

A New Approach to Software

An All-in-One Solution with Low Downtime and Low Staff Costs

You're in business to serve your customers and make a profit. You have all the ingredients for success: expertise, hard work, dedicated employees. But in today's marketplace, you also need some basic technology to conduct business. Your employees need a way to share files, collaborate, schedule meetings, send and receive e-mail, and access the Internet.

Additionally, your customers will likely want to look you up online and send you e-mail. They will be more impressed if you have your own domain name (mycompany.com) rather than using a free AOL, Hotmail, or Gmail account to conduct business.

Having the capability to enable these things can be a great differentiator and benefit to a business. IBM Lotus Foundations Start, an offering delivered and supported by your local VAR or systems integrator, provides the technology to do just that.

Shortcomings of Alternatives

Technology that provides these services can simplify your everyday business tasks, allowing you to concentrate on mission-critical operations. But too often, a variety of software solutions must be combined to meet these needs. Relying on multiple solutions cobbled together adds complexity and increases the chance of computer glitches creeping in.

This is obviously not what you want. IT tools are supposed to help you get the job done. Just as a carpenter doesn't have to think twice about whether a hammer is going to function, you shouldn't have to worry about your software.

As a business, you need reliable technology solutions that are easy to learn and easy to use. You need affordable tools that let your workers communicate with customers and suppliers, create and share documents, keep track of contacts and schedules, find important files in a central location, and securely access resources from home or on the road—all without the assistance of an IT department.

Unfortunately, software that's advertised for companies like yours requires serious technical expertise to install and maintain. And it must be constantly updated, which requires time that could be spent on more productive endeavors. Sure, your IT consultant probably helps you deal with these things. But how much of that time is spent on fixing problems and making the updates, instead of helping you with using IT to really improve and streamline your business?

And then there is the cost. Much of the software you need is priced with large organizations in mind. As a result, you often are forced to buy more copies (or licenses) than you'll use, or you are locked into long-term contracts that don't fit your situation. The last thing a business needs today is complex and inflexible technology.

Plug In, Turn On, Start Working

What if you could find an IT solution that completely meets your business needs but is as simple to use as any appliance? You plug it in, turn it on, and it works—just like your refrigerator. (And how often do you have to call tech support for help with your refrigerator?)

IBM Lotus Foundations Start is that appliance—a software appliance that provides all the IT resources you need to run your business, satisfy customer demands, and ensure that your employees have the tools they need to be productive. It is sold through IBM business partners who specialize in meeting the IT needs of businesses like yours.

To that end, Lotus Foundation Start is designed for companies with 5 to 500 employees. It provides your team with enterprise-class applications optimized for a business of your size. And it does this without the hassles or investment in resources required with alternative solutions.

Lotus Foundations gives your employees the means to share information and work together. It includes the award-winning IBM Lotus Notes software for e-mail and for sharing calendars and

Driving The Need For A Technology Alternative

An alternative to traditional technology solutions is needed to meet a number of new and growing business requirements including:

- Workers increasingly need to collaborate to get their work done
- Data must be protected from identity theft and to meet new privacy laws
- Security software needs frequent updating to parry evolving security threats
- Data must be constantly backed up to ensure a business survives an accident or disaster.

Lotus Foundations

Lotus software



For more information, go to: www.ibm.com/lotus/foundations



contacts. Users can access e-mail via the Web, so no one will miss important messages just because they're not in the office. In fact, the system makes critical resources available to you and your team from anywhere, at any time.

Lotus Foundations also provides Lotus Symphony software to create and share documents, presentations, and spreadsheets—without having to spend a small fortune on individual, proprietary applications or exorbitantly priced office suites. And don't worry if your customers or business partners use other software – Lotus Symphony lets you read, write, and save your work in other formats including those used by Microsoft Office.

Between hackers, natural disasters, or even a pipe breaking in the office above yours, every business needs a contingency plan. It could mean the difference between riding out a problem and going out of business. For this reason, most businesses are concerned about the safety of their backups. Data loss is a significant concern for any business—and in healthcare and other industries can have huge financial consequences. Alternative to Lotus Foundations Start typically require that you spend more money on a third party backup solution.

In contrast, IBM Lotus Foundations Start includes backup and recovery services. It minimizes the risk of lost data by automatically and frequently backing up your files to removable disks. You can store these backup disks offsite to be sure there is a copy of the critical information your company relies on to stay in business. And in the event of a catastrophe, the system can quickly recover lost data and restore configurations in minutes.

With the growth in spam, identity theft, and hackers seeking to commit fraud, security is of course a top concern. Every time your staffers go online or check e-mail, they potentially open the door to viruses, spam, and other malware that can destroy or reveal sensitive information. Furthermore, hard-to-detect spyware can bring productivity to a screeching halt.

According to a study by the Computing Technology Industry Association, “a single spyware infection on a work computer can impact the productivity of the typical small business employee for two-and-a-half days.” Not only that, the study found that it takes a tech professional an average of “2.8 labor hours” to find and fix the problem.

Alternative solutions require up to three security software packages to be purchased separately to provide protection. In contrast, Lotus Foundations Start is equipped with firewall, anti-virus, and anti-spam defenses to help protect your network from malicious software. This protection is at the network level – so all computers attached to the network are protected. This means you don't have to spend time installing software on individual PCs. And proven virtual private network (VPN) technology ensures that only trusted individuals can access your IT systems.

With many operating costs rising, trimming expenses is no doubt one of your top priorities this year. And in light of the world economic situation, many businesses are trying to rein in IT costs. To that end, IBM has priced Lotus Foundations Start so that it's affordable for smaller outfits like yours. As noted, it is an all-in-one solution, which reduces the need for many third-party add-ons required with alternative solutions. This gives businesses like yours predictable costs and avoids the nickel and dime approach of the other solutions.

And, with its automated configuration routines, Lotus Foundations Start deploys quickly—less than 30 minutes is all it takes to get up and running. Self-managing and self-repairing capabilities ensure that the software runs smoothly and is always available. From your perspective, the benefit of these capabilities is that there is less downtime. And when problems do occur, many are automatically fixed without the need for your outside tech support firm to make a visit. This translates into more productivity from your workers since they will not be sitting idly waiting for systems to be repaired or restored.

Furthermore, IBM has built its appliance to run on the Linux operating system, the open source platform known for its robust reliability and strong security (most of the world's Web sites run on Linux machines). Again, you and your employees won't have to worry about system downtime.

Lotus Foundations Start delivers all the capabilities your business needs to operate, to grow, and to thrive by:

- minimizing the need for technical intervention with self-monitoring and self-heal-

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ing capabilities

- automating tedious, yet critical tasks like backup
- recovering data quickly in the event of a disaster
- protecting your network and Web site from viruses, spam, spyware, and intruders
- housing important files in a central, secure location
- enabling effective communication and collaboration with documents, e-mail, presentations, and spreadsheets
- keeping the whole team up to date with shared calendars and contacts
- providing 24/7 access to mobile or remote workers
- guaranteeing workers remain productive and aren't hindered by IT snafus

You probably didn't get into business to become an IT guru. You've got enough to worry about without having to contend with complex, expensive, patchwork technology environments. By providing a simple, all-in-one, elegant solution—tailored specifically for small companies--IBM Lotus Foundations Start lets you stay zeroed in on what's important: the success of your business. ■

Lotus Foundations

Lotus software

