
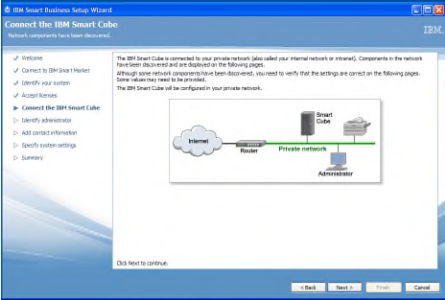




Narrative	Text on screen	Image/animation to appear with text
<p>Panel 1</p> <p>It's simple.</p> <p>The solution that helps mid-market business find, buy and manage software has to be easy to use. Every feature should be easy to find. It should be effortless to run. And of course, it should be intuitive to learn.</p>	<p>It's simple.</p> <p>Our solution makes it easy.</p> <ul style="list-style-type: none"> ▪ Every feature: Easy to find. ▪ Effortless to run. ▪ Intuitive to learn. 	<p>Stager text.</p>
<p>Panel 2</p> <p>It's time for software management that works the easy way. Introducing IBM Smart Business, the solution that makes it so simple to find, buy and manage business applications, it's a breakthrough. It's easy to start, easy to maintain and easy to grow.</p>	<p>It's time for software management that works.</p> <p>Introducing IBM Smart Business</p> <p>Easy to start. Easy to maintain. Easy to grow.</p>	<p>Stager text.</p> <p>Show an image of the product or its opening screen.</p> 
<p>Panel 3</p> <p>Smart Business means radical simplicity; no complexity, no unnecessary costs and no problems.</p> <p>What can Smart Business do? It offers the ability to install, manage, update, monitor and troubleshoot software—throughout all workstations. Manage all applications from a central point; from basic email clients to industry-specific software.</p>	<p>Smart Business means radical simplicity.</p> <ul style="list-style-type: none"> • No complexity • No unnecessary costs • No problems <p>What can Smart Business do?</p> <ul style="list-style-type: none"> • Install • Manage • Update • Monitor • Troubleshoot 	<p>Stagger text.</p>

<p>Smart Business makes it easy with three main features: Smart Cube, Smart Desk and Smart Market. Here's how it works.</p>	<p>Smart Business uses three easy features:</p> <ul style="list-style-type: none"> • Smart Cube • Smart Desk • Smart Market 	
<p>Panel 4 - Smart Cube</p> <p>You may be wondering just how easy Smart Business can be. And yes, getting started really is that simple.</p> <p>First, get going with Smart Cube. This computer connects to Smart Market for worry-free deployment. The configuration tools help customize software to meet the specific needs of any business.</p> <p>Start by adding Smart Cube to the network. Plug it into two power outlets, and connect Smart Cube to the network with an Ethernet cable. Then, turn the power button on. And that's it for hardware installation.</p> <p>Next, Install Smart Business and configure your software. Load the IBM Smart Desk installation CD onto your administration PC. The setup wizard will run automatically, walking you through step by step. From the administration panel clients can customize their Smart Business features and</p>	<p>Getting started is simple.</p> <p>Smart Cube</p> <ul style="list-style-type: none"> • No manuals required • Automatically installs applications <p>Step 1: Plug Smart Cube in, hook it up and power it on.</p> <ul style="list-style-type: none"> • Quick hardware setup <p>Step 2: Install Smart Business</p>	<p>Insert a photo of the Smart Cube.</p> <p>Setup Wizard</p>  <p>Show Smart Cube being plugged in. Show it being connected with an Ethernet cable. Show the power being turned on.</p> <p>Show a CD being loaded into the admin PC. Show the installation wizard. Show someone selecting application configurations.</p> <p>Administrator panel</p> 

<p>interface, making daily administration routine.</p> <p>When Smart Business is configured, it's ready to install all the applications a business needs for a strong, stable infrastructure. Its flexibility brings a configuration of applications tailored for specific needs.</p> <p>Finally, use the Smart Desk installation CD to install Smart Business on every workstation. Each work client will connect to Smart Cube, where applications and their configurations are downloaded and installed.</p> <p>That's the power of this technology: Installation, support and maintenance is delivered from one central point of command.</p>	<p>Step 3: Install and configure all business applications.</p> <ul style="list-style-type: none"> • Strong, stable infrastructure • Flexibility • Applications tailored for specific needs <p>Step 4: Connect your workstations to Smart Cube.</p> <ul style="list-style-type: none"> • Installation, support and maintenance is delivered from one central point of command. 	
<p>Panel 5 - Smart Market</p> <p>After a smooth deployment it's time to grow with Smart Market. When our clients need new applications, it helps them find the best available. This online marketplace is a space for small and medium businesses to shop, compare and discuss solutions, connecting clients with other IBM clients, experts and vendors, worldwide.</p>	<p>Grow with Smart Market.</p> <ul style="list-style-type: none"> • Online marketplace • Shop, compare and discuss solutions • Interact with other IBM clients, experts and vendors, worldwide 	<p>Smart Market: The Community</p> 

Smart Market brings an intuitive approach to product searches. Guided navigation finds solutions by criteria that matters—industry, category, number of employees or Business department.

Next, the product listing view displays the options. It lists pricing information, user reviews and ratings and more, all at a glance.

Shopping with Smart Market helps clients compare the pros and cons of up to three products at once. Add products to compare pricing, ratings, testimonials and other product information, side by side. It's how our interactive marketplace helps our clients find the best software for them.

Panel 6 - Smart Desk

Smart Desk gets down to work. It maintains applications with common-sense tools, such as our Web-enabled dashboard. It keeps clients in touch with Smart Business maintenance, providing automatic

- Search for a product with guided navigation

The product listing

Compare up to three products at once.

Maintain applications with Smart Desk.

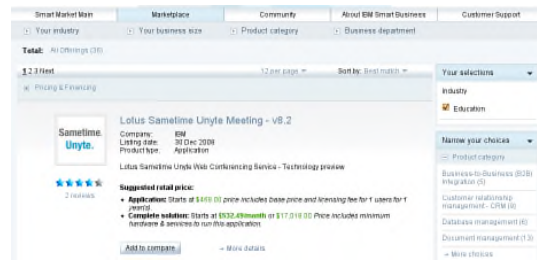
It connects business to:

- Automatic updates and options
- Hosted or local services
- Data backup and recovery

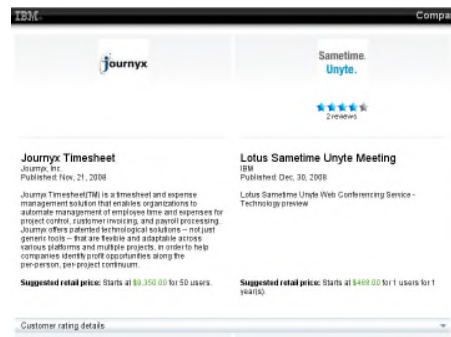
Search for product – guided navigation



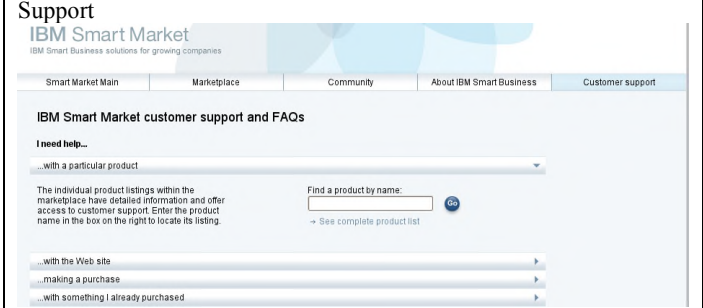
The listing



Comparing two products



Insert a photo of the Smart Desk screen.

<p>updates and options, such as on-demand service. It's an access point to hosted or local services or data backup and recovery. And it spots problems early on for faster fixes.</p> <p>When clients choose Smart Business, our work doesn't end when they buy our solution; it's just beginning. Our product delivers a single point of contact for all support. This includes assistance with hardware, software and the Smart Business application. And with an IBM product expert available to help, small and mid-sized businesses have the resources they need to sustain IT operations, independently.</p>	<ul style="list-style-type: none"> • Troubleshooting • Maintenance notifications <p>Long-term support: When our clients need help it's just a call away.</p>	
<p>Panel 7</p> <p>It's so simple it's a breakthrough. From start to finish IBM Smart Business makes software management for small and mid-market business easy. It's a complete business solution that offers companies the capacity for growth while growing with them.</p> <p>With Smart Business any small or mid-market can company find, buy and manage business applications the easy</p>	<p>IBM Smart Business makes software management for small and mid-market business easy.</p> <p>IBM Smart Business Easy to start. Easy to maintain. Easy to grow.</p>	<p>Stagger text.</p>

way.		
Panel 8 Copyright statement and trademark attributions	<p data-bbox="464 222 764 275">© Copyright IBM Corporation 2009</p> <p data-bbox="464 306 651 438">IBM Corporation Software Group Route 100 Somers, NY 10589 U.S.A.</p> <p data-bbox="464 470 751 575">Produced in the United States of America December 2008 All Rights Reserved</p> <p data-bbox="464 606 764 1123">IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or TM), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other</p>	