

*Optimizing Web hosting operations to help enhance
business performance*



IBM e-business Services

for Web hosting

Highlights

Designed to address complex Web hosting needs through customized solutions

Helps meet your business requirements for robust and reliable Internet operations

Helps provide a high-performance infrastructure with global reach

Designed to leverage your Web investment by integrating hosting with other business applications

Gaining a business advantage with your Web presence

In a short time, the Internet has evolved from an information retrieval system to a medium that can determine your competitive advantage and future business success. Businesses increasingly rely on their Web site to deploy mission-critical applications that can increase market share, improve customer services, optimize supply chain logistics and provide a collaborative construct for enhancing bottom line performance.

Considering the scope and complexity of Web site hosting, many organizations look to a skilled and qualified service provider to design and manage dynamic, high-performance sites. Very few providers can match the experience of IBM in managing complex, mission-critical solutions. With experience hosting high-profile global events, and some of today's most aggressive e-businesses, IBM can help leverage your Web site to increase customer loyalty, brand reputation and business results.



Recognizing how complexity requires customized solutions

No two Web sites are exactly alike. IBM can work with you to tailor a solution that addresses your unique requirements. As your Web activity grows, we can help you manage the increasing complexity while maintaining standards for serving your customers.

Designing robust and reliable Internet solutions

An unresponsive Web site may impact brand perception and customer loyalty. IBM can help you design a highly scalable and reliable site to handle unpredictable traffic demands and event-driven peak load volumes.

We combine IBM technology and strong Internet alliances to deliver leading edge solutions in areas like load balancing, caching, content distribution and transaction integrity. You also need a security-rich solution to protect your assets and restrict access to confidential information. IBM has rigid standards for data and operational security features, including advanced firewalls, intrusion detection, virus alerts and ethical hacking audits.

You cannot afford downtime when transitioning to an e-business environment. We can provide comprehensive stress testing to evaluate system reliability before your Web site impacts customer satisfaction. We also provide online monitoring and reporting, and advise on server performance and capacity response time, to optimize your Web site results.

Providing an industry-leading infrastructure

To help reach customers and suppliers around the globe, we use a leading edge universal server farm architecture. This technology provides a physical and logical implementation for your Web site. Its uniformity helps ensure quick deployment, provides more predictable service levels and a faster response rate to manage business requirement changes.

We are aligned with an impressive list of peering and backbone providers to deliver the reliable connectivity you demand. Our experience managing critical business applications across complex global networks helps ensure you and your customers experience the service levels you expect.

Reaching beyond server hosting

In addition to providing you with a Web hosting solution, IBM has the knowledge and experience to integrate Web hosting into other business applications. The results are highly-functional Web operations that support e-business goals. In addition to a Web hosting solution you can rely on, IBM can provide a full line of complementary services to help achieve your goals. Whether it is consulting and strategic planning, design and content development, or return on investment analysis, we can work with you to help your business be an effective e-business.

For more information

To learn more about IBM e-business Services and IBM Global Services visit www.ibm.com/services or contact your IBM sales representative.



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