



Network Computing





IBM

Let the celebration begin.

WorkSpace On-Demand is here.

**WorkSpace
On-Demand™**



Congratulations.

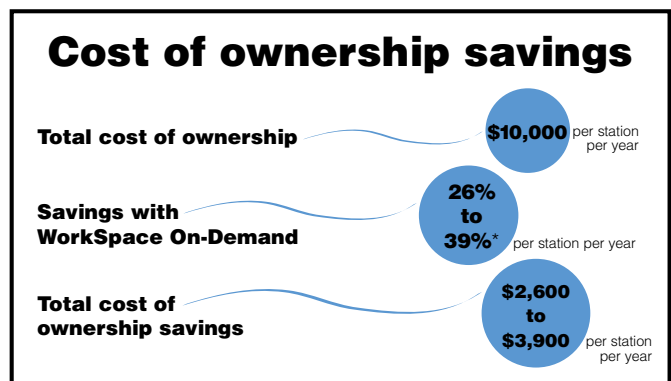


To every CIO who has embraced the concept of network computing, congratulations. WorkSpace On-Demand, the first network computing operating system for PCs, is here. Finally, the ultimate blend of computing has reached its fruition. Once you get a taste of the dramatic cost savings that can result, you'll never want to go back.

Cost savings worth celebrating.

The impact that WorkSpace On-Demand can have on the computing universe is profound. In fact, WorkSpace On-Demand is an ideal solution for up to 70 percent of the entire enterprise computing population. To these users, the transformation to network computing will appear transparent. To you, the positive effect on the cost of owning and supporting a network could be dramatic.

A Gartner Group study* indicates personal computers cost about \$9,000 to \$13,000 per user per year, yet hardware and programs account for only 14% of that figure. The majority of the sum goes toward the cost of administration, support and user operations, all of which WorkSpace On-Demand can help you control. In fact, Gartner Group estimates that network computing can reduce the annual total cost of ownership up to 39%. Without question, reducing costs is the driving force behind the network computing initiative. WorkSpace On-Demand helps you cash in today.



*Source: Gartner Group and International Technology Group. Figures in USA funds.

The savings come naturally.

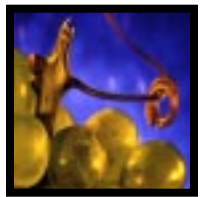
The opportunities. The rewards. The savings. They all come naturally with WorkSpace On-Demand. Here's why:

Faster software updates. A network with a few thousand clients may take anywhere from six months to a year to upgrade software throughout the network. WorkSpace On-Demand lets network managers make software upgrades for many users all at once — right from the server for a single point of control. Do the math for your company. With WorkSpace On-Demand, it could be money in the bank.

Improved productivity. Users no longer must wait as long to benefit from the new and improved applications. Once your servers have been updated, users can access their new applications immediately — from any PC on their server. And because you now have an operating system that embraces 100% pure Java, your company can benefit from the powerful Internet-based collaboration and transaction processing that network computing makes possible. Your network managers can spend their time more efficiently too; they can begin to transform their own job descriptions from that of fire-fighters to masters of proactive network planning.



Longer hardware life. WorkSpace On-Demand runs on the equipment you already own which extends the life of your PCs and reduces hardware turnover. This point alone could save thousands per desktop per year. Potential cost savings such as these and improved productivity are just some of the reasons why WorkSpace On-Demand promises to be the toast of the business world.



WorkSpace On-Demand made crystal clear.

WorkSpace On-Demand is software that gives your server the capability to download applications to your users' machines on demand. It contains the server utilities that allow you to

efficiently configure and manage your network clients. WorkSpace On-Demand works with OS/2 Warp Server and your existing network. And it is Year 2000 compliant.

A refreshing new perspective.

WorkSpace On-Demand is really much more than its mere physical parts. WorkSpace On-Demand, in fact, transforms the way we view two fundamental computing principles:

The first — let the server do the serving. Let WorkSpace On-Demand provide the operating system, applications and configuration information — not the client's hard drive.

The second — shatter the myth that clients have to be tied to their machines. People's perception of the client is generally an indivisible combination of hardware and end user. WorkSpace On-Demand has the extraordinary capability to turn the computer user into a roaming client user. Users can log onto any machine and have access to the desktop layout and applications as specified in their profile. Their "workspace" thus becomes any place that has a connection to the network.

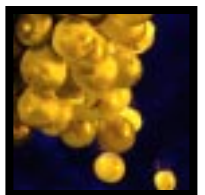
It's remarkable that an architecture resulting from a simple change of perspective can yield such significant benefits without detracting from what existed before. We're facing a future that is driven by a networked economy. Corporations began networking to achieve some basic business goals: to disseminate information, cut costs, and get to market faster. Reaping these rewards demands a computing infrastructure that can handle the power of e-business and also cut the unacceptably high expense of owning and managing networks.

Congratulations. WorkSpace On-Demand is here. It's harvest time.

For a deeper understanding of everything that WorkSpace On-Demand makes possible and the details for implementing it in your environment, visit our website at:

www.software.ibm.com/workspace

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Printed in USA.
9/97

