

Smart solutions for smart mid-sized businesses



Highlights

- *Reduce IT costs and complexity while improving service to your customers*
- *Manage your IT risk*
- *Secure affordable financing*

Mid-sized businesses are feeling the pressure of the current economic uncertainty, including troubling credit conditions, weak markets and changing industry trends. Most are being asked to reduce IT spending or demonstrate faster return on investment. As a result, their IT managers and staff must make smarter decisions faster and extract more out of their current IT investments.

Technology continues to get smarter, faster and cheaper. We are helping our clients use dramatic technology improvements to address their business needs and drive increased IT capabilities. We can help you weather the current economic conditions and budget

pressures while also ensuring that your systems and infrastructure are well-positioned for future growth. While many IT managers have already been working to make their IT and networking environments more efficient, there are a number of ways IBM® can further enable these efforts.

IBM solutions address mid-sized business needs

We provide a comprehensive portfolio of simplified, integrated solutions that can include hardware, software or services along with affordable financing options. These solutions can help you:

- *Effectively address your most critical IT issues*
- *Reduce IT cost and complexity*
- *Improve service to your customers*
- *Mitigate and manage risk*
- *Secure financing*

Along with IBM Business Partners, IBM enables mid-sized businesses to realize immediate and future objectives to sustain and command a competitive advantage in the marketplace. The next three sections will demonstrate how this is accomplished.

Reduce IT cost and complexity

According to a recent *CIO Magazine* survey, controlling IT costs ranks fifth in IT management priorities—that's up from eighth in the prior year's survey. We understand that this is a critical area of concern for our clients, which is why we offer virtualization and energy efficiency solutions that significantly address cost reduction.

Virtualization and consolidation solutions

The IT challenge is clear—simplify and optimize your IT infrastructure so that your business can efficiently respond in a cost-effective way. Server consolidation is one of the best ways for businesses to increase IT efficiency while reducing overall costs and energy consumption. IBM Power Systems™ servers offer the performance and proven virtualization capabilities required to enable a successful consolidation of your applications on IBM AIX®, UNIX®, Linux® and IBM i operating systems.

IBM also provides world-class x86 servers and blades to help reduce costs with technologies that not only increase performance, but also help you budget, plan and control your power per watt usage. Increase the utilization of your hardware and decrease your number of physical assets by virtualization as you manage and take advantage of the integrated storage included with IBM BladeCenter® servers. Demonstrated business benefits include:

- *Decreased maintenance costs of up to 50%*
- *Projected 50% reduction in administrators for identity management*

- *Streamlined business processes resulting in savings of \$250,000 annually*
- *Reduced service outages by 60%*
- *Diminished disaster recovery times by 85%*

With our extensive portfolio of top performing, energy efficient virtualization and consolidation solutions, we can help you build a resilient infrastructure optimized for cost-effectiveness, simplified management and flexibility.

What is virtualization?

With virtualization, you gain a logical rather than a physical view of data, computing power, storage capacity and other resources. While cost saving is a primary driver for initial virtualization deployment, the full value of virtualization lies in its ability to:

- *Reduce total cost of ownership—virtualization offers a rapid return on investment (ROI) with decreased management costs and increased asset utilization.*
- *Increase flexibility—by enabling vendor choice, virtualization supports the pooling of resources that can be centrally managed through an enterprise hub to support dynamically changing business requirements better.*
- *Enable access through shared infrastructure—virtualization provides a resilient foundation and shared infrastructure that enables better access to infrastructure and information in support of business applications and a service-oriented architecture (SOA).*

Client success: Adecco realizes significant performance improvement with IBM Migration Factory and IBM POWER

Overview

Adecco is a Global Fortune 500 staffing company that has grown to become the world leader in human resources services, supporting 125,000 Adecco colleagues.

Business need

As the company has grown, so has their IT environment, resulting in a disparate infrastructure that became increasingly difficult to manage. The organization was facing rising maintenance costs and IT support concerns.

IBM Solution

Adecco standardized on the IBM POWER™ platform, consolidating 50 HP and Sun servers on a five-node cluster of IBM System p® 570 servers running the IBM AIX® 5.3 operating system. With the help of IBM Migration Factory, Adecco successfully migrated multi-terabytes of critical business data, including Adecco's mission-critical PeopleSoft and Oracle eBusiness Suite applications, with minimal impact to operations.

Benefits

The IBM solution enables a 600% performance improvement for one critical process, reduces IT maintenance costs and provides new levels of scalability for future growth.

To learn more about IBM virtualization solutions, visit: ibm.com/systems/virtualization/solutions

Energy efficiency solutions for your business

IBM and IBM Business Partners provide solutions that enable an energy efficient IT infrastructure for your business.

IBM Power Systems, IBM System x®, IBM BladeCenter and IBM System Storage™ technology deliver leadership performance per watt and enable reduction of energy waste along with under utilization.

Adoption of energy efficient solutions can enable your business to:

- *Decrease energy consumption up to 70%, while also doubling performance*
- *Reduce IT operating costs by as much as 33%*
- *Reduce data center and computer room floor space up to 66%*

To learn more about our IBM energy efficiency solutions, please visit: ibm.com/businesscenter/smb/us/en/solutionsgreen

Improve service to your customers

Mid-sized businesses today require quick response with flexibility to business opportunities and changing customer demands. You need the ability to link and align underlying business and IT infrastructure efficiently to enable rapid, agile business response for changing business circumstances.

IBM and IBM Business Partners help you to face your service challenges with information management, service management and asset management solutions.

Information management solutions

The past decade has seen an explosion in data management. As information environments get complex, data is getting disaggregated and more difficult to understand.

Today, the average mid-sized organization deals with over 25 business applications and an equal number of databases—including structured, non-structured and even complex XML data. Even though most organizations have the information required to make critical business decisions, they are often unable to access it—when and where they need it.

IBM delivers market-leading solutions for critical information business issues. They can help your organization achieve new levels of responsiveness to your customers with best of breed information integration and master database management capabilities.

Client success: Svendsen Sport gets hooked on business intelligence with IBM Cognos

Overview

Established in 1977, Svendsen Sport has grown to become one of the largest suppliers of fishing tackle in Europe, with sales offices around the world. The European business operates from sites in Denmark, Germany and the UK, and manages a diverse network of suppliers and distributors.

Business need

In sourcing thousands of products from the Far East, fishing tackle wholesaler Svendsen Sport is presented with a complex forecasting challenge. Its customers – retailers throughout Europe – need to stock the right mix of products at the right time; yet delivery lead times are measured in months. Spreadsheet-based analysis and reporting was expensive and slow, and not up to the job.

IBM Solution

Svendsen Sport worked with EDB Gruppen, an IBM Business Partner, to upgrade to a new Microsoft Dynamics AX ERP system and implement IBM Cognos® Business Intelligence. Along with detailed business reports, Cognos gives users access to real-time information with a Web-based dashboard.

Benefits

Replacing the existing spreadsheet-based reporting system has reduced manual workload by 80%. In the near future, reporting will become completely automated, saving more than 50 person-days per year. Real-time dashboards should spread business intelligence to a wider audience, helping many employees work more effectively. Better analysis should lead to improved decision-making and more efficient supply and distribution processes.

To learn more about our information management solutions, please visit: ibm.com/businesscenter/smb/us/en/infrastructure

Service management and asset management solutions

Today, managing assets has become more and more complex for mid-sized businesses. Take the example of mid-sized financial services companies. These companies are continuously challenged to mitigate operational risk while building customer loyalty and driving growth through improved service quality and a customer experience that differentiates them from competitors. Unified IT asset and service management capabilities are a central solution to enable meeting these goals, by consolidating disparate IT systems and improving the manageability and efficiency of the IT infrastructure.

Strategic asset and service management can help address these challenges. This service allows mid-sized companies to track and manage all assets critical to the performance of the business at optimal levels for a streamlined, efficient approach.

“IBM has a reputation of being there for its customers. It was the logical choice for us.”

— Dave Bossi,
Vice President of
Information
Technology, Adecco
Group North America

With our asset management solutions, you can achieve greater efficiency in asset management by managing all your asset types on a single platform. IBM Service Management Solutions™ focus on service visibility, control and automation to help you efficiently and cost-effectively deliver high-quality services that make your business more competitive.

For more details on service and asset management solutions, please visit: ibm.com/tivoli/solutions

Security management solutions

Organizations like yours need to adapt quickly to increasing change and global integration while improving service delivery, effectively managing risk and reducing cost and infrastructure complexity. The current explosion of information and devices connected to the network combined with the growing inter-connectedness of people and

processes generates new business and operational risks. Today's security leaders must be prepared to secure the intelligent, dynamic infrastructure to match the speed of business change.

IBM and IBM Business Partner IT security solutions can help you protect your systems and networks from the continuously evolving threats of malware and intrusions. These IT security solutions deliver effective, easy-to-manage and affordable security capabilities that protect business-critical information and can readily adapt to ever-changing threats.

For more details on the security management solutions, please visit: ibm.com/businesscenter/smb/us/en/solutionssecurity

Manage your IT risk

A flexible, dynamic infrastructure is necessary to help your business address growing risk, security, compliance and regulatory demands. For over 40 years, IBM has been providing hardware, software and services designed to help our clients reduce operational risk, meet availability challenges and protect and recover sensitive or critical data.

Maintenance and technical support (MTS) services

Managing costs is a critical concern during tough economic times. Our maintenance and technical support for hardware and software with additional services can provide significant value for mid-sized businesses. Extend the value of your existing infrastructure and improve operational efficiency to:

- Reduce IT operational costs
- Attain more out of existing infrastructure, to help defer capital expenditures
- Improve system productivity

To learn more about maintenance and technical support solutions, visit:

Maintenance and Technical Support Services

Secure affordable financing

IBM Global Financing enables mid-sized businesses to move forward now with essential business and IT requirements to support your business success. From small businesses to global corporations, IBM Global Financing is ready to serve you during difficult times. Services include:

- Tailored capital solutions to help you manage cash flow and assets
- Certified used equipment to help you access reliable IBM technology at a lower cost

- Technology disposal with integrity, privacy and expertise
- Re-use, recycling and environmentally compliant disposal of retired assets

IBM Global Financing also provides supply chain and working capital financing that enables your organization to perform effective cash management while maintaining the inventory, payables or receivables terms you need to run your business optimally.

To learn more about IBM Global Financing, visit: ibm.com/financing

“As we gain the ability to analyze our supply chain on a real-time basis and give our people faster access to the information they need, IBM Cognos solutions will help us deliver a better, more efficient service to customers across Europe.”

– Per Kraul, Chief Operating Officer, Svendsen Sport



For more information

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