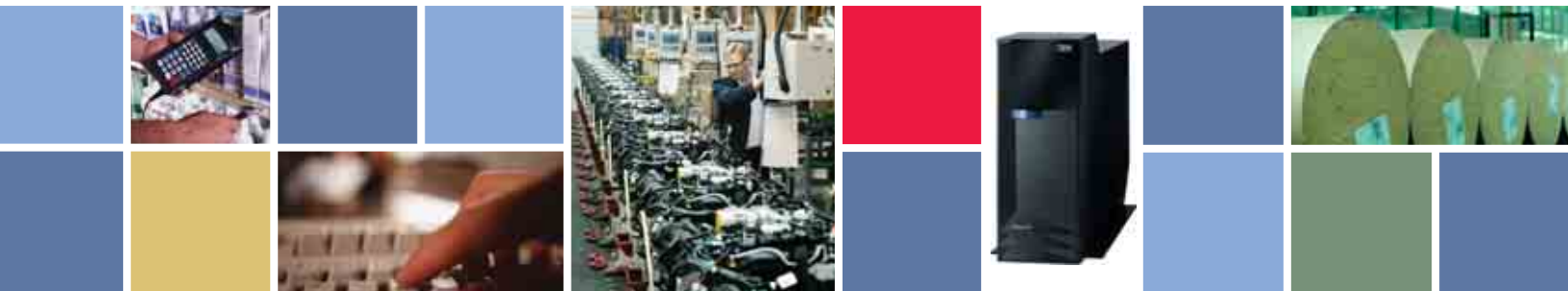*The IBM System i5 delivers maximum business productivity to wholesale distributors for their On Demand Business*

IBM

IBM System i5 Family
Wholesale Distribution

Highlights

- *Helps simplify IT environments by reducing server administration and maintenance requirements*

- *Provides business flexibility by supporting thousands of the world's most popular applications on a single system*

- *Facilitates potential infrastructure cost savings to enable reinvestment in the business*

Wholesale distribution revolves around the efficient and effective purchase, storage, resale and distribution of goods. In a global economy, distributors like you are discovering tremendous opportunities—and tremendous challenges. On one hand, you have access to a far-reaching supply chain and expanded markets; on the other, you must manage the complexity of shifting relationships among manufacturers, retailers, suppliers and customers, while responding to rapid changes in the consumer end market.

Threatening your profitability is nontraditional competition, increasingly volatile consumer trends, commoditization of products and demand for faster, more convenient transactions. To gain a competitive advantage, you must:

- *Build collaborative and profitable relationships across the supply chain*

- *Enhance customer satisfaction and loyalty*

- *Optimize internal processes and improve employee productivity*

- *Meet new industry and market requirements for security, compliance, and business continuity*

To streamline supply chains and keep costs low, you need a system which optimizes inventory control, transactional processing, warehousing, and distribution. To ensure order fulfillment and the satisfaction of your customers—you need a real-time view of product information across the supply chain. You must become On Demand Business enterprises, implementing online, 24x7, global transaction processing to take advantage of all sales opportunities.

By improving customer response times, speeding ordering and deliveries, enabling greater product availability, and providing a customized, efficient buying experience, your company can help promote customer loyalty. Your organization must also capture relevant customer data to gain insight into buying behavior and anticipate what your customers might want next.

With 50 percent of gross margin often going to payroll, you also have a huge stake in employee productivity. By integrating information from the supply chain, you can help improve business decision-making, labor utilization, information sharing, and service delivery. To improve customer responsiveness, you may require wireless and remote computing solutions to support communication among a geographically dispersed workforce.

As businesses and governments try to ensure security and privacy, all participants in the supply chain must meet more regulations. Multiple connections among suppliers and commercial customers can increase the risk of security breaches, potentially causing loss of both revenue and reputation. As a result, network security is a critical consideration for all wholesale distributors.

For your wholesale distribution company, success as an On Demand Business means delivering the right goods at the right price to the right location at the right time. To accomplish this, you need full visibility into your supply chain and relevant customer data. Your IT environments must be simple enough to reduce system complexity and IT costs, yet powerful enough to support new technologies, continued growth and enhanced profitability. The IBM® System i5™ family can help you accomplish those goals— and more. Designed to run thousands of the world's most popular business applications, System i5 models can provide a robust, reliable, scalable and highly secure platform designed to simplify your IT environments and improve profitability and competitive position.

Get more out of your IT Investment
With the System i5™ models, every-
thing you need to run your business
applications is integrated into a single
system. The database, security, per-
formance 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 capabil-
ity 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 applica-
tions simultaneously. They support
applications running in IBM i5/OS®,
Microsoft® Windows®[1], 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 infra-
structure, the System i5 family provides
faster, more reliable and highly secure
ways to help simplify the IT environ-
ment, helping your organization to save
money and reinvest in business growth.

With a System i5 model, your company
can have a complete and secure inte-
grated business solution designed to
run thousands of the world's most pop-
ular business applications. You can run
all of the applications that your busi-
ness needs on one secure, easy-to-
manage System i5 model, facilitating
server consolidation and helping to
eliminate complexity, enhance manage-
ability, 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.
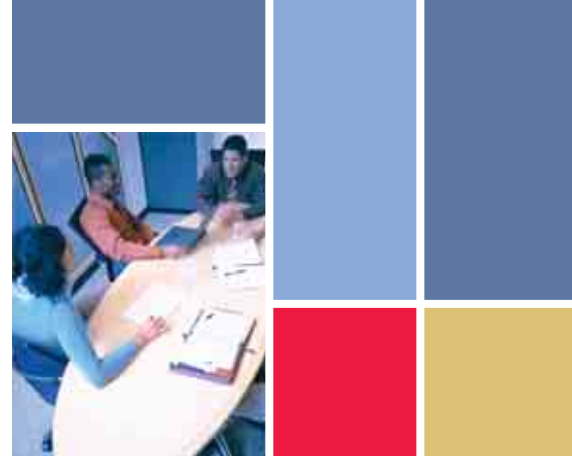
Handle changing demands by automatically balancing application requirements

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

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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 you transform your company into an On Demand Business enterprise, an increasingly competitive marketplace will compel you to gather insight from your supply chain and customer data, use this insight across the supply chain, and adopt new industry-specific technology processes and systems. To remain competitive and profitable, you must optimize your company's IT environments for flexibility and resiliency by using cost-effective, standards-based platforms. IBM System i5 models can support a collaborative online environment, providing an integrated design that combines operating systems, middleware, databases, security, and storage in one quickly deployed and easily managed system.

The only business system with this type of integrated design, the System i5 platform eliminates the seams between most layers of hardware, middleware and applications. Supporting a wide variety of industry-standard technologies, System i5 models can help your company transition its complex, resource-intensive, localized environment into a streamlined one in which resources can be managed remotely and cost-effectively, creating highly responsive IT environments that help you adapt quickly to changes in the supply chain and in the marketplace.

IBM System i5 models also provide business flexibility by supporting thousands of the world's most popular business applications that run on IBM i5/OS™, IBM AIX 5L™, Linux® and Microsoft® Windows®[1] operating

systems. By helping to reduce server requirements and IT overhead through consolidation, System i5 models offer a solid foundation for simplification and cost reduction.

The System i5 family is built to run securely and reliably with no unscheduled outages, so they can help you integrate new features and hardware with minimal business disruption. Designed to deliver technology innovations and IT simplification, System i5 models deliver maximum business productivity to your wholesale distribution company 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/

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