



## Snapshot

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### Versatility for Verticals and Horizontal Value for All: The iSeries and ISVs

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*The IBM eServer iSeries is a platform with a partner base as varied as its customers are loyal. Building on a heritage of integration, simplicity, and manageability, the iSeries remains a remarkably versatile platform offering ISVs the ability to create vertical-specific offerings that provide companies demonstrable business or horizontally focused solutions while delivering a simplified IT infrastructure with reduced operating cost and creating competitive advantage. The iSeries simultaneously supports multiple operating systems including i5/OS, Linux, AIX 5L, and Windows, as well as Java and other state-of-the-art environments. Built-in security features can help businesses meet regulatory requirements and safeguard data across all of these environments. The iSeries Initiative for Innovation, introduced at PartnerWorld earlier this year, has renewed interest among thousands of ISVs and delivered over 450 applications and over 200 tools to the market. It has fostered the growth of new, innovative solutions for iSeries customers and enabled ISVs to reach new markets.*

#### **IBM i5 and Partners: a Long-Standing Trusted Relationship**

The eServer iSeries and now the eServer i5 have almost always represented a partnered solution. ISVs in particular have found the turnkey, load-it-and-forget-it approach to be a winner with customers. What follows are four examples of the combination of i5 and ISVs' varied and compelling offerings.

#### **Provenir / Customer-Driven Demand for iSeries Financial Full Credit Life Cycle Solution**

Provenir, an IBM Innovation Program Member with offices in Parsippany, NJ, London, and Hong Kong, provides lifecycle decision-making software for financial institutions including HSBC, Key Bank, Wachovia, and Wells Fargo. Implemented at four of the five top U.S. Retail Banks, Provenir's platform supports mission-critical activities such as origination, customer service, collections, and risk management in a variety of credit and marketing operations. Specialized Solution Packs allow customers to rapidly implement systems for specific lines of business including consumer direct and indirect, small business, and commercial lending. Provenir's integrated platform unifies configurable workflows, rules-based decision making, data integration, and user interface management.

When first considering the i5 platform, Provenir was hesitant to embrace it; however, iSeries' position in the international marketplace and the company's international aspirations persuaded it to give i5 a try. Once it did, Provenir was pleasantly surprised by the capabilities of the platform. Now it views i5/OS as a competitive differentiator with the customers especially in the international marketplace, and their response has been positive. In what may seem counterintuitive, the value of the i5 platform shines through, even though Provenir's applications are Java-based, a technology not commonly associated by many with the i5.

#### **BlueWare / Medical Records Organization and Management**

BlueWare is an ISV and nationwide provider of information systems for the healthcare industry. The company was founded in 1993 and is based in Cadillac, MI. It is a Premier IBM Business Partner in systems, software, and development categories, and is an IBM eBusiness Certified Partner. BlueWare embraced the original AS/400 platform and now delivers on the i5 platform, which is found in roughly half of the 5,000 hospitals in the U.S.

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In 1996, the company unveiled its Wellness Connection Electronic Medical/Patient Record System, a market modular approach for medical record management. The offering accounts for 66% of BlueWare's revenues and provides small hospitals an affordable means for records administration. In 2001 the company extended its offering with the Transcription Connection; the first of its type based on Lotus Notes and Domino that supports the functions of transcription managers, transcriptionists, and physicians. The Wellness Connection software suite is used by 1,200 physicians, 180 hospitals, and 9,500 medical support staff throughout the U.S. BlueWare estimates that the Wellness Connection system saves individual hospitals as much as \$10,000 monthly.

### **Valid Technologies / Building Human Factors into System Security**

Valid Technologies is an Advanced Level IBM Business Partner based in Boca Rotan, FL and a member of the IBM iSeries Tools Innovation program. The company develops enterprise computing solutions that help complex computing environments be more secure, productive, and compliant through proprietary biometric authentication solutions that lower IT risk exposure and operating costs. Designed for both iSeries and multi-platform environments, the Valid Secure System Authentication solution enables secure biometric authentication for existing custom applications typically found in large enterprises. The secured user access to applications on the iSeries and throughout the network protects against unauthorized access to corporate information assets while making it easier for authorized users to get to the resources they need to stay productive.

The company is focused on developing innovation through partnerships in business and academia. Valid chose i5/OS as a viable deployment platform due to its secure level of transaction processing. The company sought to create a best-of-breed application that filled the need for robust secure user authentication and provided journalized logging of all transactions. The i5 represented the most secure platform of choice for the company and its customers in deploying user authentication solutions that are highly reliable, secure, flexible, and scalable.

### **SSA / Global ERP Solutions**

SSA is a leading provider of extended ERP solutions to mid-market companies, with approximately 13,000 active customers in ninety countries and sixty worldwide locations. IBM and SSA Global have a strategic alliance that combines IBM's R&D, ebusiness know-how, and technical prowess with SSA Global's extended enterprise software products. SSA Global's software runs on the eServer family under OS/400, i5/OS, and AIX. SSA Global is an IBM Business Partner 2005 Beacon Award Winner.

SSA ERP<sub>LX</sub> delivers comprehensive, customer-responsive support for high-volume/repetitive, multi-mode manufacturing operations, with industry-specific advanced workflow technology, shared service capabilities, and a choice of integrated financial solutions. The solution assists customers with regional regulatory and reporting requirements (including CFR 21, Part 11) and promotes best practices in managing the complexities of standardized, process-driven manufacturing and distribution in high-volume/repetitive environments. The company has a twenty-year partnership with IBM and is currently investing with IBM to leverage SOA methods and bring a more componentized model to its applications. The value of IBM platforms, especially iSeries, is readily apparent to SSA's customer base and makes for a combination of hardware and software into a solution with significant positive impact on the operations and efficiency of SSA customers.

### **Summary**

The i5 is a state-of-the-art platform that provides the basis for many leading-edge IT solutions in the marketplace today. Whether it is a healthcare vertical, or a horizontally focused security solution, the i5 hardware, middleware, services, and business partnerships provide ISVs with a unique approach to delivering demonstrable value to their customer base. IBM's i5 offers a business-critical operational environment, operational savings through server consolidation, and the ability for ISVs and their customers to plan for future IT deployments with confidence that the platform will scale smoothly to handle these new business-related computing loads. The iSeries' capacity to integrate various technologies onto a single platform gives both IBM and its ISV partners a powerful set of value propositions now and well into the future.