



SAFEGUARDING  
YOUR CUSTOMERS'  
DOCUMENTS & DATA  
WITH **Lotus® Foundations**



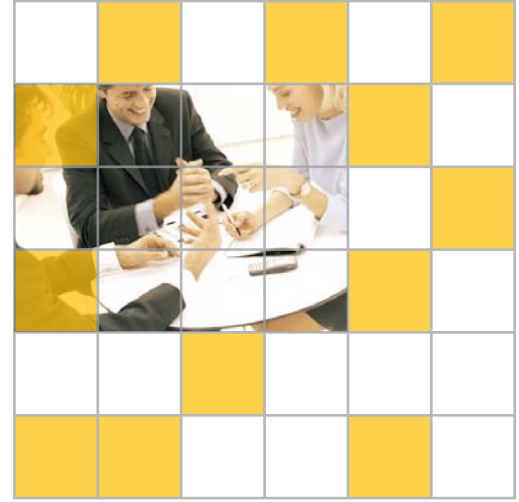
- You can Disaster-Proof your Documents & Data.
- Modern Office Methods can insure you have an Internet connection.
- You can have the Ultimate Security Appliance – (Firewall, Virus Protection, Spam Blocking)
- You can deal with just one vendor for all your IT needs.



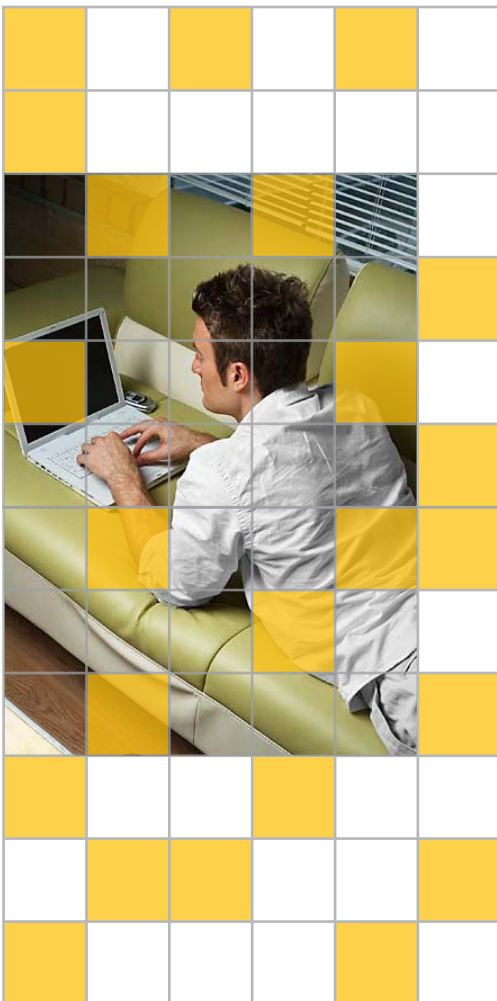
# FOCUS ON YOUR BUSINESS, NOT IT, WITH IBM LOTUS FOUNDATIONS START SOFTWARE APPLIANCE.



Running your business is a full-time job; keeping your customers happy, employees productive, and the business profitable. Building a technology foundation for your business is not something you or your team has time to worry about. You're likely facing cost pressures—and budgets, are tight. And if your business is like many others, you're attempting to deal with all these challenges while running the business with off-the-shelf e-mail, scheduling and other applications that have been pieced together over the years. While everything seems to work—for the most part—what you may not know is that an integrated, effective IT solution can help you make your people more productive, reduce your overhead and improve your bottom line.



## Lotus® Foundations



### HIGHLIGHTS

- Provides essential software to run a small business with no in-house technical expertise required
- Helps to save time, lower costs and simplify IT maintenance with automated installation and configuration
- Backs up and saves data at regular intervals, helping to minimize the potential for lost information and the need to redo system settings or preferences if your system crashes
- Provides protection for users and computers in your system from incoming e-mail viruses and spam without having to install software on every machine
- Provides security for connections between multiple office locations—whether employees are at home or on the road, the software allows them to access files as if they were in the office
- Provides the essential tools your employees need to be productive - like e-mail, calendars, documents, presentations and spreadsheets —there's no need to purchase office productivity software
- Offers full functionality in a single package at a single, low cost—no add-ons, no extras, no surprises

## WHY THE LOTUS FOUNDATIONS START SOLUTION?

Unlike many competitive products, Lotus Foundations *Start* is an all-in-one, integrated package. No other purchase is necessary, and there are no hidden costs. *Start* is a unique solution for your unique needs, and it differentiates itself from the competition because:

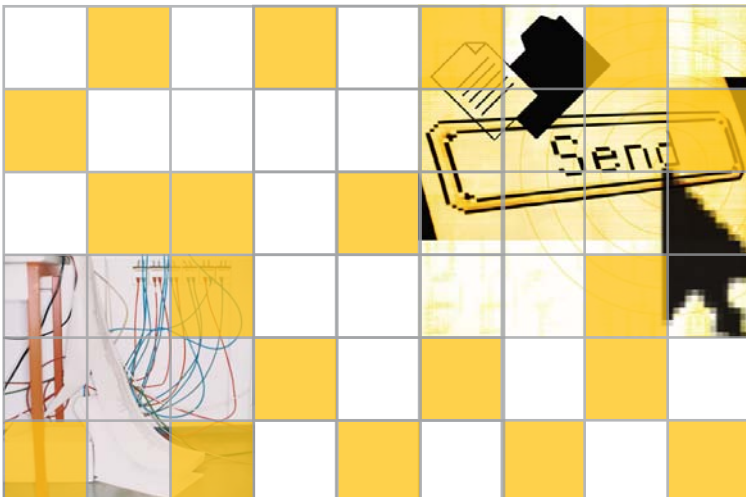
- Its automated capabilities mean that you don't need costly, onsite IT skills.
- It automates installation, configuration and updates, helping to save you time and money.
- It automatically backs up your data at regular intervals.
- In the event of a system failure, information and configuration settings can be recovered in minutes.
- Antivirus, antispam and firewall security protection is automated and comes standard—so your systems are protected without having to buy add-on software.
- Office productivity tools come as standard.
- It runs on the *Linux*® platform, a stable, proven operating system that is less prone to system crashes and security breaches.



**LOTUS FOUNDATIONS START IS THE ALL-IN-ONE SOFTWARE PACKAGE THAT YOUR BUSINESS NEEDS.**

### MARKET STATISTICS & ANALYSIS

- 82% of SMB's do not adequately protect their Data & Documents (SRI-Research)
- 70% of companies go out of business after a major fire due to data loss (Home Office Computing)
- 40% of Businesses without a Disaster Recovery plan went out of business within 2 years (KPMG-Study 2003-2006)
- \$1,200 per hour is the average revenue loss as a result of a Network outage (Gartner)
- 93% of SMB that experience significant data loss go out of business within 5 years (KPMG)
- There is a new computer VIRUS detected every 18 seconds (BBC)
- 15 million SMB with less than 25 employees don't have an IT person (IDC)
- Businesses are estimated to spend \$6.5 Billion in 2008 on data protection
- \$178 Billion in losses to NA Businesses in 2007 are due to Internet misuse (Network World)
- 7.1 of every 10 emails is SPAM - 12.4 Billion SPAM emails are sent daily (USA Today)





## MOM's Office Locations

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Dayton / Centerville Office  
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