

# Driving 'Time to Value' With the Agility of the Midsize Enterprise

## IBM Global Business Services for Midsize Business

**W**hat's best for a small or medium-sized business? The answer can't be determined by simply counting employees, offices or gross revenue. Midsize businesses (MBs) have distinct challenges of their own, and often have needs that exceed those of big-brand enterprises. MBs need access to the best thinking, use of the best tools and need the best ways to manage risk and opportunity. MBs often must be more agile, more nimble and smarter with their strategies than their large competitors. A smaller size shouldn't translate into smaller *value* for a business. IBM understands this, and offers a new view into providing strategy, business consulting and technology services to the midmarket company.

### "FLEET OF SHIPS" OR "FLEET OF FOOT"

Different companies must act in different ways at different times. Sometimes it is better to be *fleet of foot*, being able to quickly transform the business to tackle new opportunities. Sometimes it is better to be like a *fleet of ships*, a powerful armada that can weather a storm, withstand risk and leverage its collective scale. Today's marketplace presents both classic and emerging challenges for the MSB:

- **Driving revenue and pursuing business opportunities** in an increasingly competitive marketplace, where innovation, economic shifts and new rules

are being dictated from both small entrants and big players.

- **Developing a strong customer focus** to build customer loyalty, create new sales and provide better customer service. This includes matching the standards of treatment and communication that customers are coming to expect such as proactive

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service, multichannel experiences and integrated service offerings.

- **Globalization and dispersed workforces** as both possible threats and opportunities. MBs must determine if new global markets are feasible, while competitors find new ways to reduce their costs with a global infrastructure. MBs are seeking new ways to use a global infrastructure to reduce costs and create more effective operations.
- **Accessing new business intelligence** to make more accurate and timely business decisions, including integrating and accessing company data stores, performing business analysis and gaining insights through research.

- **Finding efficiencies, working more effectively and reducing costs** to improve profitability. MBs are seeking to optimize supply chains, utilize resources more effectively and leverage technologies.

Smart companies know it's not just about being adroit or leveraging scale. In order to meet today's business challenges, companies must bring multiple competencies to the table simultaneously, addressing different business problems with innovative solutions.

### NEEDS OF THE MEDIUM-SIZED BUSINESS

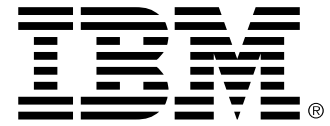
Although each business is unique, many midsize businesses have some similar needs when it comes to meeting business challenges and developing solutions:

- **Compressing "time to value"**: Being able to realize the benefits of

new strategies, programs or technologies on rapid timescales, often on a scale of weeks versus months or years.

- **Working with streamlined resources and dynamic teams**: MBs don't always have massive departments to focus on project work, and budgets are often measured to the penny. They must be able to change utilizing their often-stretched resources.
- **Marquee solutions are often out of reach**: Many of the "best of breed" solutions and vendors have traditionally been out of reach for smaller companies, but high-caliber, high-quality technology and services are still needed.

# SOLUTION PROVIDER



*IBM (www.ibm.com) is the world's largest information technology company with more than 90 years of leadership in helping businesses innovate.*

#### EXECUTIVE

Sam Palmisano, CEO

Murray Mitchell

Small & Medium Business Executive

#### IBM Global Services

Route 100  
Somers, NY 10589  
USA

#### BUSINESS CONTACT

Steven Ferencie

Small & Medium Business Partner  
Strategy & Change Services  
Phone 404.921.5691  
ferencie@us.ibm.com  
www.ibm.com

- Institute for Business Value, IBM's business research capability

#### GETTING STARTED

The first step in moving forward is knowing where you are. IBM offers Express Assessments to quickly get started with companies seeking to improve their businesses. These assessments can provide immediate business value on expedited time cycles. IBM is able to "roll up the sleeves" and get to work wherever you are in your business cycle, be it on the edge of a new strategy, in the midst of planning or operationalizing new capabilities.

IBM brings the agility and scale needed to drive success for the mid-size enterprise. ■

- **Transformational change is riskier:** Smaller businesses are more susceptible to transformation risks and have higher costs of failure than massive organizations. A failed project or program can't be "swept under the rug," and can even capsize the most cautious of businesses. Smaller businesses simply can't afford to fail.

#### IBM AND MIDSIZE COMPANIES: AN AGILE APPROACH

IBM takes a new, agile approach to better team with and serve smaller enterprises. IBM has embedded practices within our approach to address the needs of the mid-size business:

- **Streamlined methods** that bring the full value of strategy, research and planning without unwieldy or excessively long project cycles.
- **Reusable, prepackaged solution sets** that utilize the best practices from IBM and the industry's collective knowledge that can be rapidly deployed to compress "time to value."
- **Pre-configured marquee solutions** that include "best of breed" services and technologies designed to provide short implementation timelines, low resource impact and fast return on investment.
- **Midmarket expertise and team structure** to utilize the expertise and knowledge within the small enterprise arena, including practitioners who have proven success within their respective industries.
- **New alliances** with vendors and solution providers adept at servicing the midmarket marketplace.
- **IBM enables innovation through collaboration** by teaming with our clients to find new models and methods of conducting business. IBM helps midsize companies identify when monumental or radical change is necessary, or when innovation is imminent and must happen incre-

mentally. Through our knowledge and experience, we can brighten a company's own discoveries while closing the innovation gap through support and partnership.

#### THE POWER OF THE LARGEST SERVICES FIRM WITH THE AGILITY NEEDED FOR SMALLER BUSINESSES

IBM has a long history of being a leading provider of business solutions around the world. This history and scale is an advantage IBM brings to its relationships with client companies. IBM has a dedication to the MSB market and is backing that commitment with real solutions and significant investment. IBM brings the depth of an enterprise powerhouse, including deep wells of industry experience, unmatched breadth of staff and competencies across geographies and assets that other companies of lesser stature can't provide. IBM is uniquely positioned to offer more services and better economies of scale than most providers to the midsize market.

#### IBM IS YOUR TRUSTED PROVIDER

The stability and size of IBM brings protection, accountability and results to our clients that other vendors can't afford. IBM's solidarity helps ensure a high level of service over the long term. The success of our client engagements is shown by the breadth and legacy of our global relationships.

#### IBM SERVICE AREAS

IBM offers a wide array of business consulting services, addressing many core, strategic business functions and most industries:

- Strategy & Change
- Supply Chain Management
- Customer Relationship Management
- Enterprise Resource Planning
- Financial Management
- Application Management
- Application Innovation Services
- Business Transformation Outsourcing