutions that allow you to turn over some or all of your infrastructure management and maintenance needs to IBM

COMPONENTS

- Services include:
 - *Traditional hosting*: IBM-owned or your servers hosted and managed by IBM
 - *Virtual server services*: scalable processing, storage and network capacity delivered over the network as services
 - *Remote management services*: services delivered directly to any location you specify, including your premises or those of a third-party vendor
- A highly reliable, continuously available, security-rich infrastructure
- A global network of fully redundant data centers featuring multiple tier-one network connections, enhanced security capabilities and multiplatform support
- A customized portal that gives you access to vital performance and management data
- Monitoring and reporting, problem determination and management, and customer support provided by highly skilled technicians
- An extensive list of optional management and support services, including offsite backup, firewalls and load balancing

PRICING

- Flexible, usage-based pricing
- Financing is available through IBM Global Financing

DURATION

Solution specific



DRIVE OFFERING
DIFFERENTIATION



INCREASE BUSINESS
FLEXIBILITY



ENHANCE SECURITY/
COMPLIANCE



IBM Express Managed Hosting – performance services, Akamai content and application distribution services

DESCRIPTION

On demand content and application delivery services offered by IBM and Akamai; designed to enhance Web site performance by moving content to the edge of the network—closer to users

COMPONENTS

- The Akamai globally distributed network
- Akamai EdgeComputing application delivery technology, powered by IBM WebSphere® technology
- Akamai EdgeSuite content/delivery technology, powered by WebSphere technology
- IBM technical support
- Burstable capacity: up to four times for content distribution services, no limit for application distribution services
- Supports applications written in code that is Java™ 2 Enterprise Edition (J2EE) compliant
- Optional advanced features designed to help move Web-serving functions to the network edge include Secure Sockets Layer (SSL) processing, Domain Name Server (DNS) services and user authentication
- Service options: application and optimization services from IBM

PRICING

- Flexible, usage-based pricing, delivered via per-month subscription
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE CUSTOMER
EXPERIENCE



INCREASE BUSINESS
FLEXIBILITY



ENHANCE SECURITY/
COMPLIANCE



“More than 75 percent of CEOs surveyed by IBM indicate that collaboration and partnering is very important to innovation, regardless of the type of innovation undertaken.”¹²

TECHNICAL SUPPORT SERVICES

Lean on us.

When your systems go or slow down, employees, customers and partners can feel let down. IBM can provide **dependable and timely technical support for all your equipment**, regardless of manufacturer. Recognized as a leading hardware and software service provider, we can help your organization achieve optimal performance and availability with a support plan tailored for your business.

One year of technical support and software upgrades
is included in the price of Express Advantage software offerings, including unlimited 24x7 voice question-and-answer support.



IBM Technical Support

DESCRIPTION

A wide array of services designed to specifically address your onsite and remote hardware and software support needs; covers a wide variety of IBM and non-IBM hardware

COMPONENTS

- IBM Maintenance and Warranty Services:
 - Service-level options include 24x7 same-day service, 9x5 next-business-day service, and depot repair service
- IBM Remote Technical Support Services:
 - Toll-free, unlimited access to technical experts
 - Web-based technical support tools
- IBM Operational Support Services:
 - Includes availability, implementation and migration services

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



ENHANCE SECURITY/COMPLIANCE



TRAINING SERVICES

Get in the know.

IBM offers a comprehensive portfolio of **education services for building, maintaining and optimizing your IT staff's skill sets**. Offerings include classroom and online courses, technical conferences, certification programs and more.

Education Packs provide discounts of up to
10 percent off
the price of IBM education purchased separately!



IBM Education Pack – online account

DESCRIPTION

A more convenient, affordable way for you to purchase IBM Training offerings

COMPONENTS

- Choose from a variety of IBM Training offerings*, provided in multiple formats, including:
 - Public courses
 - Onsite courses
 - IBM technical conferences
 - E-learning courses
- Online account management that allows you to check your account status, review account history, or create and submit an online voucher to pay for a training purchase
- A discount purchase program

PRICING

- Discounts are offered at three levels of funding:
 - Level one: 5 percent discount
 - Level two: 8 percent discount
 - Level three: 10 percent discount
- Valid for 12 months from the date of purchase (the start date can be postponed by up to 60 days after purchase)

DURATION

Solution specific



IMPROVE EMPLOYEE PRODUCTIVITY



OPTIMIZE IT ASSETS



Or visit: ibm.com/businesscenter/services

IBM Financing Advantage— simply a better way.

TRAINING SERVICES

IBM training services

DESCRIPTION

A robust portfolio of education services to help you get the best performance from your employees, optimize your current IT environment and support the integration of new technologies

COMPONENTS

- Services include:
 - Technical conferences
 - Technical training, including courses customized to fit your business needs

PRICING

- Contact your sales representative or call 1 800 IBM-7080 (426-7080), priority code 106A520W, for an estimate
- Financing is available through IBM Global Financing

DURATION

Solution specific



IMPROVE EMPLOYEE
PRODUCTIVITY



OPTIMIZE
IT ASSETS

FINANCING

IBM Financing Advantage

Midsize businesses like yours can benefit from the same financing-related competitive advantages that larger enterprises have long enjoyed. A comprehensive program specifically designed for your business, IBM Financing Advantage helps simplify the entire financing process, with streamlined credit applications, quick and simple contracts, and competitive rates for IBM and non-IBM solutions.

Specially designed for midsize businesses, IBM Financing Advantage also offers enhanced financing for IBM and non-IBM software and services without any large hardware requirements. IBM Financing Advantage combines technology, industry expertise and financing know-how for your entire solution, regardless of vendor.

All this adds up to greater business flexibility and marketplace responsiveness—and greater competitive advantage—for your organization.

So don't tie up your hard-earned capital. Help simplify your budgeting and minimize your out-of-pocket investment with predictable payments that match your cash flow.

To learn more about IBM Financing Advantage, visit:

ibm.com/businesscenter/smb/us/en/financing



INCREASE BUSINESS
FLEXIBILITY



OPTIMIZE
IT ASSETS



ENHANCE SECURITY/
COMPLIANCE



Check out our latest

Express Advantage offerings

in the Business Solutions
section starting
on page 8.

Introducing IBM Express Advantage

IBM has created IBM Express Advantage specifically to help growing businesses like yours access the critical business and technology capabilities required to innovate and win.

The highlights:

IBM Express Advantage offerings combine hardware, software, services and financing in competitively priced, prepackaged offerings designed specifically for midsize businesses. These solutions are designed to be:

- Easy to buy and deploy
- Fully functional
- Scalable
- Quick to provide a return.

Our network of IBM Business Partners can provide you with industry insight, local support, and business and IT expertise. IBM Business Partners:

- Work with you one on one to gain a deep understanding of your business operations
- Provide implementation, systems integration, customization and other high-value services
- Create cost-effective, comprehensive, multivendor solutions
- Help enable you to fully leverage IBM's vast resources.

New, enhanced customer service programs make it easier than ever to do business with IBM and our Business Partners:

- **The IBM Express Advantage concierge—
1 800 IBM-7080 (426-7080), priority code 106A520W—**is a free service available to all midsize businesses. Call with any question, whether it's related to your business challenges or account management, and you'll quickly be connected with a specialist who can provide the information and expertise you need.
- **The IBM Express Advantage Web site
(ibm.com/expressadvantage)** is designed exclusively for midsize businesses. Explore a wide range of competitively priced offerings, find a local IBM Business Partner, take advantage of free account management tools or connect with our new concierge services.

IBM Financing Advantage offers easy access to leases, loans, buyback and disposal services plus IBM Certified Used Equipment™ offerings to companies with as few as 25 employees.

It all adds up to greater competitive advantage.

IBM Express Advantage offers easy access to the solution that is just right for your organization's specific needs, delivered in the way that is just right for your organization. That's a competitive advantage in any marketplace. To learn more, visit:

ibm.com/expressadvantage



The time to plan for business continuity is now.

Katrina. Rita. Wilma. Last year's headliner hurricanes destroyed lives, businesses and economies across the Gulf Coast, and the ramifications stretched far beyond. Small and midsize companies that were fortunate enough to survive the 2005 hurricane season are still reeling from the effects.

The U.S. Small Business Administration recently reported that it has approved more than 16,100 loans (totaling more than US\$1.4 billion) to help rebuild businesses in Louisiana, Mississippi, Florida, Texas and Alabama.*

The experiences of these companies and others that have faced similar disasters make clear that the time to start planning for a catastrophe is now. This is especially true for small and midsize organizations, which typically don't have the same depth

and breadth of resources at their disposal as large corporations. A short business interruption, much less a hurricane, epidemic or terrorist act, can irreversibly damage a company's financial stability, marketplace standing and reputation literally overnight.

Your organization should consider the following key areas as it creates or updates its business continuity plan:

People

Employees and their families should be your first priority before, during and after a disastrous event. Be sure that your plan outlines who is in charge and what workers should do given different disaster scenarios. It also should address such issues as employee safety, trauma, transportation, housing and emergency funding. If a disaster does occur, make payroll among the first applications that you get up and running.

This article was adapted from *Lessons Learned from the 2005 Hurricane Season*, an IBM seminar in which a panel of experts shared their experiences in dealing with Hurricane Katrina. To view the seminar, go to http://www-1.ibm.com/services/us/bcrs/html/web-seminar_hurricane-lessons-learned.html?&me=W&re=webseminars

Business continuity is critical to your business success. Articles addressing other topics important to growing businesses will be featured in future editions of this catalog.

Communications systems

The ability to communicate accurately and in a timely manner with employees, customers, partners and relief workers is critical during an emergency. Create a centralized phone number, e-mail address or Web site that people can use to get updates on business operations and other critical information. Evaluate how satellite phones, laptops with wireless cards, and text-messaging capabilities might facilitate real-time communications. And proactively build relations with local and state agencies, the media and other outside organizations with which your company can coordinate during emergencies.

Data availability

A disastrous event can happen anywhere, at any time, so back up critical files regularly and test backup and restoration processes often. Electronic media is recommended for backing up data; tapes are more likely to be destroyed, damaged, lost or subject to transport restrictions during emergencies. Store data offsite (in multiple locations, if possible), where it will be more secure and easily retrievable.

Hardware and software

Conduct a vulnerability assessment of your IT facilities to identify risk factors, then address each one accordingly. The goal is to consider everything that could be required to keep your business-critical systems available to employees, customers and partners given a disastrous event. For example, where will you get new or used equipment quickly, if needed? Are your hardware and software maintenance contracts current and comprehensive? Are your desktop configurations standardized (and hence easier to restore)? Are you leveraging open-standards-based technologies (which integrate more easily with new systems)?

Power

Power outages can bring your network down, disrupting operations and preventing employees from recharging cell phone and laptop batteries. Be sure to plan for redundant power supplies, carefully consider their location and test them. Also, consider adopting satellite phones and other solutions enabling satellite-based connectivity.

Some other things to keep in mind:

- Win management support for your plan.
- Address every level of your organization, and consider all your business partners.
- Understand your risks and ensure adequate insurance coverage.
- Create a crisis team prepared to operate in a high-stress, limited-resource environment. Take advantage of the Incident Command System and National Incident Management System methodologies developed by the United States government.

Finally, once your plan is created, weave it into your business fabric.

Keep it current—if your business changes, so should your plan.

Test it annually or more often. And communicate it—everyone will be better prepared for the unexpected.

* "Record SBA Disaster Loan Approvals Surpass \$6 Billion Following 2005 Gulf Coast Hurricanes," U.S. Small Business Administration press release, March 13, 2006. [http://www.sba.gov/news/06-17-disaster-loans-\\$6-billion.pdf](http://www.sba.gov/news/06-17-disaster-loans-$6-billion.pdf)

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* Packaged services are comprehensive, fully functional solutions with standardized components and often predetermined pricing.

** Customized services are one-of-a-kind solutions designed to deliver incredible value at a reasonable cost.



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Footnotes:

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