



Northeast Europe SMB Software Sales

Infrastructure Solutions for SMB Market

IDC's Small and Medium Business Roadshow 2007
Riyadh, March 5th, 2007

Pawel Sobczak

SMB Sales Executive Northeast Europe

IBM Software Group



ON DEMAND BUSINESS™

© 2007 IBM Corporation

Innovation that Matters

- **Multiple paths towards innovation**

- Customers
- Internal, organic development
- Partners
- Open Source community

- **Acquisitions**

are also a path through which we focus on innovative products and services

- **Extending portfolio**

of infrastructure software and infrastructure solutions helps to deliver new value proposition and innovation to broader group of customers (including SMB)



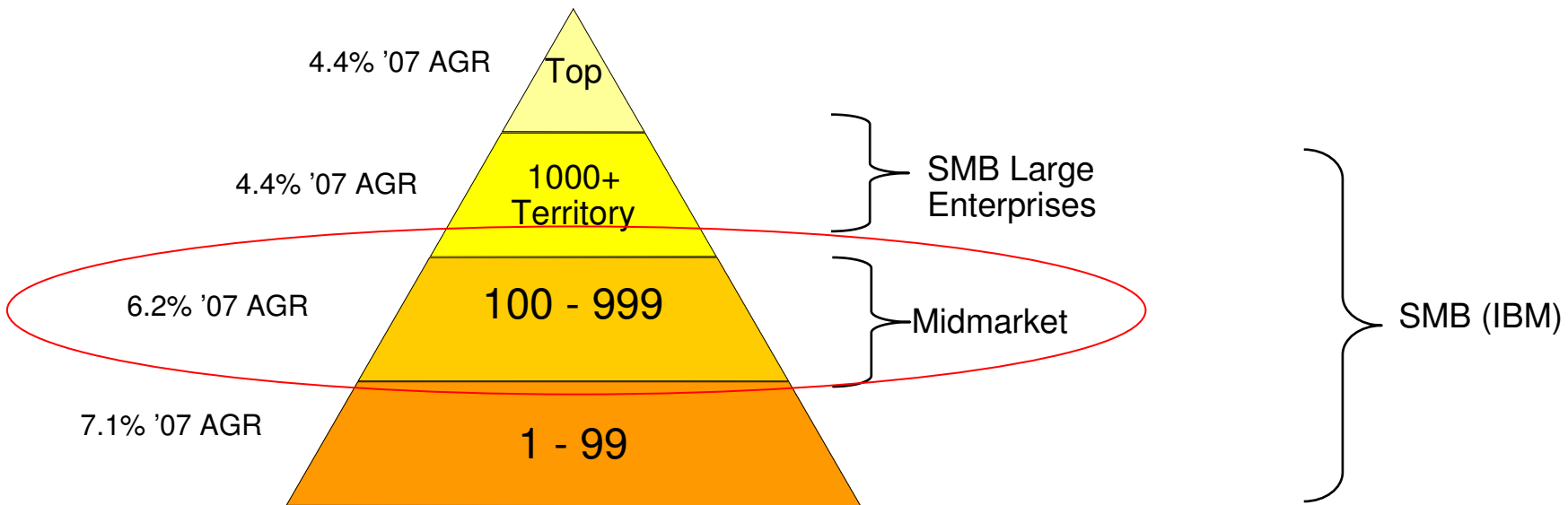
SMB and Mid market defined

SMB

Market definition: **Businesses with fewer than 1000 employees**
IBM definition in some territories (e.g. Middle East) – includes all businesses

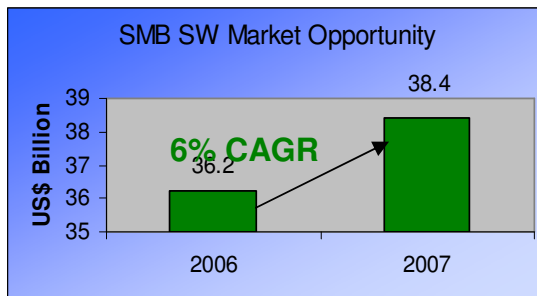
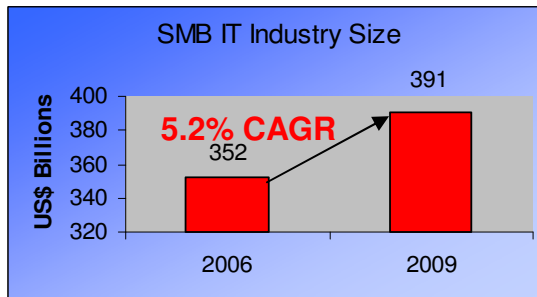
Mid market

Market definition: **Businesses with 100 to 999 employees**

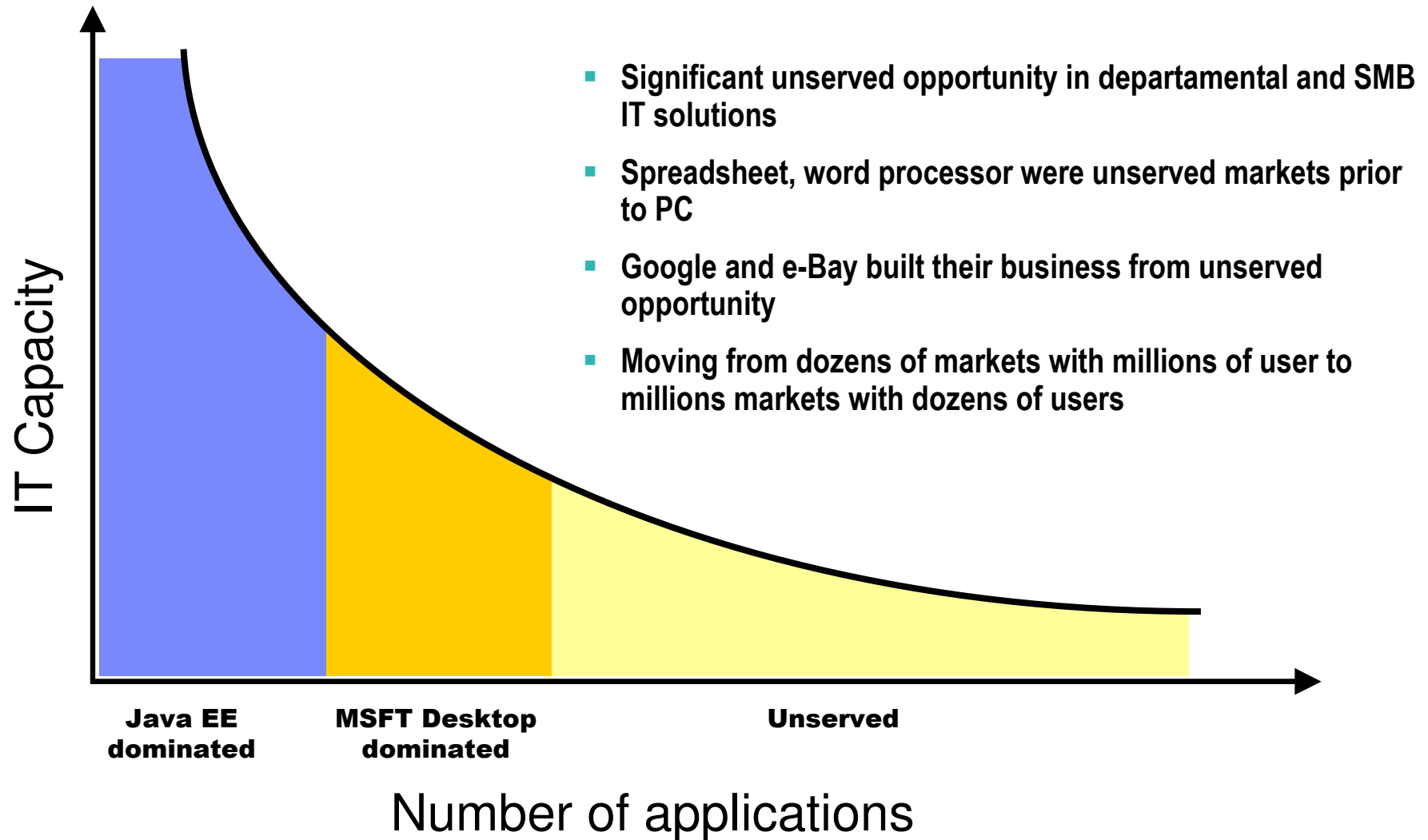


Why SMB is important for IBM

- SMB is the largest and fastest growing IT market opportunity.
- Growth engine for IBM.
- SMB = 38% of IBM's total market opportunity.

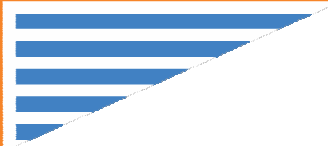


SMB Challenge - moving from dozens to millions



IBM Express Advantage is IBM's strategy to address the needs of mid-sized businesses

**ibm express
advantage™**



Simple solutions to tough problems, priced and designed for medium-sized businesses, customized to meet each company's unique needs, and now, simplified access to the people and partners of IBM

Offerings

A comprehensive line of offerings, including hardware, software, and services, designed and priced for the mid-sized companies for exceptional price performance, manageability, and ease of use and installation with superior financing options

Business Partner ecosystem

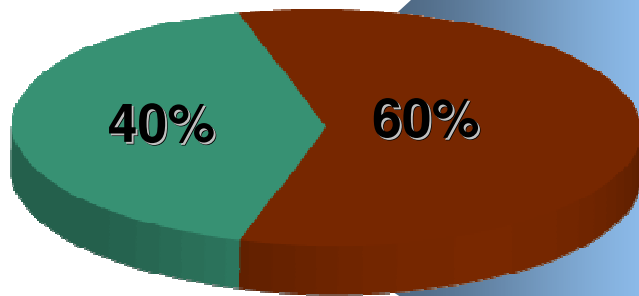
From IBM's vast network of Business Partners, the broadest range of applications, combined with deep expertise with mid-sized companies in every industry, local presence, and the support and backing of IBM to deliver simple, affordable, customized solutions built on IBM offerings

Customer experience

Enhanced capabilities to help mid-sized customers navigate the breadth of IBM to find the right IBM and IBM Business Partner resources

Mid Market needs the capabilities of IBM Middleware

\$84B Middleware Market Opportunity in 2007



2009 Market Mix

IBM High Growth Product Segments	'05 – '09 CGR	IBM Share Position
Information Integration	11%	# 1
Content Management	10%	# 1
Portals and Personalization	10%	# 1
Mobile Middleware	9%	# 1
Storage Management	8%	# 3
Integration Server	7%	# 1
Advanced Collaboration	6%	# 1
Security Management	5%	# 2
Relational DB Engines & Tools	5%	# 2
AD Lifecycle Management Tools	5%	# 1

...IBM Software positioned #1 or #2 in share

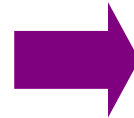
SMB Customers have additional unique needs

Midmarket business challenges

- Limited buying power
- Limited IT staff, skills
- Lack of affordable solutions

Midmarket business IT solution needs

- Value and ROI
- Affordability
- Tailored for company size
- Ease of integration, installation and management



IBM Express Portfolio of offerings must meet strict criteria

- Easy to install and deploy
- Easy to manage
- Reliable and dependable
- Easy to learn and use
- Modular solution
- Enabled for growth
- Priced for medium business
- Easy to buy

People Productivity

connecting people to business processes and information

- **Key Capabilities**

- *Mail, calendaring and collaborative applications*
- *Composite applications, front end integration & client services*
- *Collaborative document management and team services*
- *Unified communications services*
- *Social software services*

- **Value for customer**

- *Increase revenue by enabling fast responsiveness through delivery of appropriate knowledge and information*
- *Improve productivity and effectiveness by enabling better decision making*
- *Reduce the costs and time-to-market of new initiatives by leveraging existing investments and skills while incrementally adding collaborative capabilities*

- **Document/artifact centric**
- **People centric**
- **Community centric**
- **Multiple access clients**

Information on Demand Delivering Value Beyond Traditional Repositories

- **Key Capabilities**

- *Information Repositories*
- *Content & Discovery Services*
- *Information Integration Services*
- *Business Information Services*

- **Customer Value**

- *Getting the right information to the right people or processes at the right time to take the proper action*
- *Integrating, analyzing and optimizing all information to manage risk and create new business insight*

Business Process management

Process centric approach to continuous innovation

WebSphere®

■ Key Capabilities

- Model, simulate and optimize business processes with advanced software technologies from IBM and Partners
- Industry-specific expertise and best practices

■ Value for Customer

- A flexible, readily adaptable business environment that provides ongoing performance enhancements and optimizations
- Innovative business models deployed quickly with flexible and optimized processes.
- Monitor & manage performance to drive improvement
- Better anticipate disruptions in day-to-day business operations and quickly take a direct, proactive approach to improve results
- Understand goals from strategy to operations, align measures, and coordinate actions across business and IT

IT Service Management a better way to manage the business of IT



- **Key Capabilities**

- Automated ITIL-aligned workflows
- Open, standards-based CMDB integrating data, workflow, and policy
- Automated infrastructure-aligned tasks
- Self-managing autonomic technology
- Best on real-world IBM best practices

- **Value for customer**

- Increased operational efficiencies and effectiveness for service management
- Enforcement & auditing of IT processes
- Improved productivity with role-aligned portals integrating processes and tasks
- Increased performance of your business-critical applications

- **IBM IT Service Management**

- IT Process Management
- IT Service Management
- IT Operational Management

Business Driven Development

Enabling organizations to govern the business process of software and systems development

- **Key Capabilities**

- *Harvest, create, test and assemble service assets*
- *Define requirements, codify business process and enforce standards*
- *Standardize, automate and integrate business processes and the underlying infrastructure*
- *Align business models and processes with strategic objectives*

- **Value for Customer**

- *Reduce cost*
- *Focus development projects on biggest/fastest ROI areas*
- *Integrate legacy systems and data with new systems*
- *Reduce cost of application maintenance*
- *Decrease time to market*
- *Improve communication between Business and IT*
- *Clear requirements = less re-work*

Commercial International Bank - EGYPT

BUSINESS CHALLENGE:

- To ensure optimal performance of its e-banking system and to further convince its customer base of its usefulness, CIB needed to implement a technology solution that would allow it to monitor its environment for potential problems.
- The new monitoring solution needed to offer a complete picture of system performance that would enable the bank to proactively manage its systems. In addition, the bank wanted to increase the functionality of the e-banking system by integrating more of its back-end banking applications and offering a single-sign-on option that would allow customers to access all important banking systems and applications from a single view.

SOLUTION SYNOPSIS:

- A commercial and retail bank in Egypt improves the performance and functionality of its new e-banking system when it implements a comprehensive solution based on IBM WebSphere Portal Enable, IBM WebSphere Application Server - Network Deployment and IBM WebSphere Business Integration Server software, as well as a suite of IBM Tivoli monitoring software.

BENEFITS:

- By implementing a variety of IBM Tivoli and IBM WebSphere software, CIB has increased the functionality and usability of its e-banking system. The bank expects a larger percentage of customers to leverage the portal now that it has been updated and offers more services than ever before.
- The comprehensive monitoring solution based on IBM Tivoli software provides CIB with an easy view into the health, performance and availability of its critical e-banking portal.
- In addition, the IBM WebSphere software has allowed the bank to integrate all of its critical banking applications and systems and offer a single point of access.

WebSphere. software

Tivoli. software

Lotus. software

KEY SOFTWARE COMPONENTS:

Lotus Software: WebSphere Portal Enable

WebSphere Software: WebSphere Application Server Network Deployment, WebSphere Business Integration Server

Tivoli Software: Tivoli Web Segment Analyzer, Tivoli Web Site Analyzer, Tivoli Monitoring, Tivoli Monitoring for Databases, Tivoli Monitoring for Messaging and Collaboration, Tivoli Monitoring for Web Infrastructure



Dubai Men's College – UAE

BUSINESS CHALLENGE:

- Competing with domestic and foreign universities to attract top students, DMC must continually enhance the university experience and give students cutting-edge tools for learning.
- DMC's vision is to deliver a wide range of services that enable students and faculty to work anytime, anywhere in an environment of e-learning
- DMC's previous IT solutions were disparate, outdated and didn't support a flexible environment - two of the most significant goals of a new IT infrastructure for DMC included the power to support widespread and secure use of wireless laptops and a video-on-demand (VOD) solution that would introduce to its students and staff a new way of learning and working

SOLUTION SYNOPSIS:

- Middle Eastern college strengthens its reputation as a modern institution, enhances its ability to attract the brightest students, eases IT administration and offers a first-of-its-kind e-learning model to students by teaming with IBM to design and implement an infrastructure overhaul based on IBM eServer and IBM TotalStorage equipment, IBM Information Management and IBM WebSphere software, a comprehensive suite of IBM Tivoli systems management applications (including the IBM Tivoli Monitoring for Operating Systems product) and IBM Wireless and IBM Digital Media solutions

BENEFITS:

- Helps to heighten the productivity of faculty and students through an innovative learning solution
- Helps to support the school's "learn anywhere, anytime" initiative, promoting educational flexibility
- Assists in preventing hacking by allowing only approved users to access school files

IBM. **Information Management** software

Tivoli. software

WebSphere. software

KEY SOFTWARE COMPONENTS:

Information Management Software:

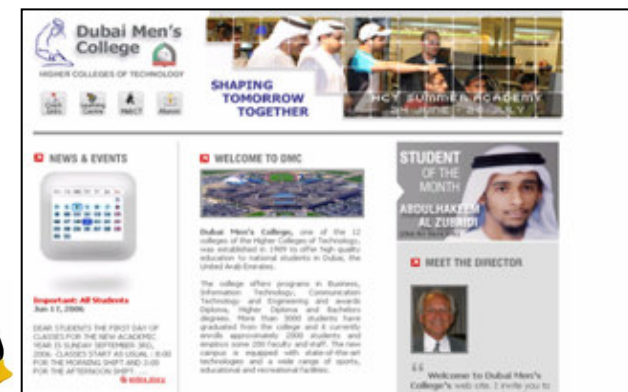
DB2 UDB Enterprise Edition, DB2 Content Manager for Windows

Tivoli Software:

Tivoli Configuration Manager, Tivoli Remote Control, Tivoli Enterprise Console, Tivoli Monitoring, Tivoli NetView, Tivoli Storage Manager Tivoli Risk Manager etc.

WebSphere Software:

WebSphere Application Server - Express, WebSphere on Linux



IBM Express Advantage – Infrastructure SW Offerings

Customer Needs

- ✓ Improve business processes without breaking the budget
- ✓ Drive product and service differentiation
- ✓ Improve employee productivity
- ✓ Analyze and use information to make better business decisions
- ✓ Increase business flexibility
- ✓ Get the most out of your IT investments
- ✓ Enhance IT security, dependability and compliance

Express Offering

WebSphere®

- Express Runtime
- WebSphere Application Server Express **NEW**
- WebSphere Business Integration Server Express
- WebSphere Commerce Express
- WebSphere Partner Gateway Express
- WebSphere Portal Express **NEW**

Lotus®

- Lotus Domino Collaboration Express
- Lotus Domino Messaging Express
- Lotus Domino Utility Server Express
- Workplace Services Express
- Workplace Forms Express **NEW**

Information Management

- DB2 9 Express
- DB2 Express-C **NEW**
- DB2 Everyplace® Express
- Informix Dynamic Server Express

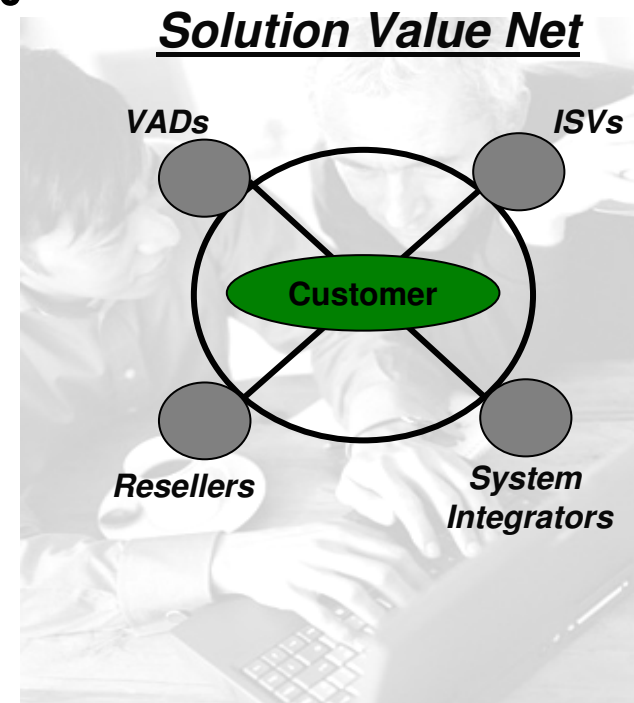
Tivoli® software

- Tivoli Storage Manager Express
- Tivoli Monitoring Express
- Tivoli Identity Manager Express
- Tivoli Provisioning Manager Express **NEW**

Value Net

Thousands of Business Partners... find the ones that are right

- Business Partners coming together to deliver complete solutions to customers
- New local recruitments help to complement IBM's value proposition available on country level
- A repeatable business model that drives business revenue opportunity for local Business Partners
- Continuous investments in developing skills and solutions quality of our Business Partners
- Value Nets improve cooperation between IBM Business Partners to extend value for customers



In Summary

- **Mid Market continues to be IBM's largest and fastest growing opportunity**
- **Mid Market Companies are looking for solutions that address immediate and profound business challenges**
- **IBM is gaining share and will continue to invest in this opportunity**
 - New offerings, capabilities and resources
 - Enhance Business Partner ecosystem
 - Improved Customer Experience



Pawel Sobczak

p.sobczak@ch.ibm.com