

The on demand world

The world has entered a new era in business—the e-business on demand™ era. An on demand business is integrated and highly responsive to the dynamic needs of customers, trading partners, suppliers and employees. An on demand business is ready to respond to many circumstances, including shifts in supply, pricing or customer preferences; fluctuations in sales, enrollments, oil prices or capital markets; or the things we truly can't predict—from hackers to hurricanes.

In addition to these on demand capabilities, businesses need an on demand strategy that can help tackle two of the challenges along the e-business adoption curve, identifying a definable return on investment and grappling with a shortage of skills to deal with accelerating technological change. On demand capabilities enable your company to drive increased return on investment by reducing costs. An on demand business stays focused on its core competencies by allowing automated middleware to manage its technology.

Doing business in the on demand era requires uncanny strategic foresight coupled with nimble response and broad flexibility. You must have an understanding of what your customers need, before they need it, and then deliver it precisely when they need it. A business with on demand capabilities can sense and respond to the needs of customers and employees in real time. It can reduce risk with a secure, flexible IT environment.

Core concepts



- **Return on investment**

- Responsive to market changes

- Reduce costs

- Simplify administration

- **Autonomic computing**

- Sense and respond to potential problems before they occur

- Take corrective actions automatically





The challenges for midsize business

Managing your IT infrastructure in today's on demand world requires special focus on increasing productivity to maintain a competitive advantage. Because your company focuses on reducing costs, you have to tightly balance core business and IT resources. It's essential that you make the most of IT resources without employing additional personnel to manage them. In the on demand world, 24x7 availability is crucial to your business.

Lengthy system deployments are unacceptable—fast, accurate and secure responses to clients are the only ways that you can stay competitive. You also need to keep your business assets and data secure. And it's crucial that you find a way to manage your total infrastructure efficiently, avoiding the wasted time of addressing each component individually. Simply put, you need to optimize limited resources, increase competitiveness and reduce costs.

Tivoli software solutions from IBM

Tivoli® software from IBM® provides intelligent management solutions to help your company become an on demand business. Tivoli solutions can work across your organization, integrating key partners, suppliers and customers. They span your network of systems so you can truly view, analyze and manage the whole infrastructure, not just individual silos. Solutions connect business processes to your IT infrastructure, reducing the time and cost required to manage it and helping your productivity. Your customers, partners and employees can gain secure access to the valuable information they need, when they need it, without large investments on your part.

You have to keep your systems up and running. Problem determination, systems administration and application deployment consume resources and time. Tivoli solutions can help you reduce costs by automating systems administration and software distribution and proactively sensing and responding to problems that may occur. They provide business value and raise productivity by enabling you to deploy skilled resources against strategic, high-value activities. Tivoli software provides an integrated, comprehensive view from which to manage your IT infrastructure—helping save time, resources and money.



Benefits

Tivoli software solutions offer a host of benefits that can help optimize your resources, keep you competitive in the on demand world and lower your costs. At the heart of these benefits are autonomic computing capabilities, which automate many manual functions according to your established IT management and business policies. These capabilities can help your business benefit from the following:

- **Simplicity**—You can reduce costs and get started immediately because of decreased complexity from Web-based interfaces, fast installations, automated processes and out-of-the-box reports.
- **Efficiency**—You can allocate resources efficiently and cost-effectively with intelligence that works across your integrated environment.
- **Focus**—You can focus your limited resources and staff on growing your business by automating many administrative tasks.
- **Responsiveness**—You can increase competitiveness by sensing and responding quickly to market changes and customer demands with intelligence and problem-solving capabilities.
- **Availability**—You can keep your business-critical applications up and running by detecting and solving problems before they occur.



“The integrated Tivoli software from IBM and IBM DB2® solutions enables on demand capabilities, allowing China Film Archive to be more adaptive and responsive to their customers.”

Xiao Mei Yue,
Director of Academic Activities, China Film Archive



Express software solutions

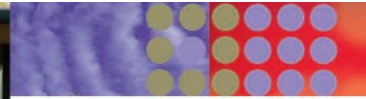
Your business needs the right tools for systems management, application integration, data management and collaboration to help you complete your journey to e-business on demand. With your needs in mind, IBM has redesigned, priced and marketed a portfolio of open standards-based middleware to help companies like yours evolve into on demand businesses.



The new IBM Express offerings ease integration and allow you to use existing IT investments. Each competitively priced product in the Express family is easy to install, manage and use, offering rich functionality that can grow along with your business. The new Express line contains autonomic capabilities, including self-configuring and self-healing, that help smaller companies reduce costs.

IBM Tivoli Storage Resource Manager Express Edition

The first Tivoli offering under the IBM Express banner, IBM Tivoli Storage Resource Manager Express Edition, offers affordable storage resource management for individuals on single-processor clients like desktops, laptops and workstations. As a product with certified Express attributes, Tivoli Storage Resource Manager Express Edition installs in about 10 minutes with only eight mouse clicks. Tivoli Storage Resource Manager Express Edition can help you accelerate the return on your overall storage investment by improving storage usage, lowering costs and simplifying administration. It can pay for itself in reclaimed storage space in a matter of weeks.



As your business grows, you can leverage your investment with other Tivoli storage solutions. Tivoli Storage Resource Manager Express works with Tivoli Storage Resource Manager to help you intelligently and cost-effectively manage your storage environment. This combination enables you to comprehensively manage and integrate a wide range of storage resources that are attached to your systems, from single-processor clients to multiprocessor servers. And when Tivoli Storage Manager is brought into the mix, you can improve your data protection and decrease administrative costs. Tivoli Storage Manager has modules for databases (DB2, Oracle®, Microsoft® SQL Server and Informix®) and mail (Lotus® Domino™ or Microsoft Exchange) and automates backup and recovery so you can focus on your core business.

Other Tivoli infrastructure management solutions

Tivoli Storage Resource Manager Express Edition is compatible with other Tivoli infrastructure management solutions, which can help you respond to the real-time challenges of the on demand world by making the most of your resources, decreasing costs and increasing your competitiveness. Because these solutions work behind the scenes, you can focus on your business without distractions.

To keep your application, mail and Web servers up and running, Tivoli monitoring tools sense and respond to possible failures automatically. Tivoli Monitoring for Web Infrastructure can help you keep your IBM WebSphere® Web application servers available through its self-managing autonomic capabilities. Tools such as Tivoli Analyzer for Lotus Domino help you optimize your mail server for peak performance with a familiar Domino administrative interface.

Tivoli Systems Management solutions help you maintain a competitive advantage, save money and improve application availability with automated software deployment and inventory. Tivoli License Manager can help you pay for only the software licenses you need. It can also help you maintain audit compliance, avoiding vendor penalties. Finally, it's important that you increase your competitiveness by making your data available on a daily basis to an increasing number of people, customers and providers. You need to make your data accessible to the right people at the right time while protecting your critical information from security threats. Tivoli security management solutions like IBM Tivoli Access Manager for e-business and IBM Tivoli Intrusion Manager can help you do this.



“Tivoli Access Manager for e-business has saved us a lot of time and money and a lot of troubleshooting. It is extremely easy to add new services and manage user access through Tivoli Access Manager for e-business.”

Ali Tabrizi,
Senior Vice President, Technology, e2open



The strong partnerships with independent software vendors (ISVs) make Tivoli software solutions powerful, because they can be integrated into your current environment. To meet your specific business needs, Tivoli products can manage a large array of ISV applications and tools.

Better yet, there's no need to hire additional IT personnel to install and deploy Tivoli products. Installation and deployment processes are easy, and there is also a vast network of IBM Business Partners to help get your systems up and running fast. The solutions automate processes that large enterprises typically employ extensive IT staffs to perform, such as critical systems backup and recovery, software distribution and security.



IBM software integrated solutions

When you need a strong solution, combine Tivoli software solutions with other offerings from IBM, including the Express family of products. IBM software integrated solutions can give you the power to achieve your business priorities and IT goals to be more competitive today and in the future.

- **DB2 software** gives you the most advanced self-managing database in the world. Integration with Tivoli storage management solutions can result in business benefits such as improved database availability and automated database backup and recovery.
- **Lotus® software** offers instant collaboration and communication capabilities for an on demand world. Pair this software with Tivoli monitoring solutions to help improve mail server uptime and performance, increase user productivity and more easily manage your mail infrastructure.
- **Rational®** provides best practices and tools for developing new software and customizing existing applications. Integrating it with Tivoli software enables you to accelerate your new application deployment, through a resilient development infrastructure, reducing costs and increasing your competitiveness.
- **WebSphere software** provides the must-have, open standards architecture for the on demand era. Coupled with Tivoli security software, the solution simplifies your Web infrastructure by providing a single console to manage all user profiles across applications.

Customer success story

Grocery Gateway

As Grocery Gateway, Canada's leading consumer direct online service, began backing up a growing amount of data, it needed an integrated solution that would streamline backup operations, avoid manual backup processes and effectively scale as its environment grew.

The company selected IBM Tivoli Storage Manager for its scalability and flexibility in supporting various types of clients. Today Tivoli Storage Manager provides backup and restore services for more than 1.5 terabytes of data across the company's enterprise platforms, applications and databases.

With Tivoli Storage Manager, Grocery Gateway can cost-effectively back up and restore information from three sites across its wide area network. Because Tivoli software sends only new data, changed data or both to the backup server, it reduces the amount of network bandwidth required to transfer data.

By standardizing on Tivoli Storage Manager, the organization greatly simplified its storage management. The smart move and store techniques of Tivoli Storage Manager significantly reduced the amount of storage space required to store backed-up and archived data on offline storage devices. Tivoli Storage Manager also helps avoid the need for manual backups.

For Grocery Gateway, effective storage is key to customer satisfaction and retention. If orders are lost or delayed, customers may abandon the service and never come back. With the help of Tivoli software, storage has become far more than a commodity at Grocery Gateway — it's a strategic asset for doing business in an on demand world.



Optimized for business evolution

Tivoli software solutions are designed specifically to help your business evolve into an on demand business by helping you increase competitiveness, optimize limited resources and reduce costs. Solutions are built around a set of characteristics critical to midsize businesses.

- **Cost reduction** – *Tivoli software can help generate a return on your technology investment by helping reduce administrative costs, improving operational efficiency and limiting downtime for business-critical applications.*
- **Open standards** – *Tivoli software products are based on open standards and can be integrated into virtually any IT infrastructure, including heterogeneous hardware and diverse operating systems.*
- **Extensibility and flexibility** – *Tivoli software offers open standards and a wide range of upgrade tools to help minimize disruptions to your users and customers. Systems are customizable to the unique needs of your business and infrastructure, so you can scale up as your business grows while avoiding costly reinvestment.*
- **Ease of use** – *Tivoli solutions employ intuitive Web-based user interfaces and include access to online help, tutorials and classrooms. Installations are backed by award-winning technical support from IBM.*

Getting started with IBM Tivoli Quick Start Services

Achieving rapid return on investment is critical for your company, and IBM has developed a set of services designed to shorten the time to value of your IT investment. Tivoli Quick Start Services are proven, product-specific processes of planning, training and implementation based on IBM Best Practices. An onsite Quick Start Services consultant from IBM or an IBM Business Partner can gather your requirements and develop implementation plans with you to accelerate your project and its rollout.

Helping you do more on demand

In today's increasingly competitive world, there is more pressure than ever to deliver fast, flexible service to customers while maintaining high levels of availability and security. Tivoli software can help you achieve these goals, quickly and cost-effectively, with autonomic computing solutions that can work for your business now and grow with you in the future.



“We have to ensure that our platforms and delivery mechanisms are stable and robust enough to handle constant growth. Proactive management of this environment is critical to our success.”

David Cooper,
Chief Manager, Bendigo Bank



To learn more

For more information about Tivoli solutions for business like yours, contact your IBM Business Partner at **www3.software.ibm.com/cgi-bin/reseller/db2www/reseller/macros/resell/input?locale=en** or your IBM sales representative or visit **ibm.com/tivoli/midmarket**

Tivoli software from IBM

An integral part of the comprehensive IBM e-business infrastructure solution, Tivoli technology management software helps traditional enterprises, emerging e-businesses and Internet businesses worldwide maximize their existing and future technology investments. Backed by world-class IBM services, support and research, Tivoli software provides a seamlessly integrated and flexible e-business infrastructure management solution that uses robust security to connect employees, business partners and customers.

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