

IBM Business Continuity and Resiliency Services Web content syndication now available at no charge.

IBM has a simple, **no-cost** solution to include IBM assets on your Web site. In conjunction with WebCollage, IBM's extensive resources -- from product and service descriptions to white papers and other marketing collateral -- can be seamlessly integrated into your Web site to help you generate leads and drive sales. This program is being enhanced with new content available for the following IBM Business Continuity and Resiliency Services (BCRS) offerings:

- E-mail management express
- Recovery Express
- Remote data protection express

IBM Global Technology Services is introducing content for the IBM BCRS portfolio, in addition to Maintenance, ServicePac and IBM Internet Security Systems content available today. Syndication is very flexible and you can select, down to an offering level, the content you choose to publish on your Web site.

Benefits of Web content syndication:

- There is no charge to IBM Business Partners
- You can leverage IBM's Web content within your own site with minimal effort
- Content is customized for your Web site to include only the IBM products and Services that you carry
- Content is updated regularly
- Clients remain on your Web site to view the IBM content
- Set up is simple and generally takes less than an hour
- No ongoing maintenance is necessary

Visit the [Web content syndication tools Web site](#) within PartnerWorld for more details. It's easy to get up and running quickly, so don't delay putting IBM Service offering information for customers on your Web site. When you are ready to sign up, go to the "Services" tab and submit the interest form. An IBM representative will contact you to answer any questions and work with you to finalize your requirements.

Questions on IBM Web content syndication should be directed to Kathleen McAtee at kmcatee@us.ibm.com.

