

IBM Package Application Services

Highlights

- ***Provides a broad range of expert resources—on demand***
- ***Enables quicker upgrades and enhancements***
- ***Provides a variety of services designed to meet your business needs***
- ***Delivers services at predictable costs and defined levels for a potentially higher ROI***
- ***Offers global delivery capabilities to help deliver lower-cost support***
- ***Gives you access to global application services centers to give you more service options***
- ***Offers highly responsive services to accommodate your needs and give you flexibility***
- ***Manages your applications and processes—end to end***

Addressing the business challenges of packaged applications

While prepackaged business applications such as enterprise resource planning and customer relationship management offer significant benefits and are critical for business success, the costs associated with adopting these packages can be staggering. Project planning and implementation are time-consuming and costly and require a variety of skills and expertise that many companies don't have. There are also high costs associated with the ongoing management and maintenance of these applications.

IBM Package Application Services is designed to provide the skills, expertise, processes and methodologies necessary for ongoing management, maintenance and support for packaged applications from independent software vendors (ISVs), including Ariba, J.D. Edwards, Lawson Software, Oracle, PeopleSoft, SAP AG and Siebel Systems. We will work with you to build a stable application envi-

ronment and implement processes with defined service levels, enabling you to better predict—and potentially reduce—the costs associated with your packaged applications.

Providing access to package expertise

Because packaged applications are often tightly integrated with existing systems, you typically need a broad range of technical expertise to run them. We can provide the skills—appropriate, experienced resources for your particular needs—that are required to manage your package, helping to liberate your staff from time-intensive operational issues. Our experts have package-specific knowledge gained directly from many customer implementations worldwide and can help with virtually every aspect of your packaged application needs.

Increasing your speed to delivery

Whether you are implementing a new packaged application or upgrading existing applications, it is essential to do it quickly in order to rapidly realize the business benefits. Using proven

delivery methods, our professionals will work with you to develop predictable schedules. These schedules help reduce the time to delivery for new implementations and upgrades, better enabling you to meet the challenges of managing end-user satisfaction, ongoing information technology and infrastructure management goals, and requests for functional enhancements.

Enabling you to choose services based on your needs

With IBM, you can select from a comprehensive set of business, technical and project management capabilities to support your packaged applications. Our services are flexible and designed to meet the specific needs of a wide range of industries, such as telecommunications, retail or pharmaceuticals, and can also be adjusted to accommodate many different business sizes.

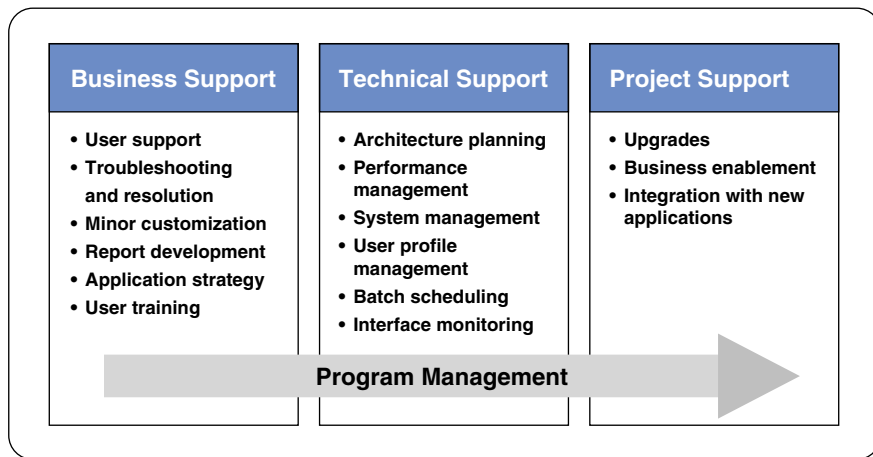
We will work with you in a three-phased approach to assess your needs, manage the transition of your application management services to IBM, and deliver ongoing application support for your packaged application. To further support your business, we can provide end-user training and support, troubleshooting to fix problems with your application environment and assistance with application strategy and report development. We also offer technical support, including architecture planning, system and performance management and monitoring, and application support activities such as user profile management and batch scheduling. And, our services can include overall program management and project support for upgrades, business enablement or integration with new applications.

Helping to optimize ROI on your application packages

To optimize your return on investment (ROI) in packaged applications, you should consider decreasing the costs associated with implementing and managing them. IBM Package Application Services helps reduce costs by streamlining processes and providing application package expertise as needed. Our approach is designed to provide a stable environment that performs at defined service levels and at a predictable cost. You can also benefit from the proven methodologies we have developed from supporting similar package solutions, so you receive high-quality service, at a lower cost.

Offering the flexibility of global delivery with reduced risk

IBM also has a world-class global resource delivery organization that includes centers in emerging-market and cost-effective countries such as China, India and Mexico. This global base enables us to deliver high-quality services with reduced cycle times and increased savings. To help ensure that we meet your service requirements, we use an optimization model to analyze resource needs, evaluate costs and confirm the availability of skills in various



The management and support services within each offering include comprehensive business, technical and project support capabilities that customers can select based on their needs.

regions. Through this selection process, we determine which global resource delivery center(s) will best meet your business's requirements.

Moreover, because our service delivery capabilities span the globe, we can quickly move services to different countries if political or economic conditions warrant. This flexibility helps reduce your risk, because our services are thus insulated from the geopolitical factors of emerging-market countries. This means not only that you can benefit from the reduced cost of using global resources, but also that you do so with lower risk.

Providing strategically positioned global application services centers

The IBM Application Services Centers are strategically positioned in near-shore countries with no time-zone differences and nominal visa restrictions to provide the most convenient services possible. Our service centers use a blend of IBM global resources located in your home country and in the offshore location to help optimize the processes for ongoing management and support. Each center offers highly specialized skills and access to best practices and methodologies—helping to improve your ability to meet deadlines and to

perform within a budget. As an example, our IBM Package Application Services Center in Bangalore, India provides support for packages such as SAP, Siebel, PeopleSoft and Oracle. This center complements our worldwide network of application service centers in Europe, the U.S. and Canada and utilizes global resources to provide cost-effective delivery of package application services.

To foster support excellence and to transition management of your applications, IBM Application Services Centers have adopted a set of sophisticated processes including:

- *Onsite data gathering and requirements*
- *Early involvement of maintenance staff*
- *Onsite program management*
- *Single point of contact*
- *Ability to move work to different countries if political or economic conditions change*
- *Comprehensive, consistent and streamlined application delivery processes*
- *Measurements and performance indicators to constantly monitor and measure delivery performance.*

Delivering flexible, ongoing support for your business

We can help you make a smooth transition from project planning to implementation and management of ISV packaged applications. IBM specialists follow a three-phased process to gather data, measure existing service levels and formulate service commitments for ongoing support. We offer flexible contract options to accommodate the need for responsive services that are available virtually around the clock. We can also provide a managed team of skilled delivery resources located onsite, in our delivery center or at an offshore facility, as appropriate.

Offering comprehensive, end-to-end application management

Our application management services are designed to address the full spectrum of your application development and maintenance needs. This allows you to focus on reducing costs while increasing the value to your enterprise of the application development and maintenance functions. In addition to package application services, IBM Application Management Services covers custom software or legacy

applications, and comprehensive portfolios of applications. We use a flexible approach, enabling you to select the scope of services that are right for your business. We also offer an array of application-related services, from strategic management and governance of application-related investments, to building the next-generation models of application delivery.

Relying on the experience of a global team

IBM has a world-class team to work with you to help increase the business value you derive from packaged applications. Our offerings are designed to empower you with the tools and flexibility to develop the best solution for your business. And when you choose the people of IBM Global Services to provide application management services, you gain an opportunity to increase the focus on your strategic business objectives.

For more information

To learn more about IBM Global Services and IBM Application Management Services, contact your IBM sales representative, or visit:

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