




INPUT TEMPLATE

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

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
Benefit Statement (Eyebrow) [Teaser]	Limit - 100 Actual -	X	X	X	The compact, easy data center solution for retail and midmarket businesses
Title/Headline (Module Name) [ModuleTitle]	Limit - 70 Actual -	X	X	X	IBM BladeCenter
1st Image Name (Main Image)					
1st Image Caption					Our solution helps you connect with customers in meaningful ways.
2nd Image Name (if needed)					
2nd Image Caption (if needed)					When your customers want value, deliver it with IBM tools that keep it all in the family.

3rd Image Name (if needed)					
3rd Image Caption (if needed)					BladeCenter S gives you the functionality to connect with Gen Buy.

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

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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Web Header			X		Business challenges
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<p>Business challenges - introduction</p> <p>GUIDANCE: 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	X	X		<p>When our clients choose an IBM solution, they're not just getting technology—they're also getting answers. How can you grow a relationship with your customers to capture brand loyalty? Can the retail store experience compete with Internet merchants? And what technology brings profits without expensive maintenance and new staffing?</p> <p>Not only do our clients have challenges but they also have dreams. When you have innovative ideas without the technology to implement them, you're held back. Our solution helps bring plans into practice with flexibility that adapts to your needs.</p> <p>We understand that top retail and midmarket businesses follow their visions before leading their industries. Our solution helps clients do it every day. And when it comes to visionary clients getting results with BladeCenter S, there's no one quite like Giant Eagle.</p>
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<p>Solution Brief Content - Business challenges - CONTINUATION</p> <p>GUIDANCE: Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	<p>Limit - Varies</p>	<p>X</p>	<p>As one of the country's largest supermarket chains, Giant Eagle had a lot on their plate. When they came to IBM, they were facing tough competition and needed a technological advantage. They had creative ideas, but were missing the IT infrastructure to get started. Giant Eagle was dedicated to giving shoppers quality and convenience while helping families on the go. They wanted to learn more about their customers, personalize service, deepen consumer loyalty and increase sales.</p> <p>They needed powerful processing to run multiple applications and appliances. The solution had to bring the right functionality for new programs and adapt to future needs. It had to have all the power of a data center at the store with none of the complexity. They couldn't waste time or money on pricey new skills—they needed a complete solution that worked, fast. And because they had existing technology, the solution had to integrate easily with existing infrastructure.</p> <p>Giant Eagle's infrastructure needed clean up on every aisle. What technology would give them the power and simplicity they needed? The answer was IBM BladeCenter S.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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Web Header			X		IBM Advantage
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<p>Advantage statement - Introduction</p> <p>GUIDANCE: 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>Visit any Giant Eagle supermarket and you'll see innovations as fresh as the veggies. Giant Eagle is on the rise—and customer service is going up with them. Offering quality brands to meet any budget, Giant Eagle works to give customers what they want—more value. And with a range of services and facilities such as the pharmacy or photo lab, a Giant Eagle customer checks off their to-do list at one stop.</p> <p>Giant Eagle chose IBM BladeCenter S when they needed results. With BladeCenter S, cutting-edge services and programs came to life, giving customers the shopping experience they'd been asking for. In fact, with BladeCenter S, it seemed as though the IT limits were as boundless as Giant Eagle's vision. And with a supermarket this innovative, that's no baloney.</p>
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<p>Solution Brief Content - Advantage statement - CONTINUATION</p> <p>GUIDANCE: Please use Bold, Italics and regular face where appropriate</p>		X			<p>With BladeCenter S, Giant Eagle was ready to put ideas to work. First, the pharmacy was linked in an inter-store network. It helped sick customers fill prescriptions at their convenience.</p> <p>Next, it was time to make the stores and the customers more secure. Dual controllers were installed to back-up cash registers while Lanehawk cameras watched shopping cart bottom racks for forgotten items.</p> <p>With the power and ease of a compact store server growing brand loyalty was easier than ever before. Customers saved time in self-checkout lanes while Giant Eagle saved on labor costs. With the Fuelperks program, shoppers who bought groceries got incentives at the Giant Eagle gas station. Families saved money and loved their favorite retailer.</p> <p>When Giant Eagle needed a tool to help satisfy customers, put new ideas into action and boost sales, BladeCenter S was a perfect fit. With the IBM advantage on their side, these were green grocers—in more ways than one. BladeCenter S helped implement IT goals that once seemed impossible. Imagine what you can do with it next.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
Web Header			X		Features and benefits
<p>Solution features and benefits - overview</p> <p>GUIDANCE: 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>We listened to what our customers wanted and created BladeCenter S especially for you. We wanted to give retail and midmarket companies a tool that's customizable to your needs, cost effective and easy to use. Our solution supports the applications you need and gives you access to data—from a SAN, from BladeCenter storage or from remote storage. It brings availability so your applications stay online and your registers keep ringing. It gives you high performance computing to handle big workloads during peak business hours. And because it's tailored for high-end security, the perils of breached fire walls won't lead you to a fire sale.</p> <p>Best of all, it's easy to install, simple to run and fits into your work environment seamlessly. It's a value add that makes so many things optional—including an expensive data center staff.</p>
<p>Web Content - Solution features and benefits – tab/page introduction</p> <p>GUIDANCE: 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>			X		<p>IBM BladeCenter S: Data center ability, little black box utility</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>Solution Brief Content - A. Solution features and benefits – section title</p> <p>GUIDANCE: 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		Aisles of availability
<p>Solution Web Content - B. Solution features and benefits – section intro</p> <p>OPTIONAL</p> <p>GUIDANCE: Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			X		BladeCenter S gives retailers IT abilities that go on—for aisles and aisles. How do we help you put innovation to work? With powerful processing, accessibility and virtualization that’s simple to use.
<p>Solution Brief Content - C. Solution features and benefits – content section</p> <p>GUIDANCE: 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>The BladeCenter S all comes down to this: Your data center and store server solution is affordable, easy to use and just the right size. Created with our customers in mind, BladeCenter S:</p> <ul style="list-style-type: none"> ▪ Runs servers, storage, networking, I/O and applications from one chassis ▪ Accesses data and applications from a SAN, BladeCenter S storage or remote storage ▪ Supports the applications you need, including Microsoft Windows, IBM AIX, 4690 OS and Linux

- Fights downtime with virtualization—a virtual machine that runs applications on multiple blades, providing backup
- Holds up to six blades and supports additional storage as necessary
- Integrates easily with management tools for smooth implementation
- Reduces power consumption and cooling needs, lowers energy costs and uses IBM Cool Blue™ technology
- Adapts well to any office and is portable, easy to secure and quiet

Get the functionality you need with efficient, customizable options. BladeCenter S helps you access applications and data locally or by remote. Its redundancy means that you can move a virtual server to another blade. Combined with multiple blades running an application at once and sharing data, you get reduced downtime and back-up coverage. And when you need more processing power, just add another blade, because BladeCenter S holds up to six.

What if your customer database grows so fast you need extra storage? It's no problem for BladeCenter S. All six blades can share an external SAN. It blends right in with your other IT hardware and has a built-in Cisco switch, making it compatible with network devices. And just because you're in retail, don't leave safeguarding your intellectual property up to mall security; BladeCenter S is optimized to protect data.

BladeCenter S is small enough to fit right into your midmarket business or retail back office. It's compact, quiet and doesn't create a cabling mess. It doesn't have the cooling needs of traditional servers. You save on electricity and space as you just plug it right into the wall. Innocuously quiet and eco-friendly, it runs efficiently and transports nicely with onboard storage. You might even wish that all your officemates fit in as well as BladeCenter S.

Have existing IT infrastructure? It integrates easily and gives you scalability. And how can you get started? Use the installation CD to configure the blades.

BladeCenter S is the data center alternative that gives you big processing without a big deal. You'll see it in every detail—BladeCenter S was created to help retail and small business sales soar.

End of features and benefits

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<p>Solution Brief Content - Solution brief conclusion</p> <p>GUIDANCE: 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>When retail and midmarket businesses need a straightforward data center and store server to help boost sales, IBM has more than just technology in store. You get experience you can trust.</p> <p>Get data center processing without the complexity or costs with IBM BladeCenter S. Created for your unique IT needs, it delivers the performance and accessibility that retail can count on. It runs the applications you need and provides data access, giving you a solid IT structure that supports your business, every day.</p> <p>BladeCenter S reduces electricity costs and leaves a light carbon footprint compared to traditional data centers. It keeps cool with ventilated blades, doesn't have messy cabling and plugs right into the wall, just like your other office appliances. Since we know you're short on space, we've given you a compact solution that blends into your workplace. And best of all, it's easy to use.</p> <p>We know you have big dreams. That's why BladeCenter S helps rack up sales, not just blades. With IBM processing at your command, you're free to start the programs and applications that deepen customer loyalty. When you're ready to take innovative plans off the shelf and onto the sales floor, BladeCenter S is the right scope, scale and size for you.</p>

<p>For More Information</p>	<p>Limit - Varies</p>	<p>X</p>	<p>X</p>	<p>For Only One URL – Use this one</p> <p>For more information To learn more about (insert solution name here) please contact your IBM marketing representative or IBM Business Partner, or visit : ibm.com/NEEDURL</p> <p>For Multiple URL's – Use this one</p> <p>For more information 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"> ● ibm.com/xxxxxx ● ibm.com/xxxxxx ● ibm.com/xxxxxx ● ibm.com/xxxxxx
<p>CONTACT INFORMATION</p> <p>Guidance: Please enter the content owner(s) contact information for this offering; Content owner is likely the sponsor.</p>	<p>Limit Varies</p>	<p>X</p>	<p>X</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

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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.

Document Number – Solution Brief	SBS1400USEN
Document Number – Overview Slide	

Element Name	Character Count	Web Summary	
<p>Web Summary (eLit Summary)</p> <p>GUIDANCE: This content should be less than 285 characters (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>IBM BladeCenter S gives your retail or midmarket business data center power and ability without the complexity. Run the applications you need and develop the customer loyalty you want. Quick to install and simple to maintain, BladeCenter S adds value, fast.</p>
<p>Keywords</p> <p>IMPORTANT: Please contact Debbie Wildgoose at <i>Debbie Wildgoose/Raleigh/IBM@IBMUS</i> and Laura Orban at <i>Laura B Orban/New York/IBM@IBMUS</i> to ensure optimal keyword selection!</p> <p>GUIDANCE: 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>Limit - Varies</p>	<p>X</p>	<p>BladeCenter BladeCenter S Data center Small data center Small business solution Small business data center Retail data center Retail IT Retail processing Information center Retail information center Retail data center Scaleable data center Compact data center Small data center Small business processing Retail processing IBM processor Server blade Blade stack Small server blade</p>