

IBM Smart Business



Highlights

- *Increase capabilities, reduce cost and complexity*
- *Improve security and business resilience*
- *Increase efficiency and productivity*
- *Focus on growing your business rather than managing your IT.*

From the PC to the Internet to every piece of hardware and software in between, technology innovation has been a key factor in helping small and medium-sized businesses (SMBs) in their struggle to provide better customer service, improve efficiencies, respond to competitive threats, efficiently grow their business and increase the bottom line. But unlike the largest corporations, these businesses don't have an arsenal of IT resources to help them solve their challenges. SMBs are required to assemble, integrate, manage and troubleshoot

incredibly complex IT environments – much of which were conceived before the Internet era. These companies need integrated solutions that are simple, powerful, secure and flexible.

IBM can help. IBM Smart Business offers SMBs the hardware, software and IT services they need to run and grow their business – all integrated into a single solution. It offers a much simpler approach for SMBs that would rather focus on growing their company than spending the time and resources to deploy and manage their IT systems. IBM Smart Business is designed to help increase efficiency, decrease complexity and deliver business applications in a way that is easy to implement, operate and grow in a secure environment.

Increase capabilities, reduce cost and complexity

Before, business leaders looked for new technology online by using Web search engines like Google, or they heard about new solutions through

conversation with their peers or via advertising. Then they had to wade through stacks of CDs, manuals, patches, wires and cords in order to set up and install new technology. But today, IBM Smart Business provides a new way to evaluate, implement and support applications – dramatically simplifying the adoption and management of business applications, while helping to remove the burden of technology. As a result, you have time to focus on growing your business, rather than managing your IT.

IBM Smart Market, a Web-based community and solutions portal, is the point of entry, providing a place where you can connect with local solution providers, industry experts and other businesses like yours. You can browse and evaluate applications that come packaged with hardware as total solutions. You have the choice of industry-specific or horizontal business applications, on-premise, hosted applications or a combination of premise-based and hosted applications. All applications include the supporting infrastructure, giving you a high-value alternative to business as usual.

Solutions available through Smart Market include:

- **Application software and services from best-in-class application providers.** *IBM Smart Business is about the ease of acquiring business solutions – such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), finance and accounting, mobility, security, e-commerce, telephony – not IT fixes. So with as little as a few clicks, you can have access to capabilities such as Voice-over-IP (VoIP), e-mail, as well as many other applications. Solutions are built on a set of open standard interfaces, the IBM Smart Business Application Integrator, which makes the installation of new applications, systems management and online services easy to use, consistent and compatible for businesses. No matter which software applications or services you choose, you can be assured that they've been tested and integrated so that everything works together right out of the box.*

- **IBM Smart Cube, loaded with IBM Smart Business Software Pack.** *Pre-configured and ready to use, IBM Smart Cube comes with everything your business needs to start improving efficiency and help you grow. From file serving, Web serving to print serving, from backup and recovery to firewall and security, the IBM Smart Cube uses the power of integration and automation to lower your initial investment of money and time, helping you realise even greater savings in the long run.*

Improve security and business flexibility

We've brought leading software providers on board to deliver solutions that will help you run your business efficiently. From core business applications to infrastructure solutions such as security, e-commerce, telephony, sales management, or collaboration – you decide what you need. We've spent the time organising and integrating hardware, software and services so you get comprehensive business solutions rather than IT issues. The applications are reviewed and rated

by other business leaders and their opinions are posted on Smart Market, so you get real-world, unbiased advice from other business leaders facing similar challenges.

And, with the IBM Smart Desk dashboard, you can easily manage your complete solution without expert IT skills or leave the management to a trusted vendor – IBM. Smart Desk is always connected to IBM for remote management, updates and new application deployment. Your company can set up the system to allow updates to occur automatically or at defined times of your choice.

The applications and the Smart Cube are backed by IBM and our Business Partners. In addition, IBM Smart Business provides several local intelligent backup and recovery solutions to protect your critical business information. The Application Integrator behind our solutions makes remote management easy. That means your data – and your business – can be

protected with optional services such as IBM Business Continuity and Resiliency Services and IBM Unified Threat Management.

Increasing efficiency and productivity

IBM Smart Business delivers a choice of integrated, ready-to-use solutions with the flexibility to solve a single business need or a broader set of business challenges. You might want to automate your sales process, set up a project document repository or deploy an ERP system. Or, you might require a unified communications platform or social networking capabilities. You choose what you need – you're not stuck with one-size-fits-all.

With proven plug-and-play and self-installation and management capabilities, IBM Smart Business can deliver benefits right from the get-go. And you get the reliability of IBM, delivering performance and energy efficiency. All this means is that you can

focus on business innovation and growth without being slowed down by the lack of capability and inflexibility of your technology.

Over time, IBM Smart Market plans to offer hundreds of applications and services specifically tailored for SMBs. Solution support is initiated through a single point of contact within IBM Smart Market and IBM Smart Support, providing simple access to support and improving your efficiency.

IBM solution partners and IBM Global Finance are also available to deliver business and technical services, help reduce costs and technical complexity, increase productivity and provide support – all with a single click on IBM Smart Market.

IBM, together with a committed network of application and service providers, is rewriting the rules of IT for SMBs. IBM Smart Business delivers business capabilities/applications the way your business requires.



Feature	Benefits
Integrated business solution	<ul style="list-style-type: none">• Solutions are built on a set of open standard interfaces – IBM Smart Business Application Integrator – which makes the installation of new applications, systems management and online services easy to use, consistent and compatible for businesses• Broad choice of optimised and integrated application software and services• Components are tested for compatibility to ensure a well-run integrated design
Easy to start, manage, grow	<ul style="list-style-type: none">• Four simple steps to get your Smart Cube operating and no manuals required• Automated network installation, software licensing, backup and security• Remote management of fixes and updates (always connected)• New applications, technology, and users deployed through an easy-to-use Smart Desk
Single point of contact	<ul style="list-style-type: none">• One call gets you the answers or service you need so you can stay focused on managing the business rather than managing technology• First-level support for all application software and services, including non-IBM vendors
Improved security	<ul style="list-style-type: none">• Built-in, always-on security• Protects against known and unknown threats• Improves compliance with tracking and reporting
Remote management	<ul style="list-style-type: none">• Reduce dependency on IT staff• Increase efficiency and productivity• Continuous protection
Web Community/Peer-to-peer support on IBM Smart Market portal	<ul style="list-style-type: none">• Inform and broaden your learning with consolidated, peer-provided reviews• Discover industry insights and benefit from experts in business solutions• Interact with business owners and professionals in similar industries and regions, as well as read blogs and interact in forums with industry experts

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