



IBM Software Group

Infrastructure solutions for SMB market



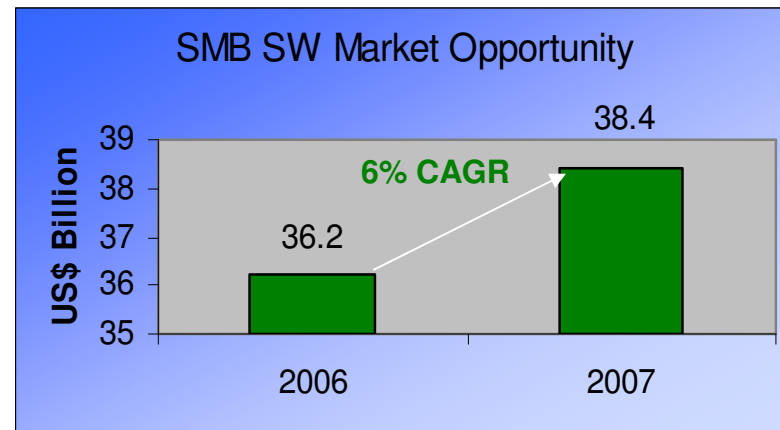
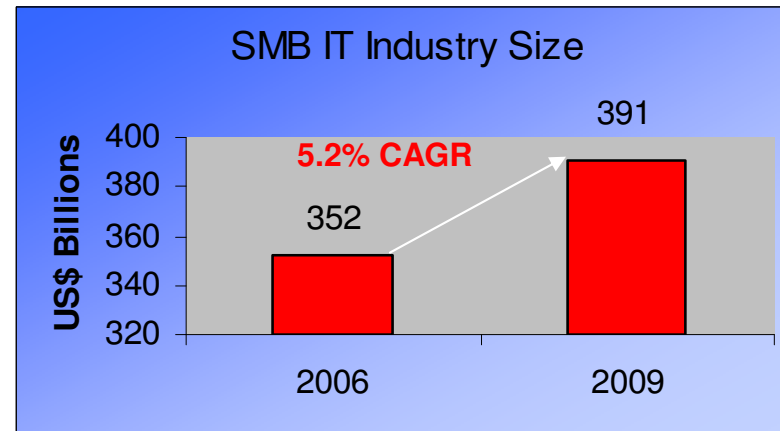
 e-business software

Confidential | Date | Other information, if necessary

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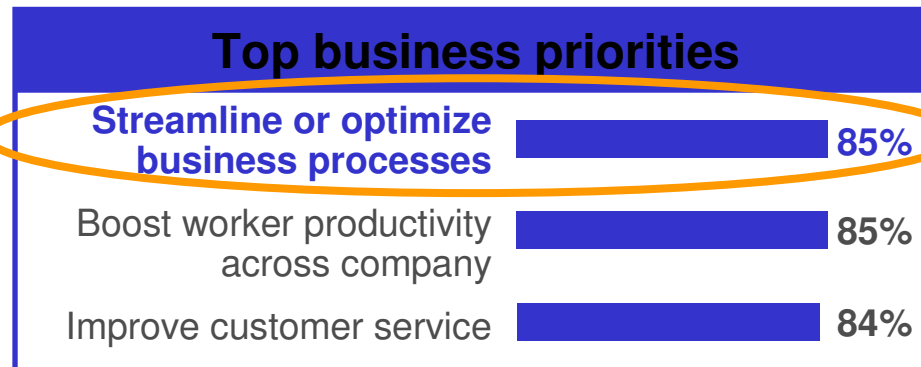
Why SMB is Important?

- SMB: Largest and fastest growing IT market opportunity. Growth engine for IBM.
- SMB = 38% of IBM's total market opportunity.
- Strategic focus: medium business (100 – 999 employees) where the SW opportunity is \$15.9B



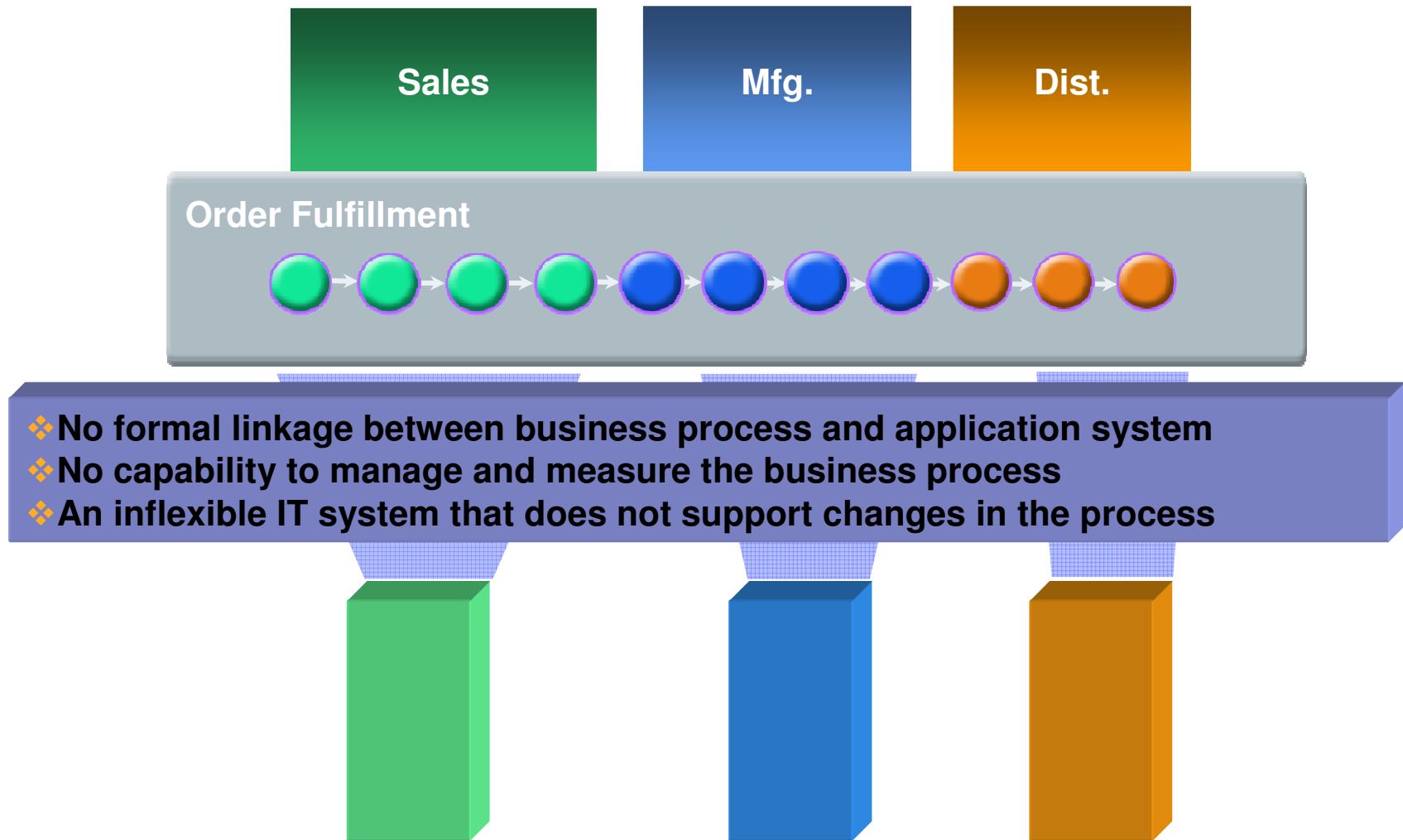
Responding more effectively to changing market conditions is a CEO imperative

“Four out of five CEOs are focusing on revenue growth for the next three years while maintaining a tight control over costs.”



Sources: *Outlook 2004: Priorities 1Q InformationWeek Research, January 2004;*
Merrill Lynch CIO Survey Results, September 2004

The Business / IT Gap

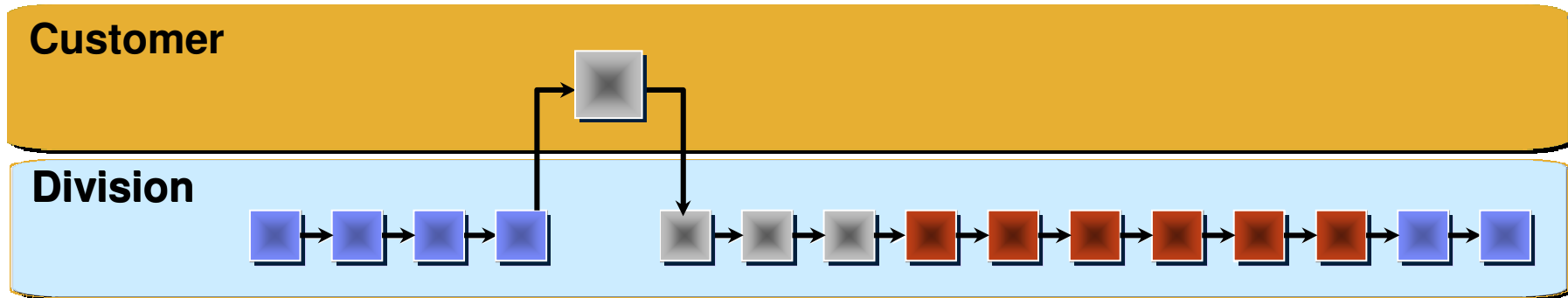


Case Study in Transformation: Procure to Pay Process

Integrated Divisional Process (C/S Era)

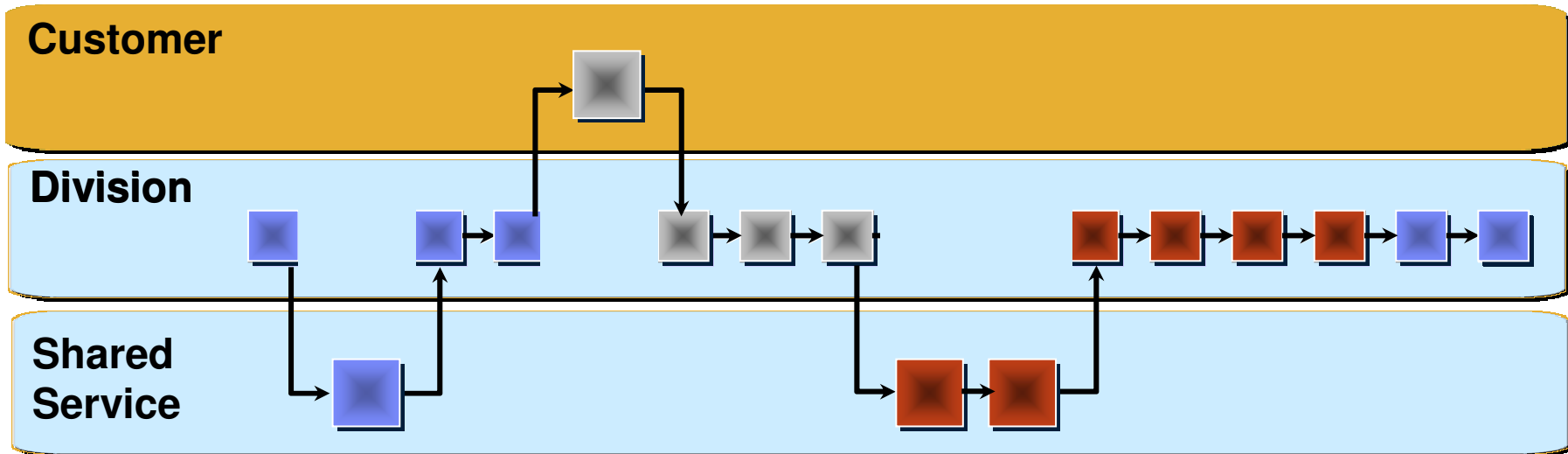


Case Study: Procure to Pay Process



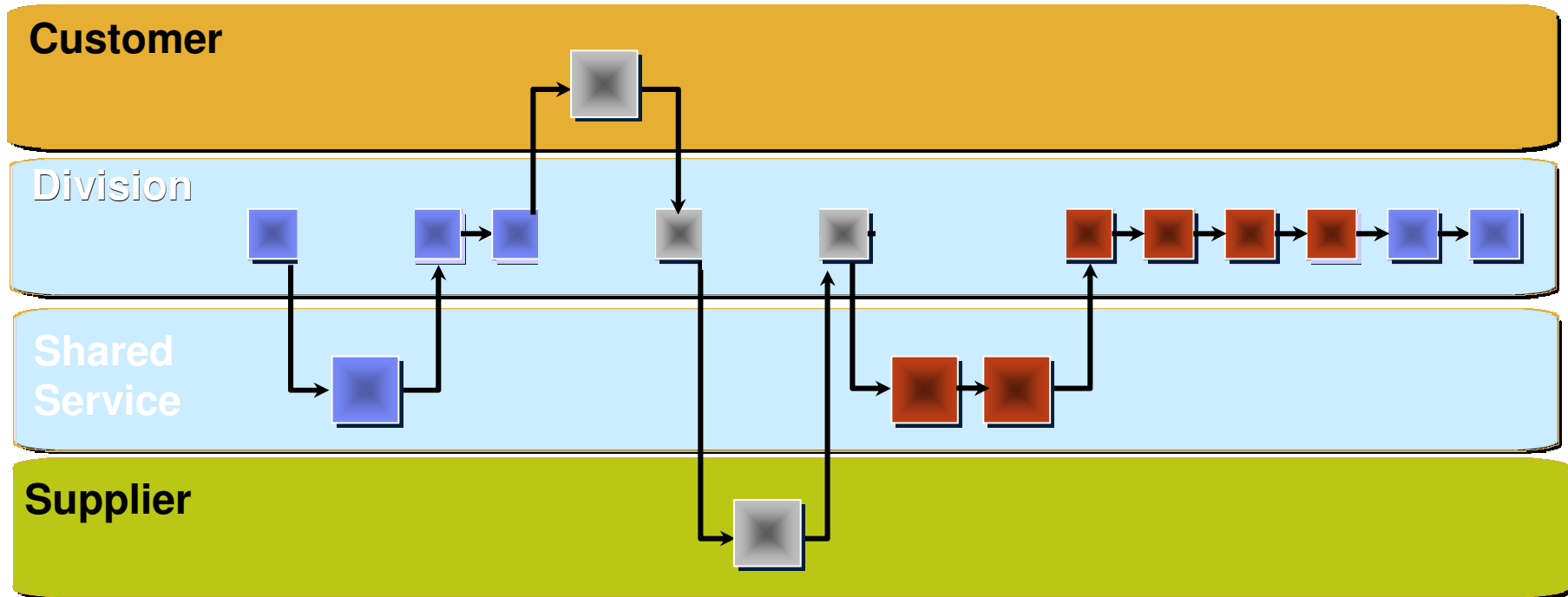
Change: Customer Order Entry

Case Study: Procure to Pay Process



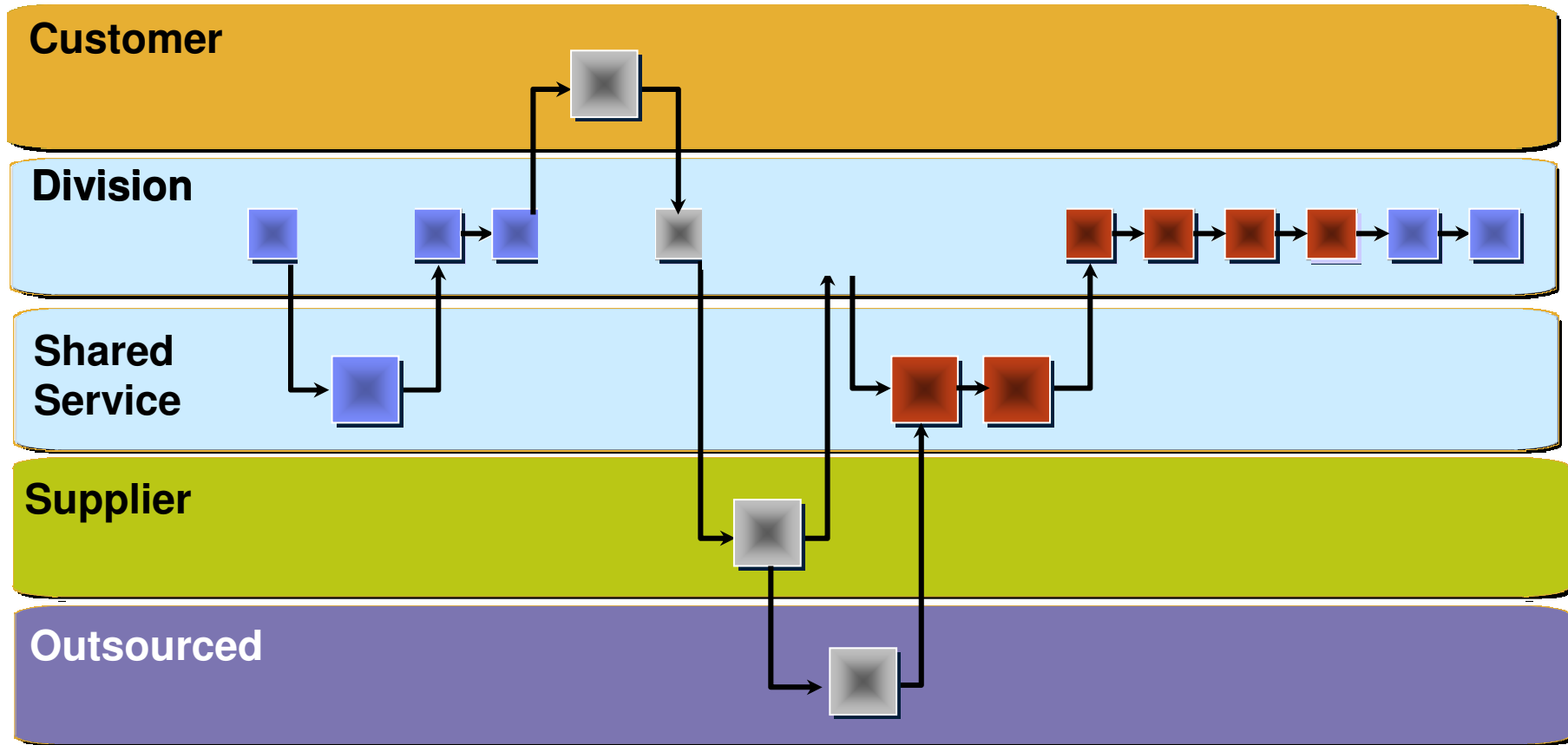
Change: Shared Service – Marketing, Billing, Receivables

Case Study: Procure to Pay Process



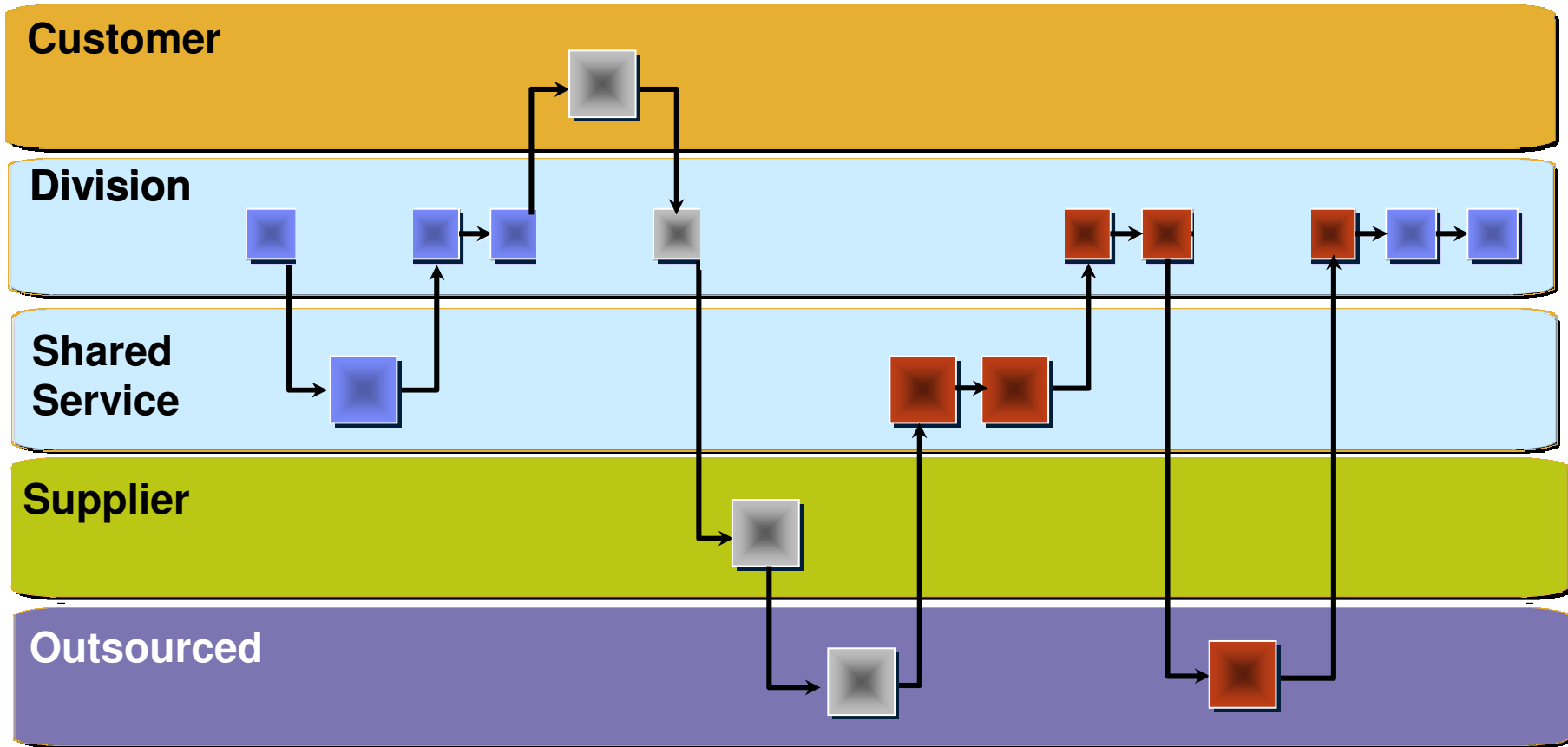
Change: Supplier Handles Inventory (VMI)

Case Study: Procure to Pay Process



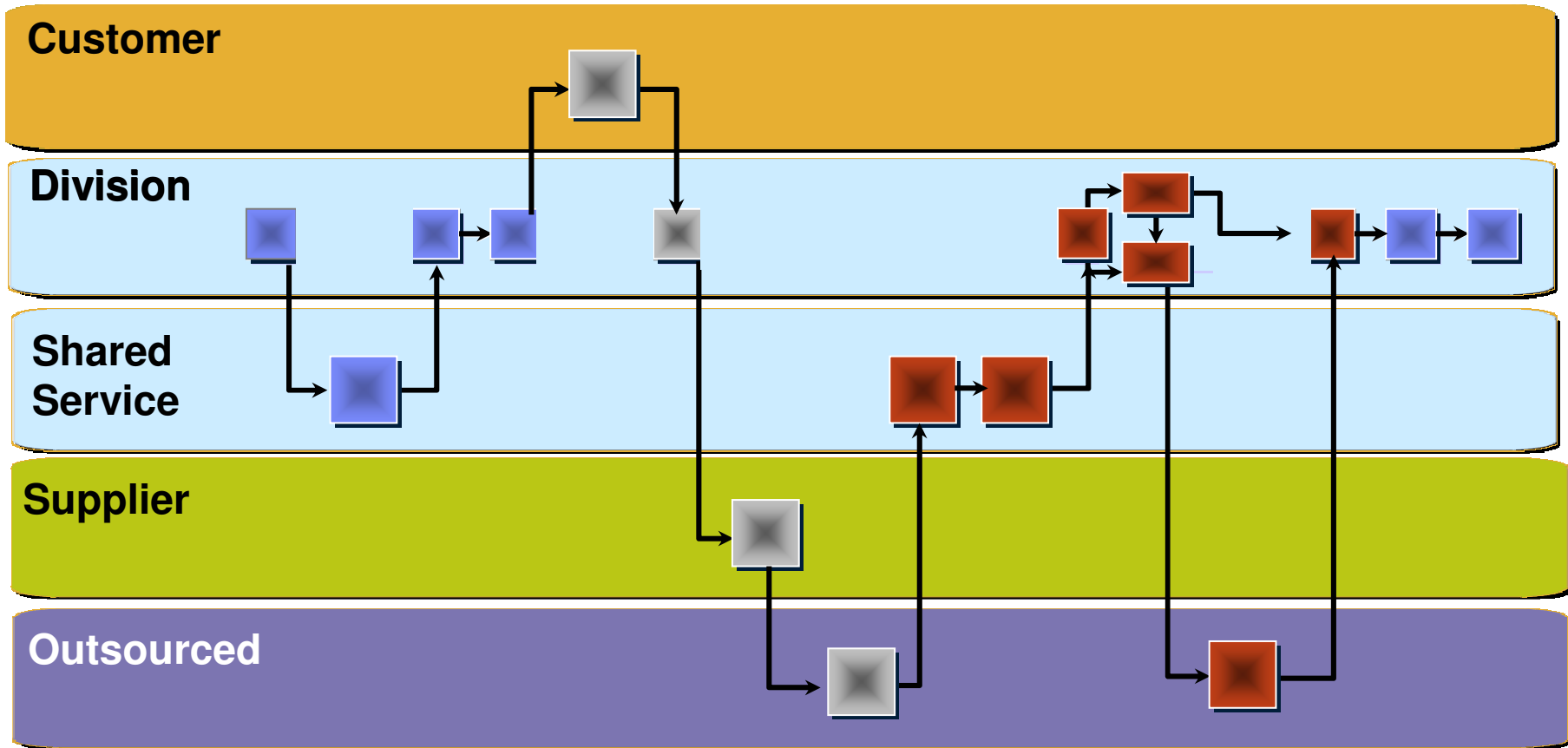
Change: Shipping by FedEx, DHL or UPS

Case Study: Procure to Pay Process



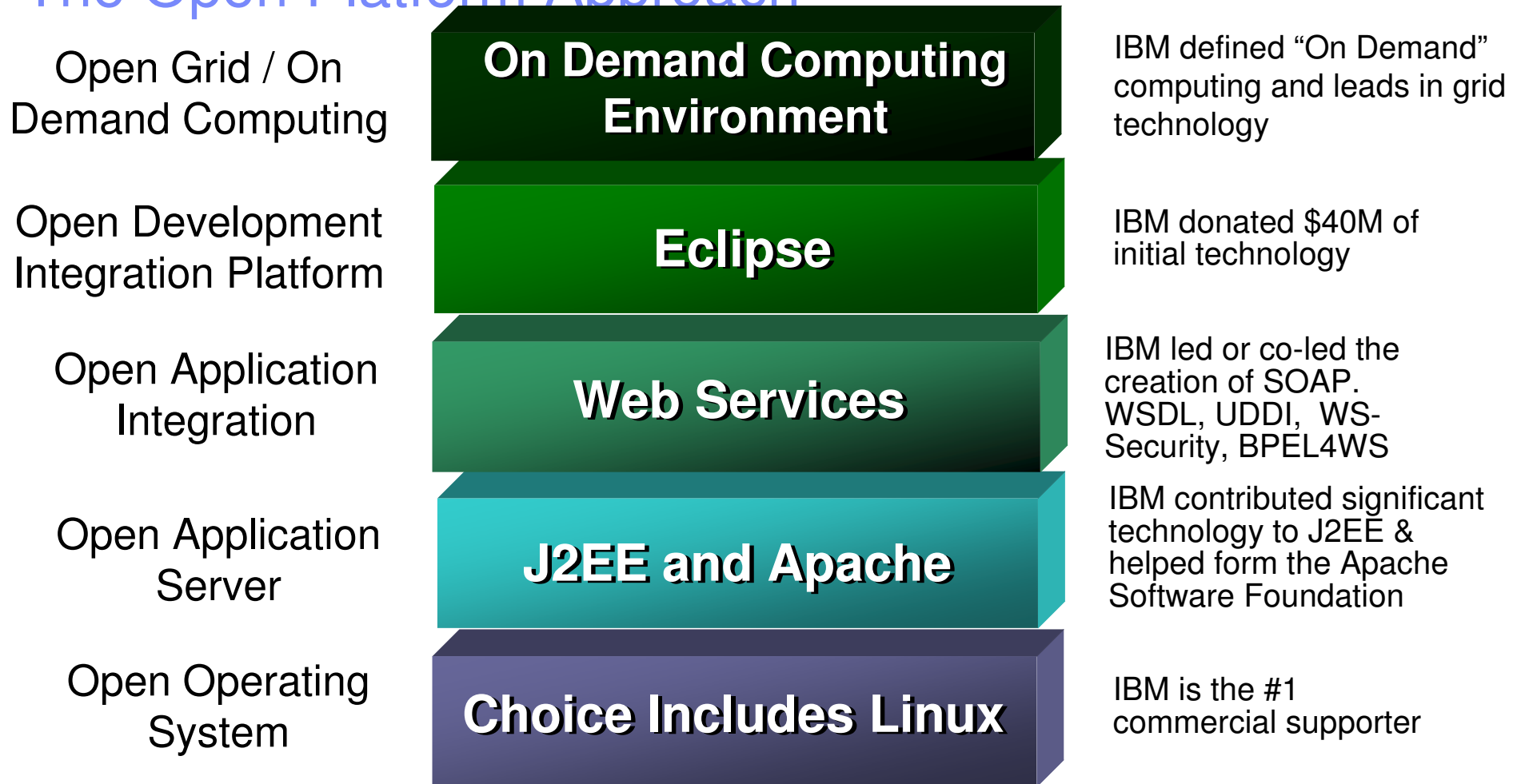
Change: Collections Outsourced

Case Study: Procure to Pay Process

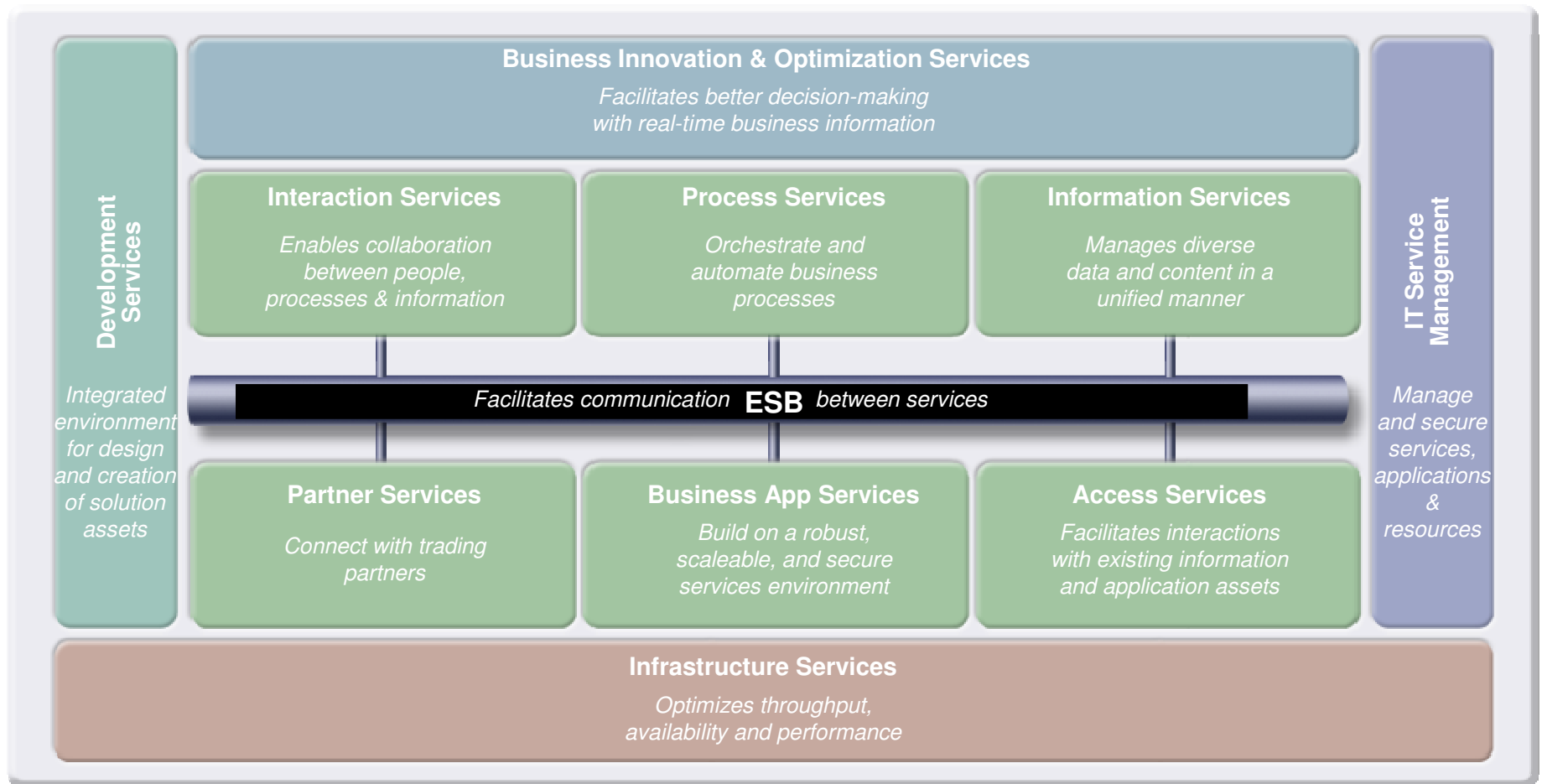


Change: Process Optimization

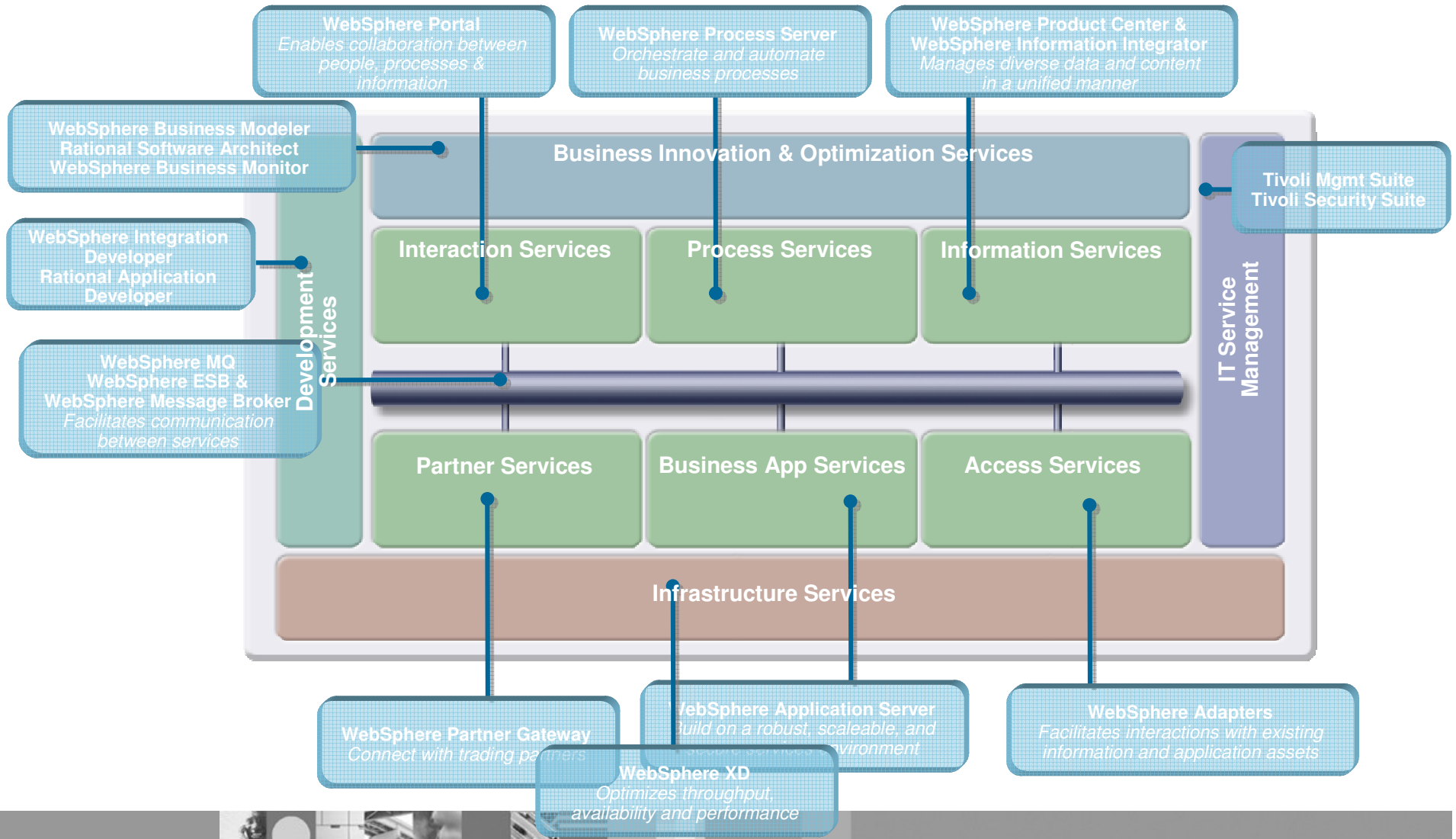
The Open Platform Approach

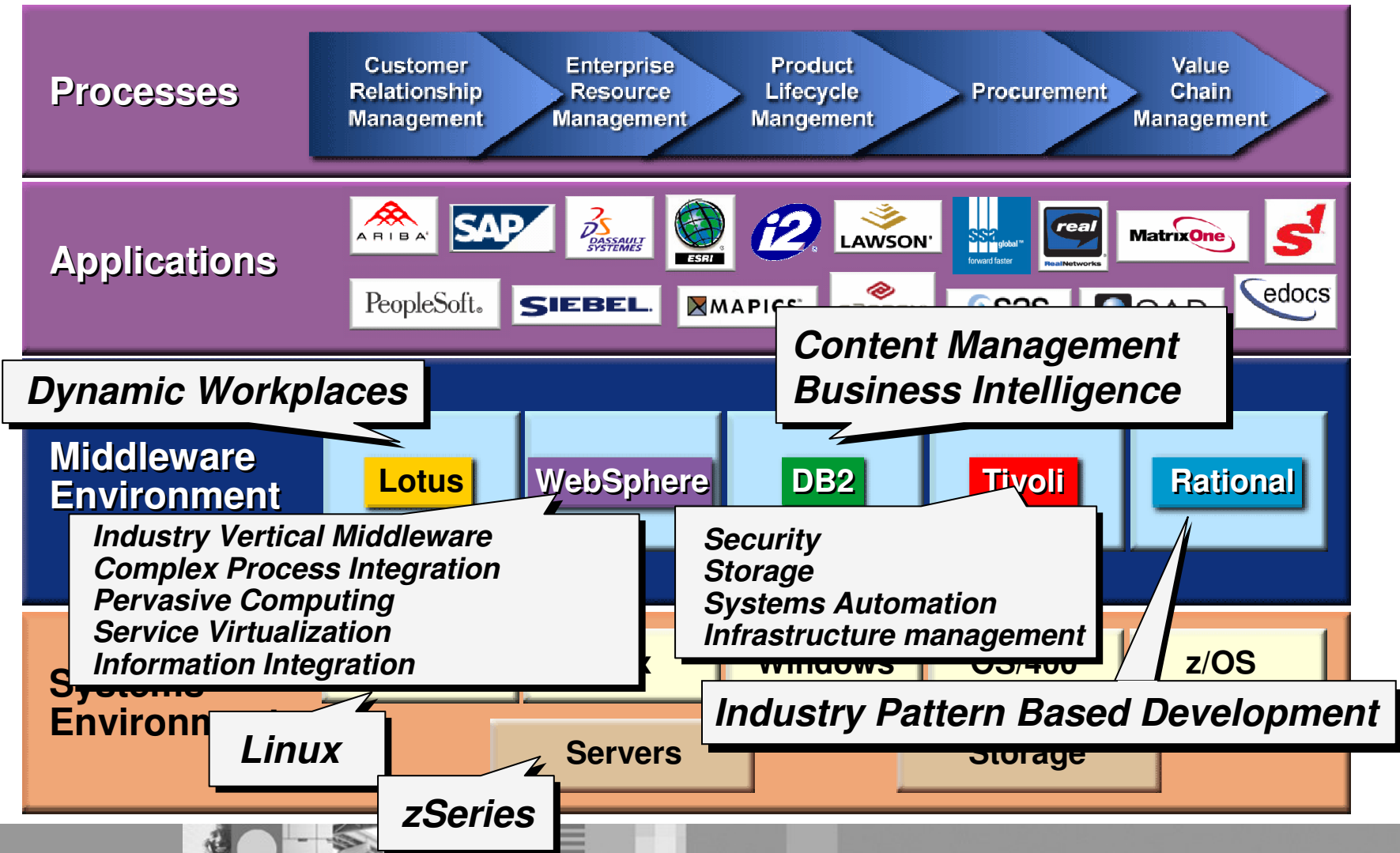


SOA Reference Architecture



Mapping the architecture to IBM Offerings





धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Dziękuję

Polish

Thank You

English

شكراً

Arabic

Obrigado

Brazilian Portuguese

多谢

Simplified Chinese

Danke

German

Grazie

Italian

Merci

French

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean