

Small & Medium Business
EMEA



expresstories

How mid market companies become an On Demand Business

IBM

expresstories



Retailing

Enterprise Resource Planning & point of sales solutions put the right product at the right place at the right time.



Assembly/Manufacturing

Product Lifecycle Management accelerates product development to enable on demand responsiveness to customer requirements.



Life Sciences

Streamline business applications and processes through an on demand infrastructure and collaborative solution.

Tougher competition. Constant change. Financial constraints. Unpredictable threats. Mid market companies face mushrooming challenges. They can meet them by becoming on demand companies. This brochure shows how.

We've taken an unusual approach to demonstrate how medium-sized companies can take advantage of the IBM express portfolio of products and solutions to innovate, improve operations and sustain growth. The IBM express portfolio, designed and priced especially for mid market clients, is one way that, with our Business Partners, we at IBM realize our commitment to small and medium-sized business.

The stories are fictional, but they illustrate real business issues and real on demand solutions for mid market companies. Based on real-life client challenges and experiences, each story shows how a medium-sized company integrates processes end-to-end, implementing a solution from the IBM express portfolio to become more responsive, variable, focused and resilient. We hope you'll find them informative – and enjoyable. In the closing pages, see how actual IBM clients in Europe, the Middle East and Africa have become more innovative and productive by embarking on the on demand journey.



Pierre
FashOn Store Manager



Gus
FFO Store Manager



Tom
FashOn IT Director



Frank
IBM Business Partner

Ragtime

An On Demand Business has the ability to respond quickly to any customer demand or market opportunity. For mid-market retailers, responsiveness depends on meeting a formidable set of supply chain challenges – particularly in sectors where consumer tastes can change overnight.

FashOn and FFO are a pair of mid-sized retail chains competing in the volatile market for young women's apparel. The contrast between them shows how retailers can benefit from IBM express portfolio solutions to combine virtually immediate responsiveness to unpredictable customer demand with efficient inventory management and point of sales systems.



MEANWHILE, AT THE INFORMATION SYSTEMS DEPARTMENT AT FASHION HEADQUARTERS

SO HOW'S BUSINESS?

FRANKLY, WE NEVER EXPECTED THIS MUCH ACTIVITY. THE KIDS ARE GOING NUTS OVER THOSE CARRIE PANTS. WE'VE NEVER SEEN INVENTORY TURN OVER SO QUICKLY. IT'S A GOOD THING YOU WERE ABLE TO INSTALL OUR NEW EXPRESS PORTFOLIO SOLUTION SO QUICKLY AND EASILY.

TO KEEP UP, WE'VE CHANGED THE THRESHOLD LEVEL FOR REPLENISHING STOCKS. SOME OF OUR 18 LOCATIONS ARE BEING RESTOCKED ALMOST DAILY.

I'M GLAD TO HEAR THE SOLUTION IS EASY TO MANAGE - IT'S ONE OF THE EXPRESS PORTFOLIO FEATURES.

THE SYSTEM IS DESIGNED SPECIFICALLY FOR MIDMARKET RETAILING OPERATIONS. IT LETS YOU TRACK SALES AT ALL OF YOUR RETAIL OUTLETS PRACTICALLY IN REAL TIME. SO YOU ALWAYS KNOW WHAT'S SELLING AND WHAT'S NOT.

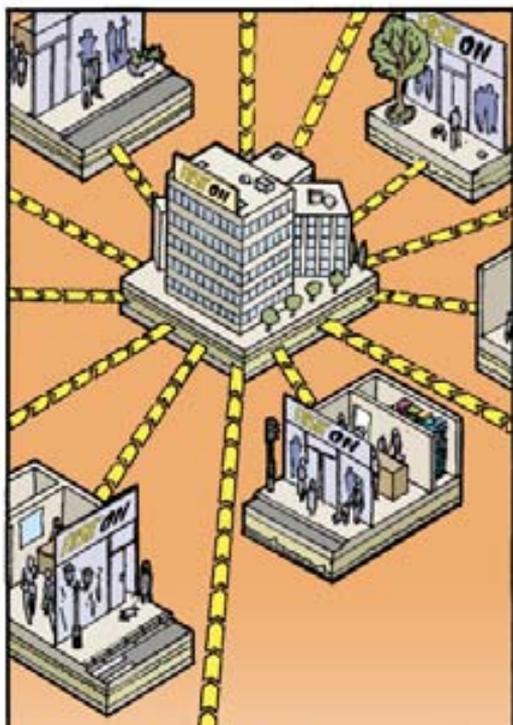
BY TRACKING TRENDS, YOU CAN ANTICIPATE CHANGES IN DEMAND. SO YOU'LL AVOID OVERSTOCK AND OUT-OF-STOCK. TODAY, IT'S CARRIE PANTS. TOMORROW, SOMETHING ELSE WILL BE ON DEMAND.

EACH TIME A CASHIER RINGS UP A SALE, IT GOES INTO THE STORE'S LOCAL SYSTEM. AS PART OF THE EXPRESS PORTFOLIO SOLUTION WE ADAPTED ESPECIALLY FOR FASHION, EACH STORE HAS ITS OWN ERP. WHEN A SALE IS RING UP, THE TRANSACTION GOES RIGHT INTO THE ERP SYSTEM, WHICH REMOVES THE ITEM FROM THE STORE'S INVENTORY - JUST AS IT HAPPENS.



WHEN THE INVENTORY FOR THAT PARTICULAR ITEM HITS THE CRITICAL LEVEL YOU'VE DEFINED FOR IT...

...THE LOCAL STORE SYSTEM IS ALERTED BY THE ERP SYSTEM TO SEND A MESSAGE TO HEADQUARTERS REQUESTING NEW SUPPLIES.



...ALL 18 STORES ARE CONNECTED TO THE ERP SYSTEM. SO FOR EACH SALE, THE ITEM IS ALSO REMOVED FROM YOUR TOTAL INVENTORY.



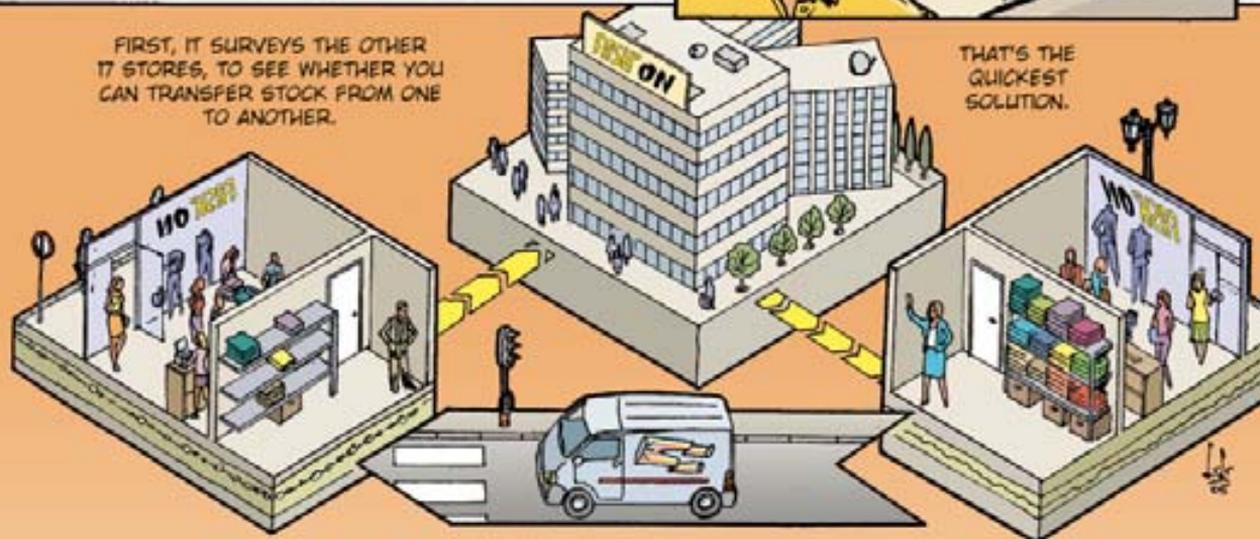
IF THE TOTAL STOCK FOR ANY PARTICULAR ITEM REACHES THE CRITICAL LEVEL THAT YOU'VE DEFINED FOR IT, AN ALARM GOES TO THE CENTRAL PURCHASING DEPARTMENT.



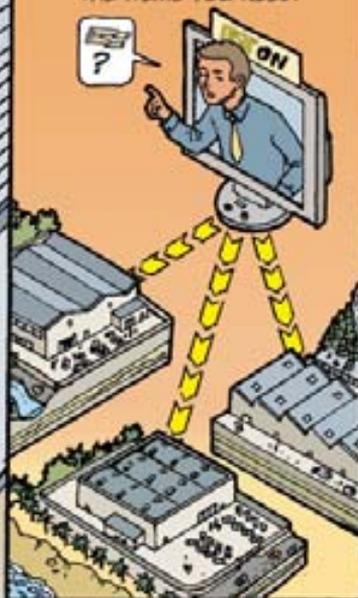
THANKS TO THE WEB COMPONENT WE INTEGRATED INTO THE EXPRESS PORTFOLIO SOLUTION, THE SYSTEM AUTOMATICALLY SEARCHES FOR * ON-LINE * REPLENISHMENT SOURCES.

FIRST, IT SURVEYS THE OTHER 17 STORES, TO SEE WHETHER YOU CAN TRANSFER STOCK FROM ONE TO ANOTHER.

THAT'S THE QUICKEST SOLUTION.



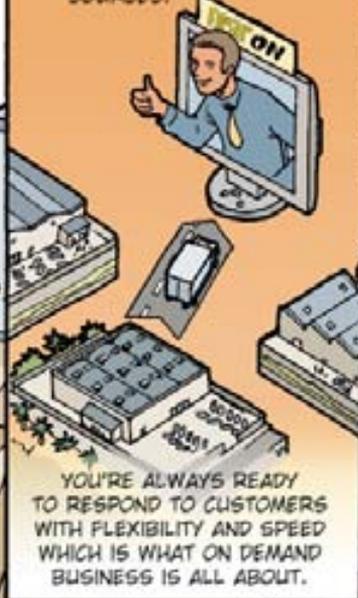
THE SYSTEM ALSO USES THE WEB TO FIND OUT WHICH WHOLESALERS ARE OFFERING THE ITEMS YOU NEED.



ONCE IT HAS FOUND THEM, YOUR SYSTEM AUTOMATICALLY LOGS IN TO THEIRS AND YOU CAN ACTUALLY SEE WHAT THEY'VE GOT IN STOCK. THAT MEANS THAT WHEN YOU PLACE AN ORDER, YOU KNOW AHEAD OF TIME THAT THE WHOLESALER CAN DELIVER.



THE SYSTEM CAN EVEN LOG ON TO AN E-MARKETPLACE, TO LOCATE NEW POTENTIAL SOURCES.



YOU'RE ALWAYS READY TO RESPOND TO CUSTOMERS WITH FLEXIBILITY AND SPEED WHICH IS WHAT ON DEMAND BUSINESS IS ALL ABOUT.

HOW LONG CAN THIS CARRIE CRAZE KEEP GOING?!



MEANWHILE, AT AN FFO STORE

NONE OF OUR STORES HAVE RECEIVED DELIVERIES OF CARRIE PANTS.

IT WILL TAKE WEEKS BEFORE WE'LL BE RE-SUPPLIED AND BY THEN, NOBODY WILL WANT THEM ANYMORE...



MY TIME IS REAL TIME WITH YOU...



Anna
RevolutiOn Marketing Manager



Karl
RevolutiOn Technical Director



Peter
RevolutiOn Sales Manager



Akira, Yoshi, Kerjiro
Togoyan executives

Turn It On

In an increasingly global economy, the pressures on mid-market manufacturers are enormous as customers insist more and more on getting the right products more quickly and at lower cost. On demand manufacturers stay ahead of the game by building adaptability and flexibility into their basic business processes.

The story of machine tool manufacturer RevolutiOn demonstrates how manufacturers can take advantage of IBM express portfolio product line management solutions to become more responsive, more resilient, more focused and more variable. In other words, Turn It On underlines the competitive advantages enjoyed by an On Demand Business.





IT'S AMAZING
HOW MUCH PROGRESS
REVOLUTION HAS
ACHIEVED IN SO
LITTLE TIME.

IN THE PAST,
WE WERE
ALWAYS...

... THE MOST EXPENSIVE. AND WE USED TO BE SO SLOW
WE COULD NEVER KEEP UP WITH THE CUSTOMERS!



REMEMBER HOW LONG IT USED TO TAKE
JUST TO RESPOND TO A RFP?



WE COULD NEVER WORK OUT
NEW PRODUCT COSTS OR
PROVIDE NEW PRODUCTION
INFORMATION TO CUSTOMERS.

WHAT A
DIFFERENCE THE
EXPRESS PLM
SOLUTION HAS
MADE.

WE WERE
ABLE TO INTERFACE
THE NEW 3D CATIA V5
CAD SYSTEM WITH
THE OLD 2D SOLUTION
AND THEN SWITCH
OVER ENTIRELY
TO 3D DESIGN
JUST A FEW
MONTHS LATER.

AND THE SMARTTEAM PLATFORM
MAKES IT EASY TO SHARE ALL OF
OUR DATA, BOTH INTERNALLY AND
WITH CUSTOMERS AND SUPPLIERS



THANK YOU FOR YOUR ATTENTION. NOW, IF YOU HAVE ANY QUESTIONS

YOUR CURRENT PRODUCTS LOOK GOOD, BUT....



...HOW DO WE KNOW YOU'LL BE ABLE TO KEEP UP WITH OUR NEEDS BY BRINGING NEW ONES TO MARKET QUICKLY?

REVOLUTION IS NEARLY TWICE AS FAST AS ITS COMPETITORS IN BRINGING NEW MACHINES TO MARKET.



HOW CAN WE BE SURE THAT YOUR NEW PRODUCTS WILL MATCH OUR NEEDS?

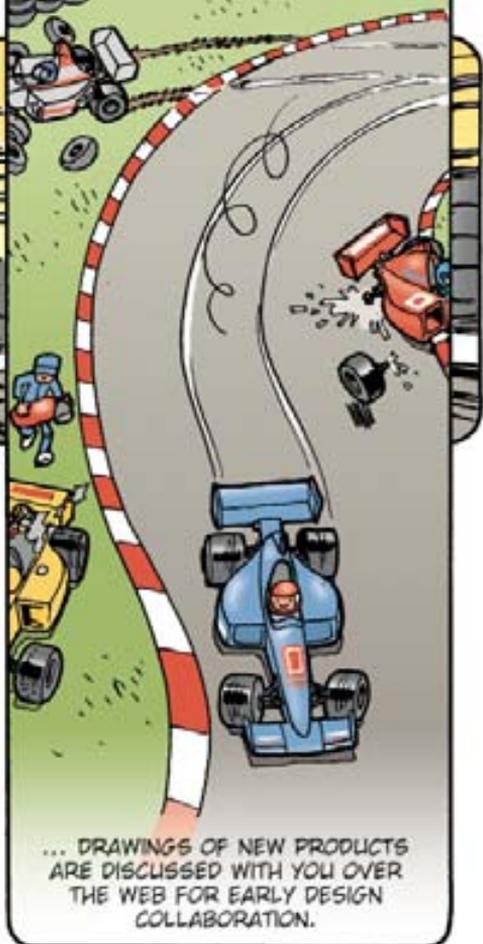
AND HOW DO WE KNOW YOU'LL BE ABLE TO KEEP US UP TO DATE ON YOUR NEW PRODUCT DEVELOPMENT?

OUR NEW PRODUCTS ARE FULLY VISUALIZED AND EVEN PERFORMANCE TESTED WHILE STILL IN SIMPLY A DIGITIZED FORMAT. IN MANY CASES, WE DON'T EVEN NEED TO BUILD A PHYSICAL PROTOTYPE, WHICH SAVES LOTS OF TIME.



WELL....

... OUR PRODUCT DEVELOPMENT TEAM CONSULTS AND INFORMS CUSTOMERS THROUGHOUT THE NEW PRODUCT DEVELOPMENT PROCESS, SO THEY CAN ADAPT EASILY TO NEW REVOLUTION OFFERINGS.



YES, BUT YOU'RE LOCATED FAR AWAY. AREN'T WE GOING TO LOSE LOTS OF TIME TRYING TO COMMUNICATE?

IT'S SIMPLE...



... DRAWINGS OF NEW PRODUCTS ARE DISCUSSED WITH YOU OVER THE WEB FOR EARLY DESIGN COLLABORATION.

WE ARE VERY IMPRESSED BY YOUR PERFORMANCE.

I THINK THERE ARE NO MORE QUESTIONS...

JUST ONE - HOW SOON CAN WE START DOING BUSINESS WITH YOU?



ARE YOU INTERESTED IN JOINING US AT THE CORPORATE BOX OVER THE WEEKEND TO PARTICIPATE IN THE JAPANESE GRAND PRIX RACE AT THE SUZUKA CIRCUIT?





José
Follicle CEO



Jean-Pierre
IT Director



Mourad
IBM Business Partner



Sophia
Head of Regulatory
Affairs

Thomas
R&D Directeur

Alexandra
Marketing Director

Hair Today

On Demand Business is about how to design a business, and its IT infrastructure, to respond with flexibility and speed to ever changing levels of competition, customer expectation and market flux. The story of Follicle, a mid-market pharmaceuticals company, shows how an On Demand Business approach to architecture can accelerate and streamline business processes.

As Follicle strives to bring its new product to market more quickly, an IT architecture built around an IBM express portfolio collaboration portal provides a single interface to interact with relevant content, applications, processes, experts and information. The bottom line is that employees, partners, and customers can do business more effectively.



WE'RE SURE THE FINASTERIDE MOLECULE IS AN EFFECTIVE DHT INHIBITOR. WE MUST SPEED UP THE PROGRAM.

WHAT'S THE PROBLEM?

IT TAKES TIME TO CONSOLIDATE THE CLINICAL TRIAL RESULTS BECAUSE ALL THREE OF OUR LABS ARE INVOLVED.

NO! THE MAIN PROBLEM IS THAT THERE'S NOT ENOUGH COORDINATION BETWEEN THE LABS AND THE REGULATORY APPROVAL TEAM.

...NO! EVEN IF YOUR DIFFICULTIES ARE OVERCOME, IT WILL MAKE NO DIFFERENCE IF THE INFORMATION AND MARKETING CAMPAIGNS ARE NOT READY IN TIME.

THIS IS NOT ACCEPTABLE!



THE LACK OF COORDINATION AND TEAMWORK IS SO FRUSTRATING. THERE MUST BE A WAY...

I'VE HEARD THAT SOLUTIONS DO EXIST. I'LL PURSUE THE MATTER WITH A SPECIALIST.

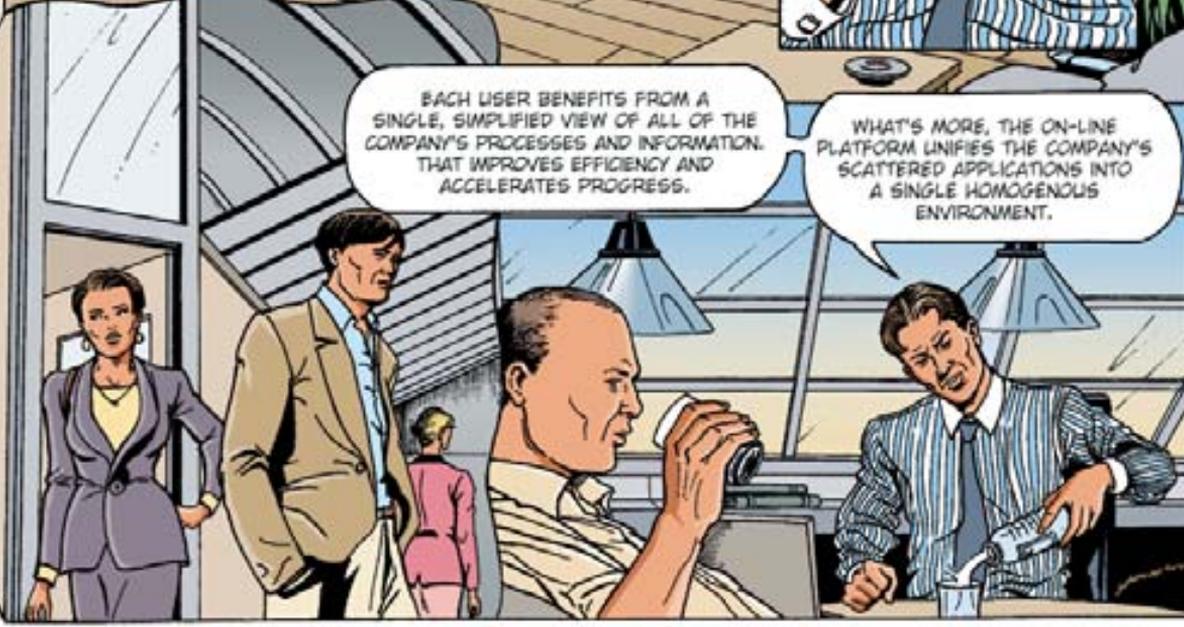
A FEW DAYS LATER



YES, THERE IS A SOLUTION FOR YOUR FINASTERIDE PROGRAM PROBLEMS.

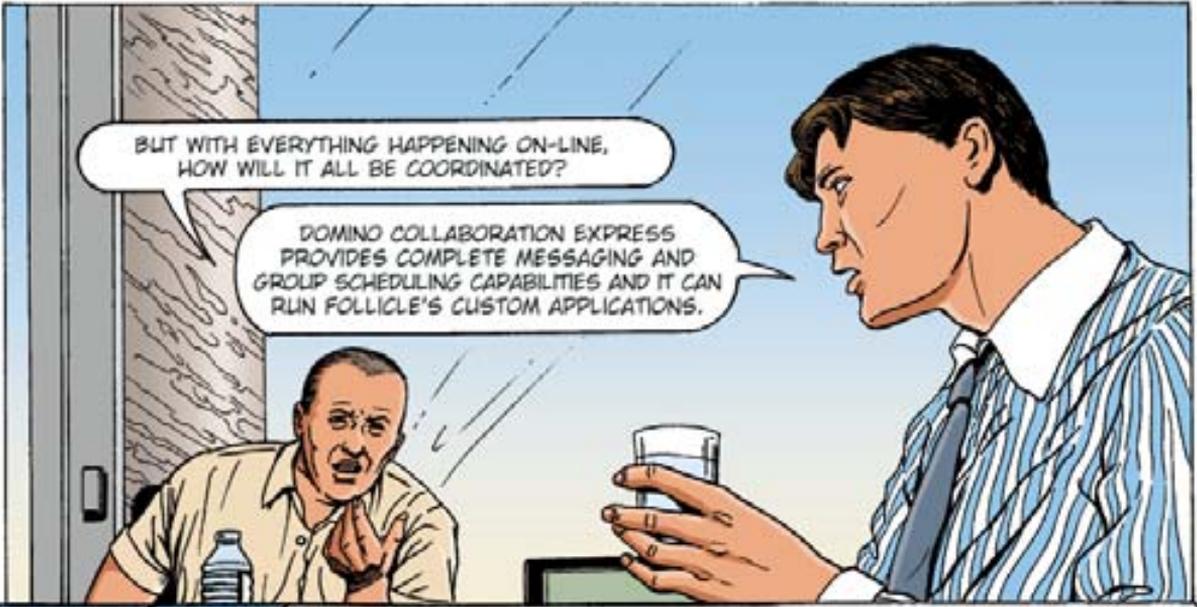


WEBSHERE PORTAL EXPRESS CAN BE IMPLEMENTED AS A NEW ARCHITECTURE, ENABLING THE COMPANY TO ESTABLISH AN ON-LINE COLLABORATIVE PLATFORM



EACH USER BENEFITS FROM A SINGLE, SIMPLIFIED VIEW OF ALL OF THE COMPANY'S PROCESSES AND INFORMATION. THAT IMPROVES EFFICIENCY AND ACCELERATES PROGRESS.

WHAT'S MORE, THE ON-LINE PLATFORM UNIFIES THE COMPANY'S SCATTERED APPLICATIONS INTO A SINGLE HOMOGENOUS ENVIRONMENT.



BUT WITH EVERYTHING HAPPENING ON-LINE,
HOW WILL IT ALL BE COORDINATED?

DOMINO COLLABORATION EXPRESS
PROVIDES COMPLETE MESSAGING AND
GROUP SCHEDULING CAPABILITIES AND IT CAN
RUN FOLLICLE'S CUSTOM APPLICATIONS.



IT ALSO POWERS COLLABORATIVE APPLICATIONS. LOTUS NOTES EXPRESS E-MAIL
WILL HELP EVERYONE WORK TOGETHER MORE SMOOTHLY AND EFFICIENTLY.



AND THANKS TO THE NEW EXPRESS MANAGED
SERVICES FOR E-MAIL SECURITY, THE COMPANY
NEED NOT WORRY ABOUT VIRUSES, SPAM
OR UNDESIRABLE CONTENT.



IT'S AS IF ALL OF
FOLLICLE'S INCOMING AND
OUTGOING MAIL WENT THROUGH
A WASHING MACHINE.

A FEW MONTHS LATER

THANKS TO WEBSHERE PORTAL EXPRESS ARCHITECTURE, IT IS EASIER FOR EVERYONE AT THE COMPANY TO SHARE AND DISTRIBUTE INFORMATION.

IT'S A DREAM COME TRUE!

WE WERE ABLE TO PICK UP THE CLINICAL TEST DATA WE NEEDED AS SOON AS IT WAS TABULATED - WITHOUT WAITING FOR SOMEONE TO REPACKAGE OR REFORMAT IT.

OUR DEPARTMENT USED THE SAME DATA TO PRODUCE AN EDUCATIONAL VIDEO EXPLAINING HOW FINASTERIDE WORKS.

AND... THE BRAND NAME FOR FINASTERIDE WILL BE STAZEON.

Stazeon

ANDROGENIC ALOPECIA ...DHT... A METABOLITE OF TESTOSTERONE...
...PREVENTING BALDNESS....

CLAP

CLAP

CLAP

KEEP UP THE GOOD WORK. STAZEON MUST BE AVAILABLE AS QUICKLY AS POSSIBLE.

THE END

How IBM express portfolio products, services and solutions enable mid-market companies to reap the benefits of On Demand Business.

Integration is the key to the on demand transformation. It helps ensure that people throughout the organization have the information they need. It enables mid-market companies to realize economies of scale like larger businesses. Three levels of integration make it possible for mid-market companies to become more responsive, more resilient, more focused and more variable:

> **Vertical Integration**

Removing the organizational borders that impede the flow of information within a single process or line of business makes the organization more productive.

> **Horizontal Integration**

Connecting processes within the organization helps companies to seamlessly move products and information across lines of business, saving time and reducing waste.

> **Integration across the Value Chain**

By closely aligning itself with suppliers, distributors and strategic partners, an On Demand Business can create symbiotic relationships that save money and allow everyone in the value chain to focus on their core competencies.



Retailing

> Enterprise Resource Planning & point of sales solutions put the right product at the right place at the right time.

The responsiveness and efficiency with which inventory and logistics are managed can spell the difference between success and failure in the retail business environment. IBM express portfolio solutions enable retailers to deliver a superior customer experience by providing the right product at the same place at the right time.

On demand express portfolio Enterprise Resource Planning (ERP) solutions help mid-market retailers reduce supply chain lag times, streamline logistics, source goods more effectively, fulfill orders more quickly and reduce warehouse costs and inventory levels. Customer satisfaction increases

and inventory turnover accelerates while capital requirements and inventory carrying costs shrink.

The FashOn scenario demonstrates how mid-market retail systems can be integrated further thanks to IBM express portfolio point of sales terminals, linked in real time to back office functions. By taking advantage of IBM's unique Store Integration Framework, retailers can create an integrated on demand operating environment for the retail store, enabling retailers to migrate from stand-alone POS systems to multiple connected points of service across the store.



Assembly / Manufacturing

> Product Lifecycle Management accelerates product development to enable on demand responsiveness to customer requirements.

As competition grows increasingly global and customers become more-and-more demanding, mid-market assembly and manufacturing companies need to benefit from the same tools available to larger rivals. IBM express portfolio Product Lifecycle Management solutions enable mid-sized companies to integrate product development functions according to their own needs, resources and timetable. Express portfolio PLM solutions help manufacturers grow their business by reducing needs for physical prototypes, responding to requests for proposals (RFP) and quotes (RFQ) more quickly, reducing cycle times for custom projects and enhancing collaboration internally as well as with suppliers and partners.

The success of machine-tool manufacturer RevolutiOn shows how the CATIA V5 CAD component of the solution enables a mid-market enterprise to integrate the complete product

development process, from product concept specifications through product-in-service. CATIA V5 facilitates true collaborative engineering across the multi-disciplinary extended enterprise, including style and form design, mechanical design and equipment and systems engineering, managing digital mock-up, machining, analysis, and simulation.

The SMARTEAM component of the express portfolio PLM solution captures intellectual property from the CAD system to drive product information across the enterprise, and enable its use in other enterprise applications. SMARTEAM automates workflow and change management, establishes and maintains vital corporate best practices and leverages subject matter experts across the extended enterprise. It also provides comprehensive security, control, and revision management over all types of product data, creating document links and structure management.



Life Sciences

> Streamline business applications and processes through an on demand infrastructure and collaborative solution.

The pharmaceutical companies with the best bottom-line results are those that manage to bring new products to market more quickly than their competitors. The story of Follicle shows how implementing an on demand infrastructure – all of the hardware, software and services that allow an e-business to function – can make all the difference.

Follicle manages to accelerate its processes by implementing IBM express portfolio infrastructure solutions coupled with the unique express portfolio managed services for e-mail security. The on demand infrastructure is built around IBM Websphere Portal express, which enables integrated access to all business information and applications. Scalable and incorporating open standards, it gives all users a single, simple view of

company processes and information. Websphere Portal express helps mid-market companies unify typically scattered applications into one relevant and homogeneous environment, so that all business users have access to consistent information and views.

Domino Collaboration express enables everyone in the company to take advantage of the on demand infrastructure benefits through complete messaging and group scheduling capabilities, including e-mail, discussion forums and team workspaces. Domino Collaboration express powers collaborative applications and it has the capability to run custom applications developed in-house or by an IBM Business Partner. That means collaboration can be tailored to the specific ways in which each mid-market company is accustomed to work.

express portfolio flexible financial & delivery models

To enable mid-market companies to benefit fully from on demand business benefits, the IBM express portfolio includes flexible financing solutions. The advantages include:

- Options to acquire, operate and pay for IT and processing services on a flexible basis.
- A tighter grip over IT infrastructure.
- Licensing options, customized contracts, a commitment to risk transfer.
- Payment models that reflect fluctuating IT capacity.
- Greater choice and flexibility in how computing is run and managed.
- New approaches to ensure that IT assets are aligned with business priorities.
- Reliability through more granular service level agreements.

Customer stories

See how real life mid-market companies are using express portfolio solutions to become On Demand Business.

GIKTEC Anwendungstechnologie

Bietigheim-Bissingen, Germany

“After evaluating portal systems from several different vendors, we determined that IBM WebSphere Portal express not only addressed all of our requirements, but also offered the lowest total cost of ownership of any solution on the market.”

Anke Merau, Marketing Manager, GIKTEC Anwendungstechnologie GmbH

- A leading provider of custom enterprise resource planning (ERP) solutions, GIKTEC serves customers in manufacturing industries throughout Europe.

• Employees: approx. 20

To increase the efficiency of its workforce, GIKTEC needed to enable field-based employees with anytime, anywhere access to the company's business applications and collaboration capabilities. To solve the problem, GIKTEC implemented a new solution based on IBM WebSphere Portal express running on an IBM @server xSeries system.

Grupo Hojiblanca

Antequera (Málaga) Spain

An express portfolio solution helped optimize financial and logistic processes, improved supplier and customer relationships and made available all the information needed for strategic decision-making.

- Grupo Hojiblanca is cooperative organization which itself serves cooperative farms that produce olives and virgin olive oil.
- 2004 Revenues: € 240 million
- Employees: 120

Hojiblanca Group needed a complete solution to manage suppliers, cooperatives and customers.

Thanks to IBM Business Partner Altim Tecnologías de Información, the organization implemented a vertical solution designed specifically by Altim for comestible oil producers based on my SAP ALL IN ONE and an IBM xSeries 255 express portfolio solution.

FBD-Bildungspark

Stuttgart and Ludwigsburg, Germany

“To extend our reach to more students, e-learning was the logical solution.”

Dr. Herbert Müller Philipps Sohn, Head of Continuing Education and Learning, FBD-Bildungspark GmbH

- A private, non-profit organization, FBD-Bildungspark provides vocational certification and career-oriented training for adults.
- Employees: 40 plus 400 part-time instructors.

When state tuition sponsorship fell by 50%, FBD had to find more students while reducing teaching costs.

Supported by its long-time IT provider, IBM Business Partner BTB GmbH, FBD conceived and implemented an interactive, customized e-learning system. Integrated with its existing IT environment and capable of delivering a rich classroom experience, the solution, built with IBM Lotus Instant Messaging and Web Conferencing, WebSphere Application Server - express and IBM @server xSeries 345, enables students to learn and share ideas, regardless of where they are located.

Gilardoni Vittorio S.p.A.

Mandello Del Lario, Italy

Gilardoni Vittorio pursues innovation across all of its business units, including non-productive, administrative entities, as it benefits from shared, integrated knowledge management.

- Manufacturer of aluminum cylinders with electroplating for internal combustion engines.

With help from IBM Business Partner Gruppo G.R. Informatica of Lecco, Gilardoni Vittorio implemented InteGRa, a web-based knowledge-base management solution. Both internal and external users benefit from the InteGRa solution, implemented thanks to IBM Lotus Domino Collaboration express, Lotus Domino Messaging express, WebSphere express and IBM @server iSeries.

The White Company

London, England

“Triangle proposed, sourced, configured and implemented the @server i5, and it has been a great success.”

Wassim Al-Adel, IT Manager, The White Company

- The White Company sells luxury linens, domestic and lifestyle goods by mail order and at more than ten major retail outlets.

The company sought to accurately forecast demand for individual products in stores, speed up weekend batch processing and provide accurate figures to business at the start of each working week. Working with IBM Premier Business Partner Triangle, The White Company achieved a dramatic increase in processing speed, enabling the delivery of accurate and timely demand forecasts and implemented a highly integrated solution offering easy management.

Firwood Paints

Bolton, England

“Managing our back office systems on the iSeries helps us to ensure high security and availability for data.”

Martin Wallen, Managing Director, Firwood Paints

- Firwood Paints manufactures specialist paints and surface coatings for industrial applications.

Firwood wanted to manage very large numbers of customers cost-effectively,

find efficient ways to reach new markets, cut sales costs and increase total revenues. The solution, built around an IBM @server iSeries 800 and IBM @server xSeries 225 running Linux and IBM WebSphere Commerce – express Small enables small customers to order single and lower-value items at very low transaction costs. Automated sales data entry reduces operational costs and customer service is enhanced with online account information served directly from the internal ERP system.

Combitrading

Prague, Czech Republic

“Thanks to the flexibility of the IBM express portfolio, offering optimized system configurations at better prices and shorter delivery times, our deployment was carried out exactly at the time when we needed to start with the new system.”

Ing. Petr Panyrek, owner of Combitrading

- Combitrading serves the Czech and Slovak markets with IT services and solutions for the mobile capture, transmission and management of data, including bar codes and other identification techniques.

The company needed to implement an information system not only to cover its accounting needs but also to monitor its market and customers while providing extension options for future dedicated functions.

The LCS Noris system implemented on an IBM @server xSeries 225 helped enhance internal efficiency, enabled instantaneous reactivity to client requirements and provided mobile access to data.

Azenn

Montauban-de-Bretagne, France

Azenn streamlined web-based services and achieved an advantage over the competition by making innovative, value-added services available to customers and suppliers.

- Azenn provides solutions, including network infrastructure, services, hardware and training, for telecommunications and computer networks.
- 2004 Revenues: € 25 million
- Employees: 130

As part of its desire to integrate various existing applications, Azenn sought to introduce on-line orders while offering users and partners a single sign on to critical applications. Working with IBM Business Partner ASI Informatique, Azenn implemented a solution including ASI Content Server, WebSphere Commerce express, WebSphere Application Server express, IBM @server iSeries 270 and WebSphere Studio.



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For more information, please visit ibm.com

This brochure, published by Small and Medium Business & Business Partners Communications, is distributed throughout Europe, the Middle East and Africa to provide an overview of the IBM approach and commitment to SMB markets.

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ON DEMAND BUSINESS

TAKE THE EXPRESS ROUTE TO ON DEMAND BUSINESS

The IBM express portfolio is designed specifically to enable mid-sized companies to chart their journey to On Demand Business – ready to respond to customers with flexibility and speed. More than a set of offerings, the IBM express portfolio is the promise of IBM experience, expertise, quality and support delivered simply, quickly and effectively.

- Affordable solutions, priced to market, that are easy to buy through a local Business Partner or over the web
- Solutions that leverage proven IBM expertise and offer real value for money
- Solutions that are easy to install, manage and use
- Industry-specific solutions tailored to meet clients' specific requirements
- Linux-enabled solutions that facilitate integration across platforms and improve ROI
- Solutions with standardized features and functions that make them easy to order and evaluate
- Flexible financial solutions, so clients get the benefits sooner rather than later.