

IBM

Software

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SOFTWARE

Through various acquisitions in its long history of delivering software products, IBM has developed five major software brand designations. If you're new to IBM brands, this page helps you navigate the brand structure to determine how to find the products you need.

This is a simplified view, but the brands basically cover these five categories of business application:

- [DB2 and Information Management](#): Information on demand
- [Lotus](#): Communication, collaboration, and productivity
- [Tivoli](#): IT service management
- [Rational](#): Business-driven development
- [WebSphere](#): Business process management

Figure 5. IBM product categories



Information Management - Information on demand

Information on demand is the ability to deliver the right information to the right people or processes at the right time to take the proper action. It also provides the capability to integrate, analyze, and optimize all information to manage risk and create new business insight.

To support information on demand, the Information Management brand delivers these key capabilities:

- Information repositories and servers, such as [DB2](#), [Cloudscape](#), [Informix](#), and [U2](#)
- [Content management and discovery services](#), in products like DB2 Content Manager and IBM Omnifind
- [Information integration services](#), in products like IBM Information Server
- [Business information services](#), in products like DB2 Data Warehouse Edition

To learn more about IBM's information on demand offerings, visit the [developerWorks New to IBM Information Management](#) page.

Lotus - Communication, collaboration, and productivity

The Lotus software brand dynamically connects people with business, extending the value of existing investments and providing a new, flexible way to build applications. These products enable businesses to create adaptive, role-based work environments and deliver the people-focused capabilities of the Software Reference Architecture.

With a single, secure point of access, the Lotus offerings deliver a unified environment for:

- Mail, calendar and scheduling, and collaborative applications ([Lotus Notes/Domino](#))
- Composite applications, front-end integration and client services ([Lotus Expeditor](#))
- Collaborative document management ([Lotus Domino Document Manager](#) and [Lotus Workflow](#))
- Mobile and enterprise access ([Lotus Sametime Mobile](#))
- Real-time and team collaboration ([Lotus Sametime](#) and [Lotus QuickPlace](#))

To learn more about people productivity software, visit the developerWorks [New to Lotus](#) page.

Rational - Business-driven development

The Rational brand is known for its leadership in driving process innovations for software development. This process is now called business-driven development, which recognizes the need to focus development projects on business need rather than IT-centric solutions. Business-driven development enables organizations to govern the business process of software and systems development.

The Rational portfolio provides a large set of role-based tools that help development teams:

- Harvest, create, test and assemble service assets
- Define requirements, code business processes, and enforce standards
- Standardize, automate, and integrate business processes and the underlying infrastructure
- Align business models and processes with strategic objectives

The Rational products comprise these product categories:

- Requirements & analysis, including [Rational RequisitePro](#), [Rational Software Modeler](#), [Rational Data Architect](#)
- Design & construction, including [Rational Application Developer](#), [Rational Software Architect](#), and [Rational Systems Developer](#)
- Software quality, including [Rational Robot](#), [Rational Test RealTime](#), and [Rational Functional Tester](#)
- Software configuration management, including [Rational ClearCase](#), [Rational ClearQuest](#), and [Rational BuildForge](#)
- Process and project management, including [Rational Portfolio Manager](#), [Rational Method Composer](#), and [Rational Team Unified Platform](#)

To learn more about business-driven development, read this article on [business-driven development](#) and visit the developerWorks [New to Rational](#) page.

Tivoli - IBM service management

Tivoli software has long been a leader in providing intelligent infrastructure management solutions to understand and manage the business value of your IT systems. It provides integrated views for managing and optimizing critical IT systems with policy-based resource allocation, security, storage, and systems management solutions.

The Tivoli brand provides these key capabilities:

- Automated IT Infrastructure Library (ITIL) aligned workflows
- Open, standards-based configuration management database (CMDB) and workflow engine
- Automated infrastructure-aligned tasks
- Self-managing autonomic technology
- Best practices and implementation support

IT Service management (ITSM) has three key components:

- The IT Service Management Platform that helps you standardize and share information and administer consistent policies
- IT Process Management products that integrate and automate processes using the ITSM platform and the IT Operational Management products
- IT Operational Management Products (traditional management products) that automate tasks

To learn more about IT service management, visit the [Tivoli software](#) page.

WebSphere - Business Process Management

WebSphere software provides businesses with an IT infrastructure that enables people, process, and information integration. WebSphere delivers end-to-end business process capabilities throughout the SOA life cycle, including products for modeling, assembling, deploying, and monitoring your business processes, plus tools to simulate and optimize business processes. All of these elements are connected through an enterprise service bus (ESB), which provides connectivity infrastructure for integrating applications and services to power an SOA.

The WebSphere portfolio comprises these product families:

- Application servers - the foundation of the IBM WebSphere software platform, this family of servers delivers the secure, scalable, resilient application infrastructure you need for deploying and running applications for SOA.
- Business integration - including application integration and business process management with SOA, to integrate data, applications, processes, and people across and beyond the enterprise to leverage existing IT investments.
- Commerce - lets you deploy a wide variety of value chain solutions, from an online store to a completely integrated, multitier demand chain, all on a single platform.

- Development tools - tools to create, test, and deploy enterprise-scale J2EE and SOA applications.
- Portals - a frameworks for for integrating your enterprise on the front-end into a single, customizable interface called a portal.

Hardware

IBM System i

[IBM Certified System Administrator - System i v5.07.11](#)

IBM e(logo)server Certified Specialist -- iSeries System Command Operations V5R2

IBM Certified Systems Expert -- eServer i5 iSeries WebSphere Solution Sales V5R3

[IBM Certified Operator - System i v5.07.10](#)

IBM Certified Specialist -- eServer i5 iSeries WebSphere Technical Solutions V5R3

IBM Certified Specialist -- eServer i5 iSeries Domino Technical Solutions V5R3

IBM Certified Systems Expert -- eServer i5 iSeries Domino Solution Sales V5R3

[IBM Certified Systems Expert - System i Collaboration Sales V5.07.07](#)

IBM System p

IBM Certified Specialist -- eServer p5 and pSeries Administration and Support for AIX 5L V5.3

[IBM Certified Specialist - System p Administration](#)

IBM System Storage and TotalStorage

[IBM Certified Specialist - Storage Networking Solutions Version 3](#)

[IBM Certified Specialist - Open Systems Storage Solutions Version 6](#)

[IBM Certified Systems Expert - DS4000 Technical Version 1](#)

[IBM Certified Specialist - Storage Sales for N series Version 1](#)

IBM System x

[IBM Certified Specialist - System x Technical Principles V8](#)

IBM Certified Specialist - System x Technical

IBM Certified Advanced Technical Expert -- eServer BladeCenter (2006)

IBM Certified Advanced Technical Expert -- eServer xSeries High Performance Servers (2006)