

*IBM System i5—delivering IT simplification and maximum business productivity to consumer products companies for today's competitive marketplace*



## **IBM System i5 Family Consumer Products**



## Highlights

- Supports “built-for-purpose” supply chains through a wide variety of business applications
- Provides technology innovations that enable on demand customer service behind the scenes to keep mission-critical computing environments running
- Facilitates IT cost savings to allow reinvestment in the business

Market forces today are slowly but steadily leading consumer products companies to a radically different global marketplace. Eclipsing traditional mass-market strategies are unprecedented consumer diversity, market polarization, and mega-retailer dominance. “Well curves” will replace bell curves as revenue growth flows to both ends of the competitive spectrum: mass-valued products providing good-enough value at low prices and targeted products offering unique value at premium prices.

Operating within this world of extremes means your company can either win or lose on a very large scale—and business flexibility is your key to success. You need access to information from multiple sources—including the manufacturing floor, the warehouse, and the point of purchase—to achieve this flexibility.

Through this information, you can begin to build a foundation to satisfy four major imperatives that will become increasingly critical to the consumer products marketplace of the next decade:

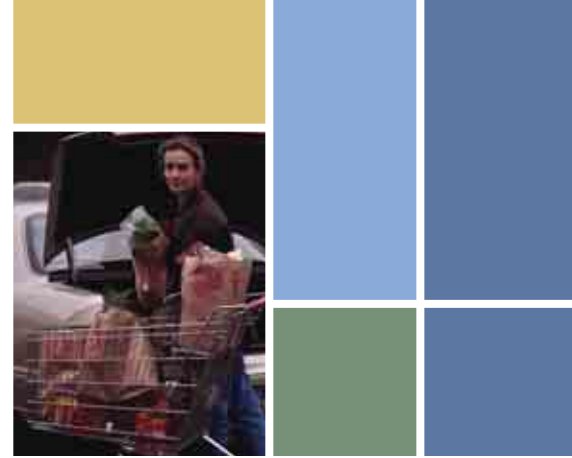
- **Build “built-for-purpose” supply chains.** Consumer products companies need to tailor supply networks to fit consumer demands at either extreme of the “well curve”—the “mass” end at which efficiency is critical or the “targeted” end at which name brands command a premium price. To accomplish this goal, you must simplify and improve collaboration among employees, suppliers, partners and customers.

- **Accelerate insight-driven innovation.** Consumer products companies need to exploit new data sources and develop granular insights about segment and store-level consumer demand—while reducing execution costs and time-to-market. By capturing, analyzing and using information more effectively to support business decision-making, you can enable responsiveness to new business challenges and emerging opportunities.

- **Sell more through superior service.** Powerful retailers and emerging global mega-retailers expect suppliers to be their partners and contribute to success in key areas such as merchandising and promotions, order and inventory management, product innovation and consumer insight. With partners who understand the consumer products business and provide industry expertise, your company can take better advantage of current investments in IT and grow with the right product for each business need—both now and in the future.

- **Focus the organization on differentiators—then follow through.** Instead of incremental change, companies need to drive substantive, systematic change by focusing on key marketplace differentiators. By combining continued performance improvements with cost improvements, you can build good reputations, solid records of accomplishment, and outstanding financial stability.

Flexible, effective information management is a fundamental building block for your future success—and that success begins with IT environment simplification today. Designed to run thousands of the world's most popular business applications, IBM® System i5™ models can provide fast, reliable, and secure ways to simplify your IT environment. By reducing the number of systems and associated staff required to run the business, System i5 models can help you save money and reinvest in growth.





### Get more out of your IT Investment

With the System i5™ models, everything you need to run your business applications is integrated into a single system. The database, security, performance tuning, backup, reporting, communications, Internet connectivity and file and printing serving are built in. The System i5 platform is designed to be easy to operate and maintain.

Based on open standards, the System i5 platform also gives you broader choices and a greater capability to use the system you already have instead of buying a new server for every application. System i5 models can run multiple operating systems and applications simultaneously. They support applications running in IBM i5/OS®, Microsoft® Windows®, Linux®, IBM AIX 5L™, Java™, WebSphere®

and Lotus® Domino® environments—all at the same time and all on one highly reliable system. Built-in security features on the System i5 family can help businesses meet regulatory requirements and safeguard critical data across all of these application environments.

If your organization is running different applications in multiple business units, it's likely that you are using separate servers for each type of application and sometimes multiple servers to run a single application. If you're seeking to simplify your IT environment and reduce costs to enable investment in business growth, you should consider the IBM System i5 platform. By reducing the number of servers and associated

staff required to service your IT infrastructure, the System i5 family provides faster, more reliable and highly secure ways to help simplify the IT environment, helping your organization to save money and reinvest in business growth.

With a System i5 model, your company can have a complete and secure integrated business solution designed to run thousands of the world's most popular business applications. You can run all of the applications that your business needs on one secure, easy-to-manage System i5 model, facilitating server consolidation and helping to eliminate complexity, enhance manageability, and deliver low total cost of ownership (TCO).



**Deploy new capabilities quickly and confidently with integrated, secure turnkey systems**

On demand computing requires tools to build key business applications and extend core business applications to the Web. The IBM System i5 family provides the key capabilities you need to support your business applications right out of the box. Everything necessary to support a robust solution is included—a comprehensive, multi-user operating system, IBM DB2® Universal Database™ (UDB) software, built-in security and virus resistant features, scalable online transaction processing (OLTP), systems management, networking, high-performance Java™ Virtual Machine (JVM) software and sophisticated, automated work management. System i5 models provide a complete contrast to other systems that are purchased in individual pieces and have to be assembled and tested at the customer location.

Additionally, the System i5 Initiative for Innovation is designed to foster the growth of new, innovative solutions for customers using the IBM System i5 family—unleashing the combined talents of IBM and IBM independent software vendors (ISVs) to help you reach your goals and execute growth plans by accelerating the deployment of new applications and tools.

**Handle changing demands by automatically balancing application requirements**

IBM System i5 models can help you to maintain critical customer service levels and handle growth in demand by automatically balancing application resource requirements and scaling up and down to match business cycles. These IBM Virtualization Engine™ systems technologies give companies the freedom to run a wide variety of business applications without the costs and complexity often associated with managing multiple systems.

Micro-Partitioning™ enables processor and storage resources to be moved from idle partitions to partitions experiencing high transaction volumes, either automatically or manually based on business needs. In addition, with Capacity on Demand features, you can quickly respond to changing application workload demands by activating dormant processors to match the processing needs of peak transaction loads.

**Select from thousands of available applications**

With support for multiple operating systems and application environments on System i5 models, you can choose from a vast array of industry-leading software solutions tailored to specific industries and business needs. A global network of ISVs offers an outstanding portfolio of enterprise resource planning (ERP), customer relationship management (CRM), supply chain management (SCM), business intelligence (BI) and





human resource management applications—as well as a robust portfolio of industry-specific solutions. These applications can be quickly and easily deployed and help lower TCO by providing proven solutions tested to run on the System i5 family.

### **Rely on a tradition of total support**

IBM delivers outstanding support and stands behind its commitment to provide the highest possible customer satisfaction for every system sold. A vast network of distributors, resellers, ISVs, and IBM Business Partners is dedicated to the success of the IBM System i5 platform and your company. Advanced maintenance and diagnostic capabilities built into every System i5 model allow remote service, enabling enhanced availability and reducing management overhead. Quick access to technical information and tools is also available through the Web.

In addition, IBM and IBM Business Partners go a step beyond technical support by offering business consulting, implementation and support services designed to help your organization maximize the resources of your System i5 model. These services can help businesses harness the uncompromising power and reliability of the System i5 family.

### **Take advantage of flexible financing options**

IBM Global Financing provides single-source financing for complete, multi-vendor IT solutions that can include hardware, software and services. By consolidating IT acquisitions

into a single financing contract and single, periodic invoice, your business can budget more effectively, manage costs more efficiently and simplify IT investment planning.

Financing from IBM Global Financing can make acquiring complete solutions less expensive through competitive rates, fair market value leases, innovative offerings and special financing promotions. On demand financing offerings can allow your company to structure payment schedules to accommodate cash flow, while enabling capacity adjustments to handle changes in demand. In addition, low-rate financing helps make a wide range of IBM products and services more affordable with flexible payment plans and rates that are frequently below market.

As your company transforms itself into an On Demand Business, an increasingly competitive marketplace will continue to push you to improve customer and partner satisfaction, reduce costs, automate and refine elements of the supply chain, respond to expansion, and anticipate unpredictable demands. With an integrated design that combines operating systems, middleware, databases, security, and storage into one system that deploys quickly and is easy to manage, the IBM System i5 family can play a key role in supporting these requirements.

System i5 models can help your company automate and refine its supply chain by supporting a wide variety of business applications and providing a central point of management. Combined with IBM WebSphere® software, System i5 models can help web-enable core business processes. WebSphere Development Studio for the

System i5 platform offers a suite of application development tools for building new applications, as well as extending existing applications such as RPG and COBOL language-based applications to the Web.

The IBM System i5 family is well known for dependability, performance, rock-solid built-in security, and customer loyalty—in fact, System i5 models have won the Office Server Nikkei Computer Customer Satisfaction Survey for seven consecutive years and earned the highest loyalty score in the VARBusiness Annual Report Card study.

To help you improve customer and partner satisfaction, System i5 models are designed to run industry-specific applications and are coupled with technology innovations that work behind the scenes to keep mission-critical computing environments running. Furthermore, they can help support unpredictable

growth by allowing your business to respond to market demands and high transaction volumes as they occur.

System i5 models also offer cost-effective solutions designed to provide choice and strong application investment protection. As IBM's premier integrated system, the System i5 can be an ideal platform for consumer products businesses looking to reduce the cost and complexity of their IT environments, deploy new business applications quickly with a rapid return on investment and improve overall systems management. Designed to deliver technology innovations and IT simplification, System i5 models deliver maximum business productivity for your On Demand Business.



## For more information

To learn more about the IBM System i5 family, please contact your IBM representative or visit

[ibm.com/systems/i/](http://ibm.com/systems/i/)



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<sup>1</sup> via Integrated xSeries Adapters and Integrated xSeries Servers