

IBM Smart Business

Matt Friedman, Vice President of Marketing
IBM Business Systems

[0:13] Smart Business, fundamentally what we are trying to do here is make it much easier for small and medium businesses to get the business capabilities they need, which often come in the form of applications without any of the IT complexity or cost historically associated with that.

Companies have to assemble components and parts from different places. I'm going to get this box from here, this system from here, this middleware from here, this security software from here, this storage and backup software from here and then I'm going to pay someone to put it all together. And then I'm going to have nine different support contracts and agreements and hope it all works and this isn't that. We have integrated and automated all of that in manufacturing; you get one solution.

Jonathan Meltzer, Product Marketing Leader
Intuit QuickBooks Enterprise Solutions

[0:57] Smart Business is a new concept that IBM has brought to the table that allows small and mid-sized businesses to find the technology that they need to run their business in a very simple way. It takes a lot of cost and complexity out of the equation for them, and Intuit is very pleased to be able to participate in that by offering QuickBooks Enterprise Solutions as one of the lead offerings for Smart Business.

Mike Prochaska, Director, Business Line Executive
IBM Smart Business

[1:16] We did some extensive market research around the concept. It's very focused with customers, as well as partners, and what was needed for this space. So we have the Smart Market where the solutions are listed.

Marta McMichael, Director of Marketing
IBM Business Systems

[1:27] You browse, you learn, you shop, run demos online and these are the applications that small and medium businesses need. And so they are going to find out about them there and then they go to one of our value-added re-marketers who can help them then make the critical decisions that they need.

Matt Friedman

[1:48] These are high-consideration purchases, whether it's an eight-thousand dollar complete system for Intuit QuickBooks Enterprise or a fifty or hundred thousand dollar ERP system together. You don't just go online and pay for that with a credit card; they are thoughtful purchases.

Mike Prochaska

[2:02] And, ultimately, when they sell the solution, then an order is placed for the Smart Cube for it to run on.

Marta McMichael

[2:07] The coolness of Smart Cube is its one pre-integrated package with all the infrastructure you need: everything from the operating system, security, backup, communications. All pre-integrated in one cube, the power of an enterprise system in the size of a small box.

Mike Prochaska

[2:28] Dream Builder is exactly the type of customer we were targeting when we built this platform.

Joel McDowell President
The Dream Builder Company

[2:34] The Dream Builder Company is a residential design-build firm. We help people build houses, their dream homes, from the very beginning planning stages all the way through putting down the sod in their yard.

One of the areas we struggled with, we were a hodgepodge of tie computers together for shared access. We had to bring our bookkeeper in to literally do our accounting and so we were looking for a solution that would be a match for us.

Jonathan Meltzer

[3:02] Small businesses that can take advantage of technology to help them gain that critical edge they need in these times are really going to be at an advantage.

Joel McDowell,

[3:10]When I looked at what it had to offer, it's not that we don't have the wherewithal to spend the money to hire a full-time IT staff. We just don't think it's necessary. And looking at what Smart Cube was able to do for us from coming in and setting up the network and being able to have software literally install itself. I've seen programs that have been installed in a matter of minutes and we are up and running; it's incredible.

Marta McMichael

[3:38]You've got the marketplace; you've got the cube that we talked about, now you've got the Smart Desk. What you need as a small business is something that's self maintaining, a place where you can go and see what's happening with the cube and your applications. It's connected to the cloud, where you might get services, get downloads. So it makes it very easy and efficient for everything that is running on that Smart Cube to be managed.

Matt Friedman

[4:08]When we looked at all the research, the trigger of what drove a product purchase, the number-one thing was support and quality of support. And that support, that's really what triggers that single point of contact of support we are providing.

Jonathan Meltzer

[4:21]Everything about Smart Business is equivalent to what we have been doing at Intuit around ease and value. Those are the solutions benefits that we are looking to deliver to customers. So the price-point with the Smart Business solution, typically with QuickBooks Enterprise solutions, is just another example of our ability to deliver tremendous value to the market.

Matt Friedman

[4:38]The partnership with Intuit, we share the same values as companies, we have the same insights in the market and it just seems to be a perfect fit.

Marta McMichael

[4:49]What we do with Smart Business is we cut all that out. You get the cube, you open the box, you plug it in, four easy steps and you're up and running.

Joel McDowell

[5:01] Well, of course, you know I'm skeptical. You know the part about no manuals, you know I understand that part because I don't read the manuals most of the time anyhow. But, truly, it absolutely worked. In fact, I started laughing when we got done with the first application installation I literally thought, this is it? That's all I have to do? And from an accounting standpoint, we were up and running.