

Get ahead with software as a service.

Flexible, on demand application solutions from Real Digital Media and IBM





Choose the fast track to On Demand Business

Many businesses are changing the way they acquire software. Rather than selecting packaged, client/server or even traditional hosted applications, they are choosing software as a service. This innovative delivery model enables companies to access applications via the Internet for a monthly subscription fee. It's an attractive option for companies that lack the resources to purchase, install and manage their own Web-based software—but feel the pressure to keep up with an on demand world.

Many small and midsize companies fall within this category. They can't sacrifice performance, speed or security, but they also can't afford large up-front hardware investments, sizable licensing fees or ongoing management costs. Software as a service from a reliable service provider offers just what they're looking for: lower pricing, rapid deployment and reduced risk.



Real Digital Media (RDM) has teamed with IBM e-business Hosting™ services to offer your company a flexible application solution: NEOCAST. Optimized to run on open, integrated IBM infrastructure, this network-based offering can help you optimize your business value through:

- *Lower costs and faster deployments: Your solution can be up and running in days, at a price that is designed to fit your budget.*
- *Closer alignment of IT costs with business objectives: You pay a single, usage-based monthly fee.*
- *Reliable, scalable, security-enhanced operations: Your solution is housed and managed in a state-of-the-art IBM hosting environment.*
- *Increased ability to focus on core competencies: With more simplified business processes and a virtualized infrastructure, you can dedicate more resources to strategic initiatives.*
- *Timely upgrades: New capabilities are rolled out through the network, so you can benefit from emerging technologies faster.*

Real Digital Media and IBM offer a comprehensive application solution that can provide just what you need to get ahead: simplicity, flexibility and affordability.

Achieve your goals using a flexible hosting solution

NEOCAST runs with IBM Managed Hosting services, part of our growing portfolio of on demand services. With modular, flexible, scalable solutions backed by superior service-level agreements, IBM Managed Hosting services include a wide range of infrastructure, server management, server load balancing, backup and restoration, monitoring and reporting, problem determination and management, and customer support to help meet the varied needs of Real Digital Media customers. IBM Managed Hosting services can help get your solution up and running today and scale your capabilities as needed tomorrow.

The future of digital signage and narrowcast networking

Real Digital Media provides next-generation digital signage products that enable companies to establish point-of-purchase marketing, advertising and corporate communication networks. NEOCAST digital signage products from RDM store, deliver and play content in a wide range of digital video and audio formats and support various display devices. With NEOCAST media players and software, your customized content and programming can target individual displays or scale across entire narrowcast networks—providing flexibility to reach customers with your targeted messaging at the right place, at the right time.



Raising the bar with precise control and flexibility

Centrally managed and Web-based, NEOCAST Media Server software incorporates key features of campaigns, markets, playlists and collaborative activities designed to enable the efficient distribution of content across digital signage and narrowcast networks. The solution's flexibility creates an optimal environment for virtually any marketing, advertising or human resource professional seeking to communicate targeted messages that reach customers or employees at the point of purchase, department or store location.

NEOCAST Media Server software manages the digital content used in visual marketing campaigns, generates and schedules playlists, and delivers targeted messaging to networked NEOCAST media players via standard Internet protocols. Both content and players can be grouped to take advantage of user-defined market and network characteristics, enabling precise and efficient delivery of advertising, promotional and corporate training campaigns.

Building brand equity and lifting sales with targeted messaging

Hosted on demand with IBM, the NEOCAST solution is designed for companies and agencies within the retail, hospitality and food service industries that need to communicate messages onsite to targeted audiences. Key benefits of the solution can include:

- *Greater message impact using full-motion, full-color video and audio*
- *More efficient, cost-effective distribution of new promotional programs*
- *Ability to tailor messages to time of day, day of week, region and market*
- *Centralized brand management helps ensure compliance and enable employees to focus on their core functions*
- *Ability to build brand, create sales and engage customers with targeted messaging.*

Creating strategic advantage as an On Demand Business

Across industries, enterprise executives are questioning how to transform their operations to support rapidly changing norms for interacting and transacting. Customers expect products and services to be available immediately. Supply chains need to operate in real time. And everyone from employees to students requires virtually instant access to information. To help ensure long-term survival, every organization, regardless of type or size, will need to become an On Demand Business—an enterprise whose business processes, integrated end-to-end across the company and with key partners, suppliers and customers, can respond with flexibility and speed to virtually any customer demand, market opportunity or external threat.

A leading provider of on demand solutions, IBM can help you make the transition with hosted offerings that deliver standardized business processes, applications and infrastructure over the network as services. Featuring flexible

pricing and payment options, these open-platform solutions are designed to let you tap into business and IT functionality as needed. You can reduce costs, improve ROI and refocus your resources on your strategic business objectives—while avoiding large capital expenditures.

With IBM as your hosting provider, you can take advantage of services designed to help improve business flexibility, enable innovation and support new business initiatives. And by migrating your operations to a security-enhanced, scalable IBM hosting environment today, you can build a critical competitive advantage in an on demand world.



⊕ **For more information**

With Real Digital Media and IBM, you can proceed confidently toward achieving your strategic business goals.

To learn more about IBM Global Services and IBM e-business Hosting services, contact your IBM sales representative, call us at 1 800 IBM-7080 (1 800 426-7080) or visit:

ibm.com/services

ibm.com/e-business/hosting

For more information about NEOCAST from Real Digital Media, send an e-mail to info@realdigitalmedia.com or visit **www.realdigitalmedia.com**.

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