Lotus Foundations Start

All-in-one Linux-based solution for Small Business Customers

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Small business is still big business

- Business with less than 100 employees:
  - comprise 53% of the under 1000 employee spend
  - represent a significant, untapped market segment
  - require easy to install, easy to maintain, affordable solutions
  - need quick integration and rapid deployment of applications
  - are showing increased interest in ap
  - are in need of alternatives to the cu solutions
  -

IBM Commits to Businesses with 5 – 500 Employees

With its recent acquisition of Net Integration Technologies, IBM announced its commitment to make its world-class expertise accessible to smaller businesses – affordably, and with ease.

- ✓ Innovation
- ✓ Collaboration leadership
- ✓ Business Partner Network
- ✓ Global reach

Net Integration Technologies Inc.

- ✓ Proven approach for SMB needs
- ✓ Innovative capabilities for customers and partners
- ✓ Simple, reliable technology

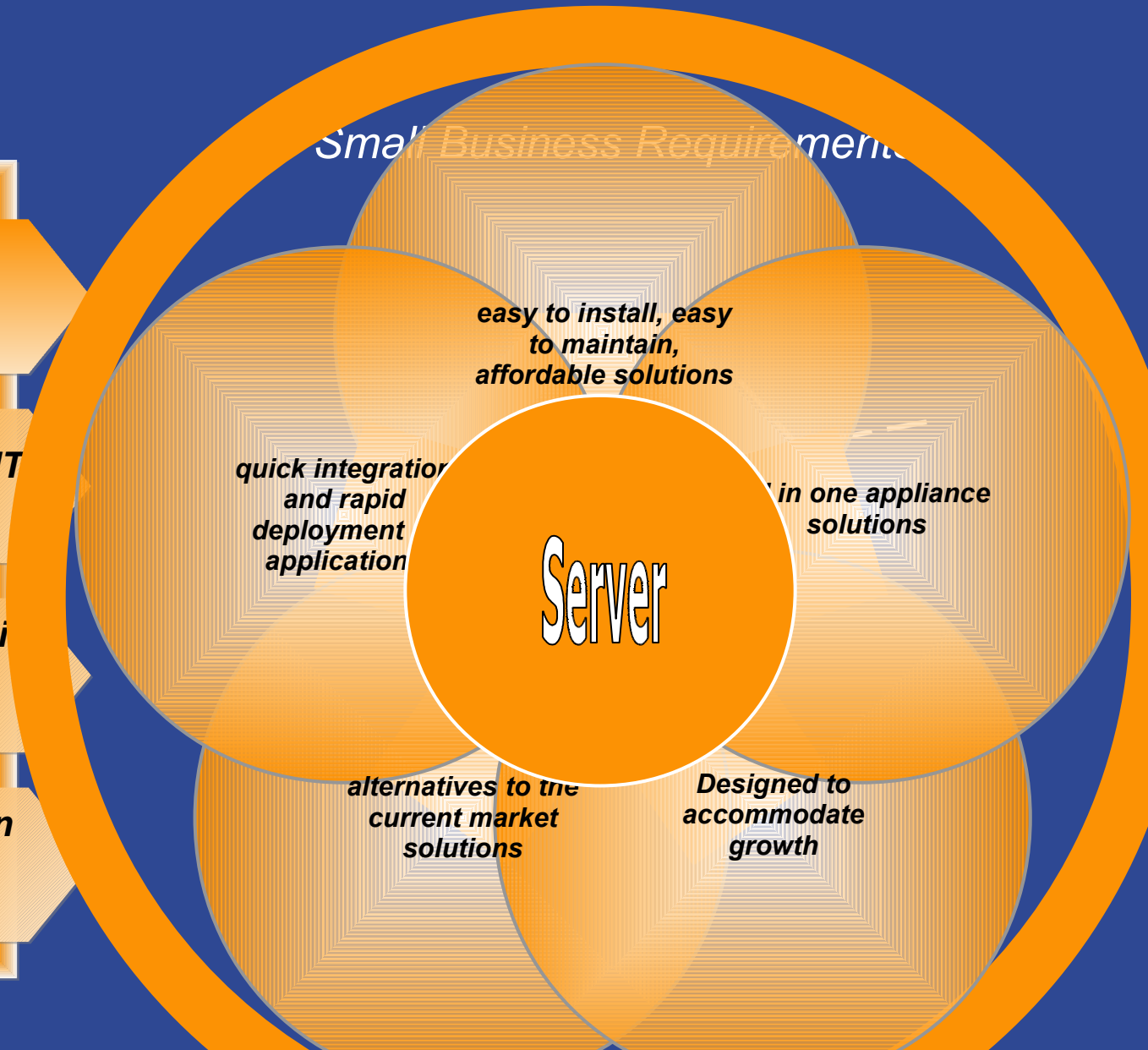
= Lotus. Foundations

- Invested in serving companies with 5 – 500 employees
- Devoted to enabling smaller businesses with the essential IT services they need to run their businesses
- Committed to providing a smart and affordable networking alternative that is simple to use and maintain

Today's Small Business Environment

Challenges

- ***Limited budget***
- ***Little or no in-house IT expertise***
- ***IT complexity makes i difficult to focus on business***
- ***Insufficient protection of valuable business information***



Lotus Foundations is optimized for small businesses

- **Family of *on-premise* software servers**
  - **…optimized for *small businesses***
  - **…delivered through *business partners***

Why Companies Use IBM® Lotus® Foundation Start software: *Real* Business Value

- Provides the essential IT services that businesses with 5 – 500 employees need
- A complete small business solution
- Allows small business to focus on building their business and not on IT
- Self-managing, self-healing and self-configuring
- Deploys in under 30 minutes
- Requires no in-house IT resources
- Provides advanced remote administration capabilities
- Designed to accommodate growth
-

Lotus Foundations *Start* is a complete first server – an out-of-the-box solution for every small business

- Email and collaboration platform
- Supports both Lotus Notes and Microsoft Outlook email clients
- Access for remote workers
- Office productivity tools
- File management
- Directory services
- Firewall
- Backup and recovery
- Anti-virus and Anti-Spam
-
-

Lotus Foundations *Start* is designed to deliver a complete IT solution for the small business

Lotus. Foundations ***Start***

1. Choices to Suit Everyone

Client Preferences

IBM Lotus Notes
Microsoft® Outlook® (via DAMO)
Webmail (via Domino Web Access)

Productivity Tools Included

IBM Lotus Symphony: create spreadsheets, documents, and presentations

Business Applications

Available later in 2008.

2. IT Self-Management - Server Autonomics

Collaboration (Domino)	Email (Domino)	Networking	Backup	Disaster Recovery
File & Print Services	Security: Firewall & VPN	Remote Access	Anti-Spam	Anti-Virus

The self-managing system automates critical IT tasks, leaving companies free to focus on business!

- Easy to install and maintain
- No in-house IT staff necessary!
- Self-managing, self-configuring, and self-protecting

3. Hardware Flexibility

IBM System

*Third-Party Hardware**

**Hardware certification requirements apply.*

Lotus Foundation Start - offers several advantages over the competition – it's designed to alter the status-quo

- Runs atop Linux for a proven, robust, yet compact server Operating System environment. ..without the need for Linux skills
- Available as an all in one hardware/software appliance
- Autonomic capabilities reduce the need for on-site IT skills
  - Automates key tasks such as installation, configuration and updates
  -
- Small footprint allows the OS and configuration files to be stored on a CD-ROM, hard disk or solid state chip.
  - Start measures complete system recovery in minutes – without the need for IT assistance.
  -
- Integrated disk backup technology provided as standard
-
- Anti-virus, anti-spam and a self-configuring firewall provided as standard
  - Complemented by the fact that Linux OS is less targeted to malicious attacks
  -

Lotus Foundations Appliance now available!

- New Lotus Foundations hardware appliance announced November 10, 2008
- The new hardware is designed for Lotus Foundations
- IBM Lotus Foundations branding
- Two models available
- Key benefits of an IBM hardware solution including worldwide availability and flexible support options
- Includes core Foundations software to enable easy disaster recovery
  - A fully enclosed hot swap backup drive to fully enable all c
    Foundations Intelligent Disk Backup (iDB) system
  - An integrated LED which displays key system information
-

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IBM's New Appliance Eases IT Headaches as Small Business Server Alternative

November 10, 2008: 04:12 PM EST

marketwire

IBM (NYSE: IBM) plans to help free small- and businesses from the headaches, limitations and information technology (IT) maintenance with a called IBM Lotus Foundations Start -- that offers way to collaborate, as well as the option to relia Windows on a virtual machine with VMware tech "plug-and-play" appliance combines software ar designed to allow employees to begin working t hour of initially booting up.

The Boston Globe **BUSINESS NEWS UPDATES**
From the Boston Globe Business Team
UPDATED Tuesday, 9:50 AM

New hardware is a first for Lotus

November 10, 2008 04:20 PM
Email | Comments (0) | Text size

IBM Corp.'s Lotus software unit in Cambridge is introducing its first hardware product--an e-mail and office software server for small businesses.

The IBM Lotus Foundations Start server runs the Linux operating system and contains e-mail and calendaring programs, as well as the Lotus Symphony suite of office productiving software, like word processing and spreadsheet programs.

Foundations: Lotus Yellow Inserts

The server will also contain VMware virtualization software, which is made by a subsidiary of EMC Corp. of Hopkinton, so that it can run programs written for Microsoft Corp.'s Windows operating systems. The new server will go on sale next month at a starting price of $3,348 for five users.
(By Hiawatha Bray, Globe staff)

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November 10, 2008 6:45 PM

IBM to Microsoft: It's Small Biz Server War

News Analysis. The new Foundations appliance takes on Small Business Server 2008; it's Linux versus Windows, baby.

In the same week, **IBM** and **Microsoft** are unleashing new server offerings for small businesses. But their approaches are vastly different. Big Blue has announced a Linux-based server appliance, while -based server software running on third-party servers.

ying Microsoft should do more of: services. Hardware is the Microsoft's Software plus sumes that partners must do the n out. IBM's strategy relies fferent way.

n IBM's approach here. I say he server appliance. IBM tells a bined benefits of its nearly-new vare and hardware appliance. nd how well the server-software- h Small Business Server 2008—is

oft should watch IBM's small age because:

ony is bundled along with Lotus

eal with VMware—for businesses needing to run Windows

provisioned up to 500 clients, whereas Microsoft's Small Business and Essential Business Server at 300.

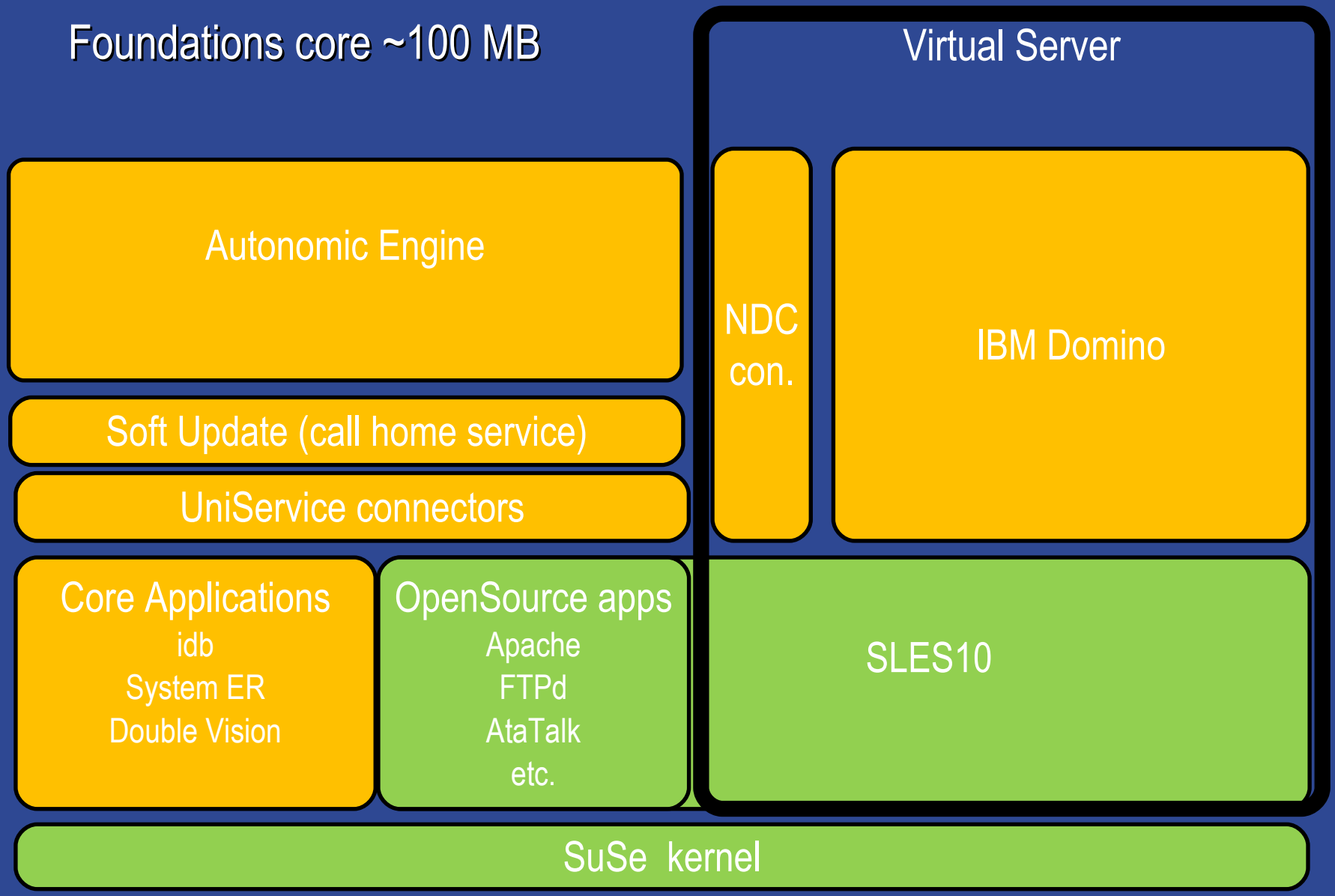
ore subscription-like, which should appeal to channel partners and these times of economic uncertainty.

Press Coverage

- IBM is doing what I've been saying Microsoft should do more of: **Software plus hardware plus services** component to Microsoft's Software plus Services strategy. Microsoft presumes that partners must do the hardware—that it can't cut them out. IBM's strategy relies heavily on partners, just in a different way … **I'm conceptually impressed with IBM's approach here.** – **eWEEK Microsoft Watch**
- IBM is making another run at Microsoft small and medium-size (SMB) customers, announcing a software-hardware appliance on Monday that combines an IBM-branded machine with its Lotus Foundations Start collaboration software. – **IDG News Service**
- Looking to steal the limelight from this week's official launch of Microsoft (NSDQ:MSFTssential Business Server, IBM (NYSE:IBMMonday said it is adding Vmware's virtualization technology to its IBM Lotus Foundations hardware/software appliances, allowing customers to run Windows on the Linux-based appliances. - **CRN**
- IBM Corp.'s Lotus software unit in Cambridge is introducing its first hardware product--an e-mail and office software server for small businesses. – **Boston Globe**
- The new Linux implementation weighs in at a mere 100 MB, and it's stored on a disk on module, or DOM, inside the system. -- **The Register**

Lotus Foundations Architecture

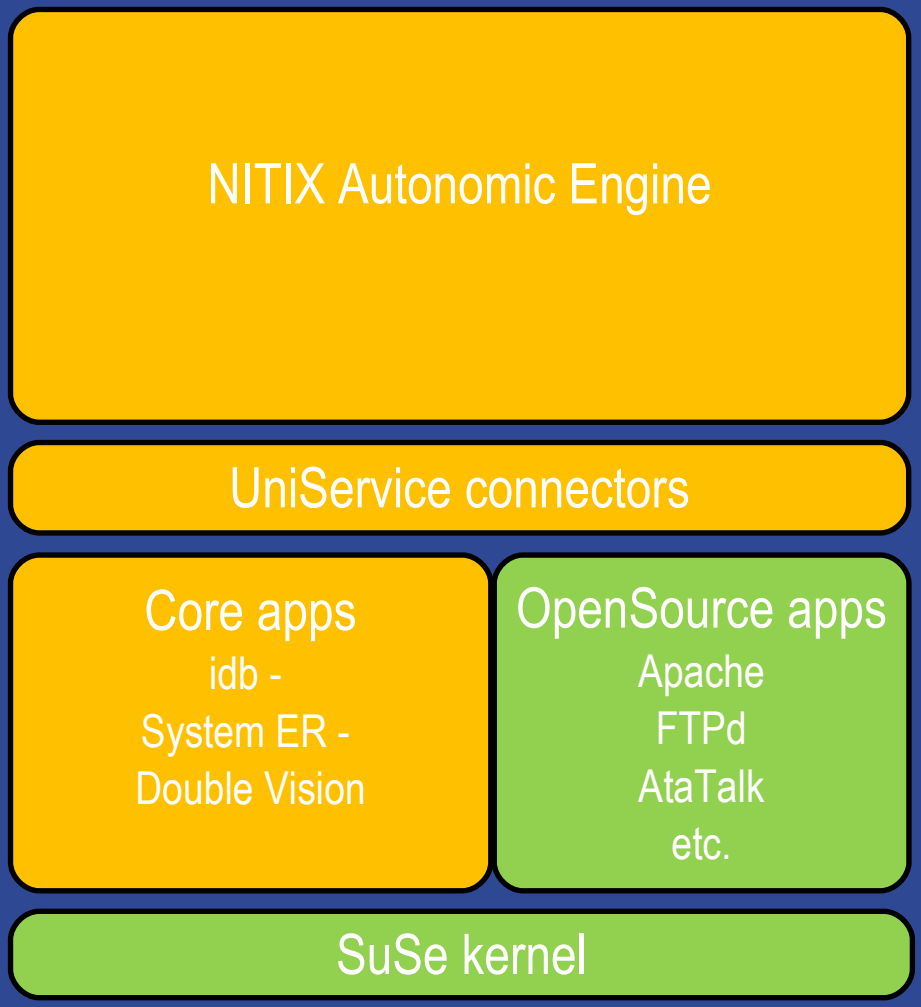
Lotus. Foundations



Lotus. Foundations

Foundations core ~100 MB

- **Services Provided from core**
  - File /Print
  - Email
  - Firewall
  - VPN
  - Remote access
  - Content filtering
  - AVirus + ASpam
  - Web server
  - Web apps
  - SQL server
  - Web filtering
  - FTP
  - DNS
  - DHCP
  - LDAP
  - idb - Autonomic system backup
  - Remote Data Vaulting
  - System ER - Disaster recovery



- **"Cloud Services"**
  - Licensing management
  - Software Updates
  - Dynamic DNS
  - Virus Definitions
  - Spam Definitions

What’s coming in Lotus Foundations Start?

2009 Lotus Foundations themes

- Extend offering to new communities :
  branch office, enterprise satellite office, emerging markets, industries
- Support for additional applications
- Add new capabilities that small businesses need as they grow

Confidential - Draft only. Not for intern

Support for Microsoft Windows Applications

- Provides Lotus Foundations customers the benefit of a stable Linux-based system while enjoying the ability to support the wide array of Microsoft Windows-based applications.
- Provide VMware Server technology as an add on to Lotus Foundations Start to host any guest operating system supported by VMware Server 2.
- If there is an unplanned Microsoft Windows outage, the business can still access its operating system, virtual private network and server without rebooting Lotus Foundations.
- Business partners benefit as they no longer have to go onsite to diagnose Windows system crashes or blue screens.

Demo of support for Microsoft Windows applications

Lotus Foundations Branch Office

- Support deployment of Lotus Foundations Start as branch office solution for organizations with existing Lotus Domino infrastructure at head office.
- Deploy Lotus Foundations in branch office but manage Lotus Foundations domino server as a node on enterprise server
- Lotus Domino systems and user administration for Foundations - done from Lotus Domino enterprise server
- Lotus Foundations administration - done either from branch office or locally

Pricing and Licensing

- Can be bought as software appliance to run on any hardware server, or as combined Lotus Foundations hardware & software appliance
- Lotus Foundations Start software licenses:
  - Lotus Foundations Start Server License
  - Lotus Foundations Start Authorized User License
  - Both server and user licenses are required
  -
- Lotus Foundations Appliance is also available
  - Two models
  - Pricing varies based on options selected
  -
  -
  -
  -
  - * SRP pricing in EUR
-

Empower the small business – today!

- IBM is dedicated to the small business market
- Lotus Foundations Start is your window into a dynamic, fast growing market
- Lotus Foundations Start provides a complete, superior IT solution optimized for small businesses
- Lotus Foundations Start gives the power of choice – a highly reliable, secure and easy-to-use server alternative
  - www.lotusfoundations.com
- Technical website: http://www-10.lotus.com/ldd/lfndswiki.nsf
- Download trial code: http://www.ibm.com/developerworks/downloads/ls/lfoundation