

## 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	Our history is shaping the future
<b>Title/Headline</b> (Module Name) [ModuleTitle]	Limit - 70 Actual -	X	X	X	IBM: The Life Science solutions leader
<b>1<sup>st</sup> Image Name</b> (Main Image)					
<b>1<sup>st</sup> Image Caption</b>					
<b>2<sup>nd</sup> Image Name</b> (if needed)					
<b>2<sup>nd</sup> Image Caption</b> (if needed)					
<b>3<sup>rd</sup> Image Name</b> (if needed)					
<b>3<sup>rd</sup> Image Caption</b> (if needed)					
<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>• IBM's a long-time leader with loads of solutions perfect for the Life Sciences.</li> <li>• Break new ground with the most innovative regulatory compliance, IT infrastructure and operational support solutions available</li> <li>• See how our solutions advance dynamic projects such as the Genographic Project or 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've probably heard that IBM solutions have helped companies make progress for over 100 years.  Whether for discovery, compliance, operations or infrastructure, we're ready to help you.
---	----------------------------	---	---	---	---

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
--------------	-----------------	----------------	----------	----------------	--

<b>Web Header</b>			<b>X</b>		<b>Business challenges</b>
-------------------	--	--	----------	--	----------------------------

<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 all share a common challenge: the need for innovation. To adapt, companies need new business models with insight, strategy and technology that increase profits.</p> <p>At IBM, we've thought long and hard about innovation and even funded and executed our own research. It's how we get the answers you need. Because with the right information, any market challenge can become an opportunity to give your business an added shot of value.</p>
--	----------------	----------	----------	--	--

<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>	Limit - Varies	<b>X</b>			<p>For stakeholders invested in product development and clinical trials, slowing revenues can be a bitter pill to swallow.</p> <p>We've got our pulse on the future of innovations. We're working with you and for you to:</p> <ul style="list-style-type: none"> <li>• Increase the efficiency and pace of discovery and clinical trials</li> <li>• Help support the development of personalized medicines</li> <li>• Integrate your data and processes so you can maximize investments</li> </ul>
---	----------------	----------	--	--	---

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
--------------	-----------------	----------------	----------	----------------	--

Web Header			X		IBM Advantage
------------	--	--	---	--	---------------

<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>		X	X		<p>As experienced innovators in the Life Sciences, we've developed the industry's best technology to overcome challenges. You can see the impact powerful IBM solutions have made on the Life Sciences by looking at our successful, real-time projects.</p>
--	--	---	---	--	--

<p><b>Solution Brief Content - Advantage statement - CONTINUATION</b></p> <p><b>GUIDANCE:</b> Please use Bold, Italics and regular face where appropriate</p>		X			<table border="1"> <tr> <td data-bbox="716 1121 1036 1612">Genographic Project</td> <td data-bbox="1036 1121 1481 1612">When the National Geographic Society needed intense computing and data mining power, they came to IBM. The Genographic Project works to understand how humans populated the earth by gathering the largest number of DNA samples ever collected. By examining mitochondrial DNA in women and X chromosomes in men, genetic markers are revealed, placing people into haplogroups that show pathways of global human migration. IBM technology is the force making this project possible.</td> </tr> <tr> <td data-bbox="716 1612 1036 1944">World Community Grid™</td> <td data-bbox="1036 1612 1481 1944">IBM's nonprofit World Community Grid gives people the chance to help scientists search for important answers. By downloading and running the grid's client application, members of the public can donate processing power to analyze data for the betterment of humankind. From researching new cures for diseases like cancer or AIDS, to</td> </tr> </table>	Genographic Project	When the National Geographic Society needed intense computing and data mining power, they came to IBM. The Genographic Project works to understand how humans populated the earth by gathering the largest number of DNA samples ever collected. By examining mitochondrial DNA in women and X chromosomes in men, genetic markers are revealed, placing people into haplogroups that show pathways of global human migration. IBM technology is the force making this project possible.	World Community Grid™	IBM's nonprofit World Community Grid gives people the chance to help scientists search for important answers. By downloading and running the grid's client application, members of the public can donate processing power to analyze data for the betterment of humankind. From researching new cures for diseases like cancer or AIDS, to
Genographic Project	When the National Geographic Society needed intense computing and data mining power, they came to IBM. The Genographic Project works to understand how humans populated the earth by gathering the largest number of DNA samples ever collected. By examining mitochondrial DNA in women and X chromosomes in men, genetic markers are revealed, placing people into haplogroups that show pathways of global human migration. IBM technology is the force making this project possible.								
World Community Grid™	IBM's nonprofit World Community Grid gives people the chance to help scientists search for important answers. By downloading and running the grid's client application, members of the public can donate processing power to analyze data for the betterment of humankind. From researching new cures for diseases like cancer or AIDS, to								

				<p>understanding the effects of climate change, our World Community Grid provides as much processing ability as a supercomputer.</p>
			<p>BlueGene®/L™</p>	<p>Ranked the #1 Top Supercomputer for the third year in a row by the 30th edition of the “TOP 500 Supercomputing Sites” at SC07, it breaks new ground in understanding protein folding and more. Its immense capacity includes large-scale simulation, while parallel machine architecture and software gives scientists the power to explore new ideas.</p>
			<p><i>Pharma 2010: The Threshold of Innovation</i></p>	<p>Leadership means researching industry challenges and developing strategies that work. To share our insights, the IBM Institute of Business Value wrote <i>Pharma 2010: The Threshold of Innovation</i>. This forward-looking document has successfully predicted some of the newest developments in the Life Sciences.</p>
<p>When you need help, who can you turn to? Whether your requirements call for strategy, infrastructure, specialty solutions or even outsourcing you can always count on IBM.</p>				

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
--------------	-----------------	----------------	----------	----------------	--

<b>Web Header</b>			<b>X</b>		<b>Features and benefits</b>
-------------------	--	--	----------	--	------------------------------

<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>		<b>X</b>	<b>X</b>		<p>When you need to increase operational efficiency and implement a solid IT infrastructure, turn to IBM. As industry leaders, we have high-performance solutions for the Life Sciences, plus all the business management tools you've come to expect.</p>
---	--	----------	----------	--	--

<p><b>Web Content - Solution features and benefits – tab/page introduction</b></p> <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>			<b>X</b>		<p>IBM solutions for the Life Sciences: Better business remedies</p>
---	--	--	----------	--	--

**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	
<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		Operational efficiency – Different Term
<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b> Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			X		Because operational efficiency is critical for regulatory compliance, risk management and production, we’ve customized a set of solutions just for the Life Sciences. Based on the industry’s best practices and perfected by years of experience, these solutions will help you manufacture products with technology that keeps production and sales on the rise.
<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>		X	X		<p>We’ve teamed up with smart Business Partners to offer software that helps you deliver new treatments to the market with reliability and speed. Raise visibility, process uniformity and information accessibility with our Enterprise Resource Planning (ERP) solutions—and that’s just to start with.</p> <p>Streamline Life Science internal operations, from top to bottom and end to end to end with:</p> <ul style="list-style-type: none"> <li>• Oracle's JD Edwards EnterpriseOne</li> <li>• Oracle's eBusiness Suites</li> <li>• SAP All-In-One software</li> </ul>

				<ul style="list-style-type: none"> <li>• IBM Maximo® for Life Sciences</li> <li>• Manufacturing Execution Systems</li> </ul>
<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	Regulatory Compliance
<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b> Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			X	<p>When changing regulatory standards block your new product from the market, achieve precise, thorough compliance. Our IT solutions and services help you dot all the i's and cross all the t's.</p>
<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>		X	X	<p>After the hard work of manufacturing, you want to relax and enjoy record sales with solutions that bring a little peace of mind. Protect your investment from theft, fraud or malicious tampering and be prepared for the ePedigree legislations. Record and disclose promotional spending to federal agencies with accuracy and confidence. Get the functionality you need to comply with regulation standards in the areas of clinical trials, corrective or preventative action, safety event reporting and more.</p> <p>Surpass regulatory standards and watch consumer confidence soar with help from:</p> <ul style="list-style-type: none"> <li>• IBM RFID (radio-frequency identification) Solution</li> <li>• State Spend Compliance Solution</li> <li>• SCORE Solution</li> </ul>
<p><b>Solution Brief Content - A. Solution features and benefits – section title</b></p>		X	X	IT infrastructure



<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>				
<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b> Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			X	<p>How can your company speed new treatments to market and exceed financial goals? By integrating IT into the DNA of your business. IBM can help make your company stronger, more efficient and organized with a high-performance IT infrastructure. That leaves you to focus on the science.</p>
<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>		X	X	<p>When's the last time your IT organization had a checkup? If your infrastructure is underutilized, unable to support growth, wasting energy, lacking security or data storage, you may not find out until there are problems.</p> <p>Our solutions offer the software and services you need to redefine your company's leadership. When you're ready for an IT infrastructure that meets your every business requirement, we've got plenty of ways to give the Life Sciences a clean bill of health.</p> <ul style="list-style-type: none"> <li>• IBM Data Center services</li> <li>• IBM Disaster Recovery services</li> <li>• IBM Business Continuity and Resiliency services</li> <li>• IBM IT Optimization solutions</li> <li>• Internet Security Systems™</li> <li>• SAN-based virtualized System Storage™</li> </ul>

**End of features and benefits**

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<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-edge tools. But they also include technology and methods for running your business leaner, greener and smarter.</p> <p>Environmentally sound IBM Data Center Services allocate power, increase safety and lower electricity costs. For a total functionality overhaul, IT optimization improves infrastructure performance and resource distribution, set for business growth. IBM Internet Security Systems protects your intellectual property from attacks while storage virtualization ensures data is backed up and back online.</p> <p>With a solid IT foundation and our expertise, your company stands ready to take on the newest challenges in medicine. How far you go beyond the Threshold of Innovation is up to you.</p>

<p><b>For More Information</b></p>	<p>Limit - Varies</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>		

**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**

Copyright IBM Corporation 2008

IBM Corporation Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
05-08  
All Rights Reserved.

IBM, the IBM logo, Blue Gene/L, Internet Security Systems, Maximo and the World Community Grid 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 ™), 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 countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

Other company, product and service names may be trademarks or service marks of others. References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

## **Footnotes**

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

Footnote No.	Footnote Text
1	
2	
3	
4	
5	

## **Document Number**

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

Document Number – Solution Brief	SMS03038USEN
Document Number – Overview Slide	

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 operational efficiency 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</i> /<i>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><b>X</b></p>	<p>Life Science Solutions                  Life Science Modeling                  Drug Modeling                  Pharmaceutical Modeling                  IT Optimization                  Data Center Services                  Express Life Sciences Solution                  Data Center Services                  Targeted Treatment                  Green Grid                  Data Center Thermal Analysis                  IT Virtualization                  Internet 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                  Operational efficiency                  Disaster Recovery services                  Business Continuity and Resiliency services                  SAN                  System Storage                  RFID                  State Spend Compliance                  SCORE                  EnterpriseOne                  Oracle                  eBusiness Suites                  SAP All-In-One                  Maximo                  Manufacturing Execution Systems</p>
---	------------------------------	-----------------	---