


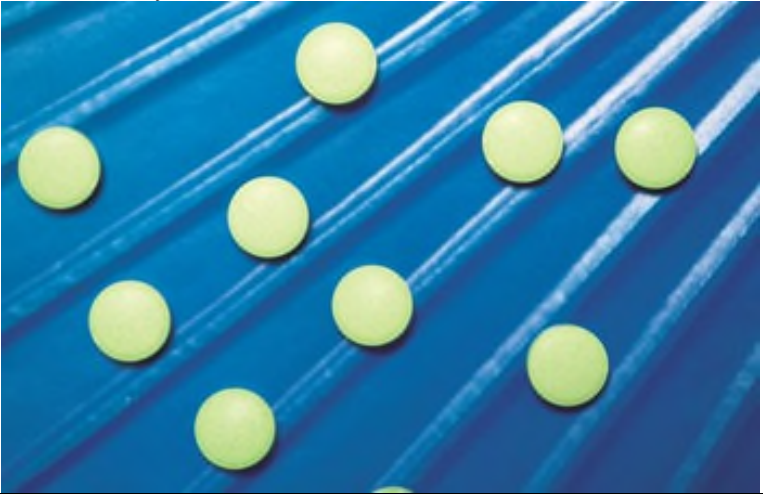


## INPUT TEMPLATE

### Solution Brief, Overview Slide, Web Production and Web Summary SMB Solutions

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<b>Benefit Statement</b> (Eyebrow)  [Teaser]	Limit - 100 Actual -	X	X	X	Beyond the Threshold of Innovation
<b>Title/Headline</b> (Module Name)  [ModuleTitle]	Limit - 70 Actual -	X	X	X	IBM Solutions for the Life Sciences
<b>1<sup>st</sup> Image Name</b> (Main Image)					 <p>IBM's Solutions for the Life Sciences help you deliver cures the world's been waiting for</p>

<p><b>1<sup>st</sup> Image Caption</b></p>			<p>Looking forward to the future</p>  <p><i>Choice 1.</i> See beyond the Threshold of Innovation with IBM's solutions for the Life Sciences</p> <p><i>Choice 2.</i> We've seen the future of medicine and it's in great shape</p>
<p><b>2<sup>nd</sup> Image Name</b> (if needed)</p>			<p>Stock up on possibilities</p> 
<p><b>2<sup>nd</sup> Image Caption</b> (if needed)</p>			<p>When patients need hope, plan for the cure</p>

<b>3<sup>rd</sup> Image Name</b> (if needed)				<p><i>Choice 1. Challenge the limits of medicine</i></p> <p><i>Choice 2. Beyond the Blockbuster</i></p> 
<b>3<sup>rd</sup> Image Caption</b> (if needed)				Customize solutions, challenge limitations and change the Threshold of Innovation with IBM's solutions for the Life Sciences

<b>Quote No. 1 (Optional)</b>  <b>GUIDANCE:</b> Limit is 180 characters including attribution information)	Limit - 180		X	
<b>Quote No. 2 (Optional)</b>	Limit - 180		X	

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<b>Highlights</b>	Limit – 10	X	X	X	<b>Highlights</b>
<b>Highlights (Bullets)</b>  List 3 of the most important highlights of this product  [BulletStyle1 Table]	Limit - 300	X	X	X	<ul style="list-style-type: none"> <li>• <b>Customize</b> classic IBM solutions, from Business Management to IT Optimization</li> <li>• <b>Change</b> limitations with high-performance discovery and modeling technology, from small clusters to supercomputers</li> <li>• <b>Challenge</b> The Threshold of Innovation with solutions such as those developed for the Genographic Project and the World Community Grid</li> </ul>

<b>Introduction Content -</b>  <b>GUIDANCE:</b> This is the 1 <sup>st</sup> Paragraph in the Solution Brief and the Overview Paragraph in the Overview Slide. It is also the first paragraph on the Web page. It should be optimized for searchability by using key words/phrases.  Please use Bold, Italics and regular face where appropriate  (TextHead1) (TextStyle1)	Limit – 400 Char. w/spaces	X	X	X	You probably know that IBM has pushed the boundaries of progress in business for over 100 years. But did you also know we have the top solutions for the Life Sciences?  Go beyond the “Threshold of Innovation” set by climbing consumer expectations with high-performance computing for discovery, modeling and simulation. Classic business solutions like IT optimization are customized for you, also.
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<b>Web Header</b>			<b>X</b>		<b>Business challenges</b>
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<p><b>Business challenges - introduction</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Use bullets where possible. This section highlights the business challenges that the solution addresses. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	Limit - Varies	<b>X</b>	<b>X</b>		<p>Although the fields within the Life Sciences are diverse, they share all a common challenge; the need for innovation. In order to adapt, companies need new business plans that increase profits, new insights and strategies and new technologies to bring them about.</p> <p>You might ask, how can my company gain from bringing fresh treatments to market despite scrutiny from patients, health care providers and regulators? You may wonder, how can exciting public endeavors increase my company's notoriety and encourage consumer-brand interaction? Or maybe you're thinking, what's the "Burden of Innovation" and how is it overcome?</p> <p>At IBM, we've thought long and hard about these and other questions. We've heard stories from leaders in the Life Science industry, and even funded our own research. It's how we work to bring you answers. Because with the right information, any market challenge can be turned into an opportunity, giving holdings an added shot of value.</p>
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<p><b>Solution Brief Content - Business challenges - CONTINUATION</b></p> <p><b>GUIDANCE:</b> Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	<p>Limit - Varies</p>	<p>X</p>	<p>For stakeholders invested in medical development, slowing revenues can be a bitter pill to swallow. Regulatory differences by country, markets with weak buying power, and emerging competition make the global market a difficult place.</p> <p>We've seen the future and know where trends are headed. To share this insight, the IBM Institute of Business Value wrote <i>Pharma 2010: The Threshold of Innovation</i>. In it we've identified many challenges that require shifts in business models, medical product development and marketing. In fact, our analysis shows that the industry will grow at little more than 5 percent a year unless it becomes aware of several key concerns.</p> <p><b>Patients and health care providers have increased expectations of new drugs and products.</b> The Burden of Innovation means that new drugs will not sell unless consumers and health care providers see results that are profoundly, quantifiably better than current drugs. It means that the "Blockbuster" business model of releasing hit name brand drugs with aggressive marketing is becoming harder to maintain, especially when patents cannot be renewed. After intense research, IBM offers a new solution for the pharmaceutical industry; evolving Targeted Treatment plans.</p> <p><b>Medicine is becoming personalized and disease-centric.</b> Drugs have been designed for general populations in standard dosage amounts and without consideration for individual nuances. With Targeted Treatment solutions, variables like a patient's genetic background or degree of disease state are examined. The result is a treatment designed for a real patient, not a textbook example. With lower rates of attrition, misuse or error, Targeted Treatment is a centerpiece in medicine's future—one that will generate high demand.</p> <p><b>New drugs are too expensive to bring to market.</b> The costs of discovery and experimentation are too high, trials take too long and are complicated by sensitive biologics. It's clear that medical development is in need of new technology. That's why our solutions support "In Silico" research, freeing you from the limitations of In Vivo (live) or In Vitro (test-tube) testing. In Silico techniques such as modeling allow researchers to simulate multiple molecular protein and chemical combinations, providing far more scenarios than possible in traditional experimentation. This reduces cost and development time, moving your product through approval and into stores quickly.</p> <p><b>Business and IT infrastructure management require technology specialized for the Life Sciences.</b> Sure, it's exciting on the frontlines of discovery but every company needs a little housekeeping, too. It needs purchasing visibility from software that tracks expenditures. It needs Enterprise Resource Planning to ensure everyone shares the same information with standard procedures. IT infrastructure requires optimization to deliver the highest level of computing performance from fewer machines at lower costs. As a key component, the data center must be virtualized and evaluated</p>
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					to ensure energy efficiently that's Earth-friendly. And more so than other industries, those within the Life Sciences need impenetrable system security, fortressing priceless research, data and patents. We know it all sounds like a staggering challenge. But with IBM, your business is up to it.
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<b>Web Header</b>			<b>X</b>		<b>IBM Advantage</b>
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<p><b>Advantage statement - Introduction</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Use bullets where possible. This section describes the advantages of IBM and the IBM solution – how the solution solves customer issues. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		<b>X</b>	<b>X</b>		<p>Everyone has a story. And at IBM, we're helping scientists piece together the greatest story never told; the story of how people are connected. Along with the National Geographic Society, IBM enables public participation in gathering data for the Genographic Project. And when applied to genetic therapies and Targeted Treatments, this knowledge has the power to cure.</p> <p>Not only have we joined the fight against deadly diseases such as AIDS, malaria and tuberculosis, we've developed technology that gives the public a chance to get involved, too. Using powerful systems to support the World Community Grid, we've helped millions of people worldwide donate their time to the Human Proteome Folding Project.</p> <p>It's a small world on our little planet, and consumers prefer companies that care. That's why we give science, business and humanity a little push forward, every day. Creating technology and applying it with innovation is how the biggest Life Science undertakings are accomplished. It's how humanity's oldest questions are answered. And it's how we keep on bringing you the IBM Advantage.</p>
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<p><b>Solution Brief Content - Advantage statement - CONTINUATION</b></p> <p><b>GUIDANCE:</b> Please use Bold, Italics and regular face where appropriate</p>		<p><b>X</b></p>	<p><b>When you need solutions that work, come to us.</b> With the same answers and experience that keep our own business running strong, we'll give your company the competitive edge. Always watching the horizon for tomorrow's challenges and ideas, we're involved with projects that get results way beyond the Threshold of Innovation. The IBM Advantage touches everything we do, including our cooperative initiatives.</p> <p><b>When the National Geographic Society needed intense computing and data mining power, they came to us.</b> For five years, the National Geographic Society will gather the largest number of DNA samples ever collected, painting a picture of how humans populated Earth. The Genographic Project analyzes mitochondrial DNA in women and the X chromosomes in men for genetic markers, or similarities shared by specific groups of people, placing them in haplogroups. Tracing the movements of haplogroups throughout history reveals pathways of human migration across the globe.</p> <p>Project scientists depend on our solutions. Each is supplied with a T43 Thinkpad® with data collection and instant messaging software, allowing the team to work together in real time. Researchers can collect, manage, store and securely transmit data from any internet connection. IBM's Computational Research Center team provides algorithms and custom data mining tools to interpret this vast amount of information. All of the data is warehoused in the DNA Analysis Repository, which currently holds up to a terabyte of storage.</p> <p><b>When the Institute for Systems Biology needed revolutionary database and server capacity, they came to us.</b> Could the next major vaccine start in your living room? The World Community Grid gives private individuals the chance to join scientists searching for cures to the worst diseases. By downloading and running the grid's client application, the public can donate processing power analyzing data for the Human Proteome Folding Project.</p> <p>Sponsored by the non-profit Institute for Systems Biology, its goal is to map the human proteome, which would identify every protein we're made of. Understanding the human proteome can reveal disease causes, which lead to new treatments.</p> <p>Made up of computing hours donated by global volunteers, the World Community Grid has more power than any supercomputer. IBM technology is at work behind the World Community Grid, including:</p> <ul style="list-style-type: none"> <li>• IBM eServer® p630</li> <li>• x345 systems</li> <li>• IBM's Shark Enterprise Storage Server® running IBM DB2® Universal Database</li> <li>• AIX® and Linux operating systems</li> </ul> <p>And, Millions of queries and inputs a day is no problem for IBM DB2 software.</p>
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					<p><b>When you need help, who can you turn to?</b> Whether your requirements call for blurring the lines between scientist and subject, or if you just need an IT infrastructure that works, you can always count on IBM.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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Web Header			X		Features and benefits
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<p><b>Solution features and benefits - overview</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Describe the solution itself with specific key features and their benefit to the customer. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		<p>Do stock prices need a cash injection? Try IBM. We have high-performance solutions for the Life Sciences, plus all the business and IT management tools you've come to expect. As industry leaders, we know the demands of the discovery phase and offer many options.</p> <p>For example, IBM's BlueGene/L System was ranked the #1 Top Supercomputer for the third year in a row by the 30th edition of the "TOP 500 Supercomputing Sites" at SC07. Built to run simulations of minute detail, it assures the safety and reliability of nuclear deterrents for the National Nuclear Security Administration. From small clusters to giants, imagine what we can do for you.</p> <p>We've discussed two revolutionary Life Science projects that run on powerful IBM tools; the Genographic Project and the World Community Grid. As you see, we'll customize technology and consulting for your most challenging projects, regardless of the scope. But what about those IBM solutions you've come to expect, like IT optimization or business management? Again, we're here to help.</p>
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<p><b>Web Content - Solution features and benefits – tab/page introduction</b></p>			X		<p>Our Life Science computing solutions are the cure for the common cluster.</p>
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<p><b>GUIDANCE:</b> One or two brief sentences that can link the sections below back to the overview section. This paragraph would be used to introduce each web page before the content for each section.</p>					
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**Features and benefits – main solution copy.**

**IMPORTANT NOTE: Copy the three table rows below (A, B and C) for each section of the features and benefits content.**

The content should be written so that each of the “C” sections flow together for the PDF solution brief narrative. The sections “B” can be used to introduce the “C” content on web pages.

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<p><b>Solution Brief Content - A. Solution features and benefits – section title</b></p> <p><b>GUIDANCE:</b> One to three word title for the section (same title as the section in the introductory copy.)</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		Better business remedies
					IBM Express Life Sciences Solution
					Ariba Spend Management
					Internet Security Systems
					Data center
					IT optimization

<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b></p>			X		To us, forward thinking means moving business into the future, one innovation at a time. And if you conduct clinical research, produce pharmaceuticals, biotech or medical devices, you need the most inventive, ground-breaking tools available. Not only are our solutions customized for research and development specific to the Life Sciences but we have
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<p>Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			<p>business operations answers, too. We enable the discovery phase of pharmaceuticals with top supercomputers such as the #1 ranking BlueGene/L System, down to small clusters, covering a range of computational needs.</p> <p>We can also help optimize your IT infrastructure, secure intellectual property, and go greener with an energy efficient data center. Let us consolidate your servers and equipment for improved system performance and reduction of floor space. It ensures that nothing can cause a major meltdown. At IBM, we can make your business stronger, more efficient and organized. That leaves you to focus on discoveries that save lives.</p>
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<p><b>Solution Brief Content - C. Solution features and benefits – content section</b></p> <p><b>GUIDANCE:</b> Each section will describe a key feature and its benefits in detail.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		<p>X</p> <p>X</p>	<p>Since business-wide data uniformity is critical to the Life Sciences industry, we have an Enterprise Resource Planning solution just for you. The IBM Express Life Sciences Solution uses the industry's best procedures for standardizing your most important practices. It helps you increase customer service levels, speed regulatory compliance, and offers a U.S. Food and Drug Administration (FDA) audit trail that's a quick and painless reference. It keeps clear financial records with easy reporting. And since you have enough liability to worry about, it cuts operational costs while reducing risk. Built on SAP All-In-One software, it comes with IBM Business Consulting Services that help you get the most out of your investment. In fact, we think you'll be pleasantly surprised by the speed of this solution's payback.</p>
			<p>Take control of budget expenditures with Ariba Spend Management. As a Premier level IBM Business Partner, Ariba offers specialized solutions for IBM middleware that won't disappoint. Gain full visibility of every purchase your business makes at every step, starting with procurement and negotiation. Locate unnecessary costs and automate routine orders. This fully integrated set of solutions gives you all the information you need to reign in needless costs and unauthorized spending. And, it reduces the implementation time of the purchases you do make. Ariba Spend Management gets you back on track so you can get back to business.</p>
			<p>Fight disease but leave viruses to us. Internet Security Systems (ISS) from IBM is a managed security service provider (MSSP) that increases the efficiency of operating procedures, neutralizes security threats and reduces the cost of on-sight information management. Our information "security guards" protect your infrastructure, intellectual property and assets from the latest attacks with analytics, 24 hours a day. Early detection from ISS' X-Force security research and development team prevents assaults on data, while automatic updates strengthen your system. Tailored to your company's requirements, it operates on a variety of networks, servers, desktops and wireless applications. It's so convenient you can even go mobile while managing your network environment with our Managed Security Services Customer Portal. Don't take chances with your company's priceless information capital. ISS solutions from IBM mean heavy-duty data</p>

			<p>protection that's light on your budget.</p> <p>IBM Data Center Services works with you towards better global health—and towards a healthier globe. While sustainable energy is part of our industry's commitment to humanitarian service, it has quickly become an economic necessity.</p> <p>Accessible power is one of the most important challenges in the future of data centers. As they expand, additional energy usage strains existing power grids and generates emissions, including greenhouse gasses. As a member of Green Grid™, a non-profit organization of IT professionals innovating power and cooling in data centers, IBM has several ways of smoothly transitioning your data center into one that is eco-friendly, energy and cost efficient.</p> <p>Data Center Thermal Analysis and Optimization examines your data center's thermal capacity to reduce energy usage and prevent system meltdowns. Performed by an expert IBM Thermal Engineer, the evaluation uses specialized tools like Computational Fluid Dynamics modeling software.</p> <p>The IBM IT Systems Energy Efficiency Assessment can gauge your equipment's power, cooling and space utilization and develop improvements. As part of expanding product support, IBM Data Center Services Best Practices shows you tips for cooling and power reduction. An IBM IT Facilities Assessment for the optimized airflow of cabling makes recommendations to improve cabling design. Our Data Center Services can even handle planning, design and construction to expand your data center, renovate infrastructure, or rebuild it at a new location.</p> <p>When you need an experienced hand at reducing energy consumption and expense, IBM is there. And that leaves you with plenty of green.</p> <p>When's the last time your IT organization had a checkup? Developing new medical treatments can be engaging, to say the least and if your IT infrastructure's resources are underutilized or unable to support growth, you might not find out until there's problems.</p> <p>Simplify operations with fewer, more powerful systems such as Linux®. Or, run several concurrent applications on different operating systems with Dynamic Logical Partitioning. Reduce hardware and save floor space with Server Optimization and Consolidation. It easily recovers data, improves resource utilization and lowers the costs of maintenance, support and software licensing.</p> <p>With virtualization we'll help you pool IT resources such as servers or storage, redistributing them across your company's system. With the IBM Systems Director Platform Management family of solutions, operations become less complicated and more user-friendly. Finally, data migration becomes painless with Softek™ Transparent Data Migration Facility.</p> <p>IT optimization allows companies to manage IT costs while</p>
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					<p>stimulating growth. It drives infrastructure value, giving you the best performance for your investment. It allows for advanced capabilities, such as agile, responsive systems and resiliency. So when you need an IT organization that meets your company's every requirement, give it a clean bill of health with IBM.</p>
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**End of features and benefits**

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<p><b>Solution Brief Content - Solution brief conclusion</b></p> <p><b>GUIDANCE:</b> Wrap up the content for the solution brief. You will likely repeat key high level features, benefits and IBM advantages in the context of customer needs.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X			<p>Yes, our solutions for the Life Sciences give research and development cutting-edged tools. But they also include technology and methods of running your business leaner, greener and smarter. ISS from IBM protects your data and intellectual property from the attacks, viruses and worms that wipe out hours, days or years of research. With Ariba Spend Management you can make sure not a cent of investment capital is wasted by tracking every expenditure. The IBM Express Life Sciences Solution integrates data from several sources so that scientists and researchers input and share information by a unified process.</p> <p>And that's not all. Environmentally sound IBM Data Center Services allocate sustainable power and increases data center safety, while lowering electricity costs. And for the ultimate business functionality overhaul, IT optimization improves your system's performance, resource distribution, facilitates growth and manages data.</p> <p>With a solid IT foundation and our expertise, your company stands ready to take on the newest challenges in medicine, going far beyond the Threshold of Innovation.</p>
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<p><b>For More Information</b></p>	<p>Limit - Varies</p>	<p><b>X</b></p>	<p><b>X</b></p>	<p><b>For Only One URL – Use this one</b></p> <p><b>For more information</b> To learn more about (insert solution name here) please contact your IBM marketing representative or IBM Business Partner, or visit : <a href="http://ibm.com/NEEDURL">ibm.com/NEEDURL</a></p> <p><b>For Multiple URL's – Use this one</b></p> <p><b>For more information</b> To learn more about the (insert solution name here), please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:</p> <ul style="list-style-type: none"> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> </ul>
<p><b>CONTACT INFORMATION</b></p> <p><b>Guidance:</b> Please enter the content owner(s) contact information for this offering; Content owner is likely the sponsor.</p>	<p>Limit Varies</p>	<p><b>X</b></p>	<p><b>X</b></p>	

**Trademarks and Legal (Solution Brief Only)**

Solution Brief	Overview Slide
X	

**GUIDANCE:** Please ensure content has been reviewed against trademark guidelines. Also, refer to <http://www.ibm.com/legal/copytrade.shtml>

**Character Limit - 1,500**

## **Footnotes**

**GUIDANCE:** Please use “**numeric**” characters.

Footnote No.	Footnote Text
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## **Document Number**

**GUIDANCE:** If you do not have a document number, please access the TeamSite DNRF to request your document number.

<b>Document Number – Solution Brief</b>	
<b>Document Number – Overview Slide</b>	



Element Name	Character Count	Web Summary	
<p><b>Web Summary (eLit Summary)</b></p> <p><b>GUIDANCE:</b> This content should be less than <b>285 characters</b> (including spaces) and should describe the product. The content will be used on the Print on Demand site and in the FRF Form. It will also be translated.</p>	<p>285 Characters with Spaces</p>	<p>X</p>	<p>As a high-performance leader in the Life Sciences, IBM has many solutions. From small clusters to supercomputers we have the right amount of power for modeling, simulations and the discovery phase. IT optimization and business management solutions are also customized.</p>
<p><b>Keywords</b></p> <p><b>IMPORTANT:</b> Please contact <b>Debbie Wildgoose</b> at <i>Debbie Wildgoose/Raleigh/IBM@IBMUS</i> and <b>Laura Orban</b> at <i>Laura B Orban/New York/IBM@IBMUS</i> to ensure optimal keyword selection!</p> <p><b>GUIDANCE:</b> Keywords are what put your site ahead of the competition and creates dominance in search engine placement. Please type in the most relevant keywords for this project. Also, please make sure that some of these keywords are actually used in the Web Page Title, bolded areas on the web page and in links on your web page.</p>	<p><b>Limit - Varies</b></p>	<p>X</p>	<p>Life Science Solutions  Life Science Modeling  Drug Modeling  Pharmaceutical Modeling  IT Optimization  Data Center Optimization  Express Life Sciences Solution  Data Center Services  Targeted Treatment  Green Grid  Data Center Thermal Analysis  IT Virtualization  Security Systems  BlueGene/L System  pharmaceutical industry  biotech industry  medical device manufacturer  clinical research conductor  Genographic Project  World Community Grid  Institute for Systems Biology  National Geographic Society  In Silico  In Silico research  In Silico technology  The Threshold of Innovation</p>