

IBM Global Services: Real People Providing Real Business Value

IBM and Cisco: Next Generation e-business Services

Highlights:

- Leveraging the accelerating advance of technology
- Providing rapidly increasing integration of business processes
- Driving a tidal wave of innovation in business

End-to-End Teamwork for Fast, Effective e-business Solutions

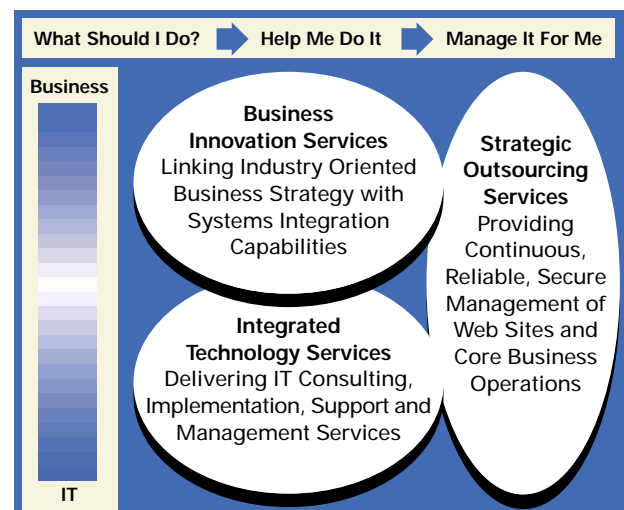
As e-business transforms all of the relationships an enterprise touches, the seamless integration of strategic IT solutions—such as electronic commerce, customer relationship management, enterprise resource planning, data warehouses, business intelligence, and supply chain management—is an ongoing challenge for today's CIO. Yet an even bigger challenge than "what to do" is how to get it all done. For all the experience, services, and technology required to reach a competitive and sustainable e-business advantage, selecting the right strategic partners is perhaps the most critical decision of all. This is where IBM Global Services' experience, coupled with Cisco Systems leading-edge networking technology, can provide unparalleled value to an e-business initiative.

In a worldwide technology and services alliance, IBM and Cisco are collaborating to develop solutions that accelerate the Next Generation of e-business—solutions featuring increased interoperability, availability, scalability, and manageability for the benefit of our mutual customers.

Business Innovation, Integrated Technology, and Strategic Outsourcing

With more than 138,000 employees in 160 countries, IBM Global Services delivers experienced business consulting linked with information technology design and implementation services. Starting with our worldwide consulting organization, we help customers of all sizes and from all sectors assess, plan, design, implement, and run the information technology-related aspects of their business processes.

IBM Global Services



Through a combination of our Business Innovation Services, Integrated Technology Services, Strategic Outsourcing Services, and Cisco networking solutions, we have the resource, the experience, and the technology to build your Next Generation e-business infrastructure.

IBM Business Innovation Services—Linking Strategy to Systems Integration

IBM Global Services is the premier provider of end-to-end business and IT services that bring the full strength of IBM's industry expertise, leading-edge IBM and Cisco technologies, and world-class professionals to create unprecedented business value for our clients. Our team develops creative solutions through strategic applications of new technologies, from integrated voice, video, and data to rich media, multicasting, and pervasive computing. Together with Cisco, IBM Global Services can design and implement a stable, scalable, and available e-business foundation fully capable of handling current and future business needs. These services include:

- e-business Strategy and Design Consulting
- Digital Marketing & Branding

No other **team** provides the same level of **industry** experience, **comprehensive** services, or **advanced, available technology**.

- Security and Privacy Services
- Customer Relationship Management Services
- Enterprise Resource Planning Services
- Supply Chain Management Services
- Business Intelligence Services
- Web Application Development Services
- Custom Systems Integration Services

IBM Integrated Technology Services—Support, Implementation, and Management

Integrated Technology Services (ITS) provides a broad range of IT support, implementation, and management services to help customers maximize performance and availability, improve productivity, reduce cost, and increase the value of their IT investments. ITS helps customers plan, implement, and manage e-business infrastructures, IT consolidations, and new technologies, providing a smooth transition that optimizes use of existing IT investments, minimizes impact on current operations, and delivers the expected business results. These services span the entire lifecycle from assessment, strategy, and design to implementation and operational services and include:

- Infrastructure and Systems Management Services
- IT Consulting Services
- Networking and Connectivity Services
- Business Continuity and Recovery Services
- Technical Support Services
- IT Product Training Services

IBM Strategic Outsourcing Services—Management and Services You Can Depend On
Our Strategic Outsourcing Services help customers become more competitive by allowing them to concentrate on their core business strategy, while IBM Global Services manages their non-core business processes and technology operations. IBM Global Services uses the term “strategic outsourcing” to differentiate our services from the limited cost-reduction objectives of traditional

outsourcing services. Our business and technical experts work with customer businesses to develop a management strategy that distinguishes between their core and non-core operations. Flexible to meet changing requirements, IBM Global Services can manage all or part of your non-core business processes or technology operations, from selective outsourcing to full-scope system and network outsourcing and data center management.

Strategic Outsourcing consultants can help enterprises gain a competitive advantage by working with them to identify non-core operations that can be effectively outsourced, enabling the customer to focus on core business activities. Our team manages the full scope or part of the customer’s non-core business processes or technology operations, as well as Web hosting, application management, network outsourcing, and data center. Strategic Outsourcing benefits include:

- Decreased time to market
- Strengthened supply chain relationships
- Reduced capital expenditures
- Decreased operating costs
- Increased productivity
- Reduced inventory carrying costs
- Reduced technical infrastructure costs
- Increased technological competitiveness
- Security, privacy, and high availability for e-business initiatives
- Accessibility to business-critical information, any time, anywhere

IBM Global Services and Cisco: The Experience, the Services, and the Technology

No other team provides the same level of industry experience, comprehensive services, or advanced, available technology as IBM Global Services and Cisco. For the safest, fastest entry into the Next Generation of e-business, contact your IBM Global Services or Cisco representative.



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