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WebSphere Commerce Business Edition: A platform-driven approach to dynamic channel management.

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Executive overview

Sales channels — direct and indirect — are the lifeblood of today's business landscape. Companies of all sizes rely on their channel partners to provide products and services, from logistics and customer support to establishing a localized brand presence. Analysts estimate that anywhere from 40 percent to more than 70 percent of revenue and products currently move through channels. Prospects for long-term profits are even greater — it is widely anticipated that the current growth in channels will continue to expand as corporations increasingly look for less-expensive ways to deliver their products and services to the marketplace.

Despite the critical role channel partners play, many companies do not effectively leverage the opportunities channels offer. To improve the customer experience and bottom-line profitability, suppliers need to provide more proactive services, enhance business process efficiency and improve information and knowledge flow to sales partners. And as market pressures mount, strategies that enable you to cut costs and increase operational efficiencies across channels and divisions are increasingly important. An effective channel management strategy can differentiate between those enterprises that continue to grow and lead — and those that lag behind.

This white paper examines today's channel management challenges and how an on demand channel management solution can help you optimize your sales channels. Through a platform-based on demand channel management solution, you can capture, deploy and automate business processes across sales channels to improve efficiency and find new ways to increase revenue.

Introduction

At the start of the Internet age, some manufacturers believed they could lower their sales costs and increase profits by going directly to customers on the Internet. While in theory this strategy seemed sound, manufacturers quickly discovered that they were not in a position to fulfill individual orders and provide quality localized service.

Today, manufacturers and providers across all industries are redefining sales relationships by increasing their reliance on channel partners to deliver the high quality of service their end customers expect. As companies increase their internal process efficiencies through systems like enterprise resource planning (ERP) and customer relationship management (CRM), they expect the same kind of efficiencies in dealing with their channel partners. A platform-driven channel management strategy provides a single platform for your customer interactions, streamlining those interactions for efficient channel control and support. From direct interaction to partner enablement, a single system and single database provide a common look and feel and a unified place to get information for the entire customer base, regardless of how you interact with each customer.

An effective platform-driven channel management strategy can help you:

- *Extend your market reach into new geographies, market segments and industries by establishing a local presence, targeting smaller and/or nontraditional customers and providing localized services.*
- *Reduce the costs of direct sales without relinquishing customer service levels.*
- *Leverage the domain expertise of your channel partners.*
- *Deliver a consistent look and feel across all of your sales channels.*
- *Manage one place for all of your partner and customer data — regardless of the system of record for that data.*
- *Enable channel partners to add value by assembling products and services to deliver a complete solution.*
- *Make it easy for customers to do business with you by providing shopping conveniences, such as one-stop shopping and localized service via manufacturer tools like partner-specific catalogs and collaboration technologies.*
- *Extend business efficiencies beyond your enterprise.*

Doing business in an on demand era

Change is the one consistent trend that affects all industries and market segments — and dramatically impacts you, your channel partners and your customers. Unpredictable spikes in demand, rapidly changing economic conditions and fluctuating competitive pressures all add up to an increasingly dynamic landscape. Succeeding in today's business environment requires you to be nimble. Agile. And ready to respond to an ever-changing market-place. e-business on demand™ can help you respond to these requirements and optimize your channel partnerships. An on demand e-business is defined by flexibility and unparalleled connectivity. The ability to adapt to changes in the marketplace quickly. Beyond increasing operational efficiencies, e-business on demand can help you build an integrated infrastructure across — and beyond—your enterprise and respond with speed to any customer demand, market opportunity or external threat.

Deploying an on demand strategy to optimize your channels can help you more effectively manage your business relationships. Rather than expensive, human management of channel market segments, buyer behavior, product lines, markets and geographies, a channel management platform allows you to establish a holistic view — maintaining automation, flexibility and transparency across all channels of distribution. This means better visibility and more time to react as customer and channel needs change.

On demand channel management platforms have four key characteristics: responsiveness, variability, focus and resilience.

*Be more **responsive** to changing business conditions*

Through e-business on demand, you can better anticipate and respond to changes in the marketplace, customer requirements, opportunities and risks. On demand channel strategies are designed to extend best practices across all channels to ensure you optimize and measure each partner, market segment and customer interaction or process. You gain business transparency across all processes and partnerships by proactively forecasting and instantly responding to dynamic shifts in your channels business environment. And the flexibility to modify processes, relationships or contracts on the fly without costly system reengineering or customization.

*Adapt **variable** cost structures and business processes flexibly*

Unlike traditional application deployments that required you to conform to software constraints, an on demand channel platform can recognize that change is ubiquitous and a rigid application framework may not address the dynamic nature of your channel models and relationships. Implementing an on demand channel management strategy can help you cost-effectively preserve the individual characteristics of each relationship and associated processes and policies through your ability to support a diverse range of demand-chain relationships from a single, unified platform. This is accomplished by separating the business processes from the underlying business context, like relationship, entitlement, location, language and currency. This separation means much greater flexibility when managing multiple relationships with customers and partners, because you can easily change the business process without being forced to change the relationship.

*Maintain your **focus** on core competencies*

As companies focus on core business processes and competencies, they are able to compete more effectively, produce goods less expensively, generate broader economies of scale and enjoy other industry-specific benefits. To realize these benefits, it is imperative to strengthen core strategic partnerships and find a way to support other partnerships without losing that focus. Focused channel management strategies delivered via a channel management platform can enable the proper levels of automation for both your key partnerships and others; streamlining business processes internally — and extend those processes to your channel partners.

*Be more **resilient** to unexpected changes and risks*

Channel management is mission-critical to your business and requires 24x7 availability — regardless of shifts in your demand-chain structure, system upgrades or attacks from system hackers. An on demand channel manage-ment strategy helps ensure business continuity regardless of internal or external environmental shifts. A channel management platform delivers this resiliency by separating the business processes from the business context, making it easier to understand and change either one immediately.

With an on demand channel management strategy, your business can respond to — and manage — the internal and external conditions that influence it. So you can immediately realize the strategic (responsiveness to and visibility into customers and partners) and financial (faster response means getting a bigger share of the market and being able to charge for it) benefits of e-business on demand. And extend these benefits across your channels for increased responsiveness, efficiency and profitability.
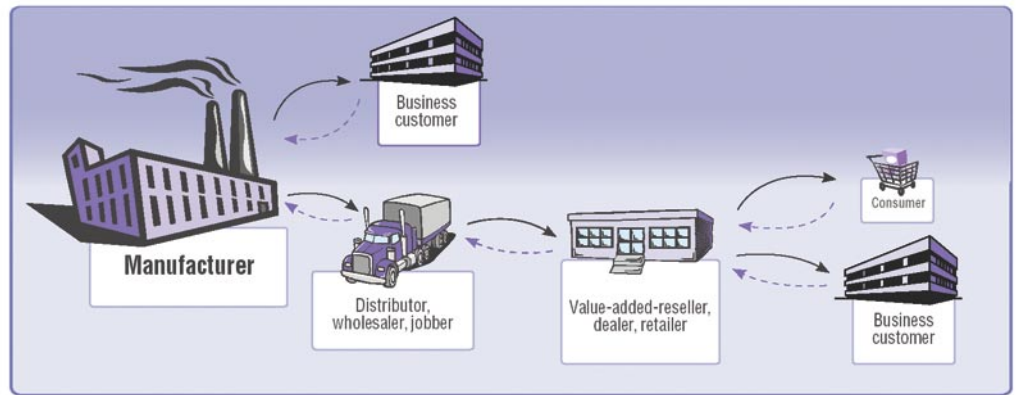
Help manage every business model and all the ways you interact with your customers.

Manage diverse business models

Successful channel management strategies are often described as securing a disproportionate share of your channel partner's resource commitment by crafting a relationship that benefits both parties. By deploying an on demand channel management platform, you can build these profitable relationships.

IBM WebSphere® Commerce Business Edition software is an on demand channel management platform that can help you optimize both direct and indirect channels to capture and deploy best practices in every one of your sales channels, and every way you touch your customer. Regardless of the industry you're in, optimizing product distribution requires you to utilize different direct and channel business models; maintain a diverse range of unique, customer and channel-partner relationships. The Business Context Engine—the foundation of WebSphere Commerce Business Edition—enables you to support a wide range of demand-chain business models and relationships, whether you're selling directly to resellers or dealers, leveraging a multi-tier strategy including distributors and resellers, or looking to play a more active role hosting your partners.

For example
An appliance manufacturer wants to get closer to its dealer channel and uses WebSphere Commerce Business Edition to establish a dealer "partner portal" enabling dealers to manage their business relationship with the manufacturer. The portal also allows the dealer to research products, look for applicable manufacturer promotions, place orders and initiate support from the manufacturer for special product application or bids using the included collaboration tools.

That same manufacturer has a direct-to-consumer model that allows consumers to buy accessories. Consumers use WebSphere Commerce Business Edition catalog technology to access these accessories and view promotions targeted to them. When customers have selected their items, they can check out and track their item during fulfillment and delivery.

Because this appliance manufacturer has significant brand image, end customers often come to its site to look for products only available through the dealer network. WebSphere Commerce Business Edition can support this requirement as well, enabling end customers to shop for product, place their selections in a shopping cart, and then further the sale by finding a local dealer and transferring the shopping cart to that dealer for ordering

Business Context Engine
The Business Context Engine uniquely manages all the underlying information to support your business processes. If you have a customer or channel-partner relationship that calls for a specific set of products at negotiated prices, and that relationship is specific to a customer or partner, the Business Context Engine enables and simplifies managing those relationships and contracts, without having to embed the logic in the business process itself. This greatly reduces complexity and improves manageability. The Business Context Engine also enables personalization at both individual and group levels, allowing you to market to the appropriate level without significant overhead cost. And all globalization of the business processes is driven through the same engine, resulting in a single platform that can support the many ways you interact with your customers — every language, currency and location-specific presentation. The Business Context Engine also delivers a robust analytics platform that simplifies the most complex customer and partner insights through deep algorithmic data pattern recognition and subsequent reporting.

Single-tier channel management
Often referred to as a dealer or distributor portal, single-tier channel management is designed to streamline interactions and enhance communication between manufacturers and primary distributors. Historically, distributors and manufacturers have relied on legacy systems, electronic data interchange (EDI) or other electronic trading mechanisms to share information. These systems can be inflexible and require a high volume of phone calls, faxes and other mechanisms to address business exceptions or changes in orders. And these systems were not designed to enhance communication or accommodate continually changing business conditions. WebSphere Commerce Business Edition provides a flexible umbrella to help streamline business processes, orders and interactions with each distributor. It offers real-time marketing information and advanced selling tools to extend your brand and boost distributor productivity.

Multi-tier channel management

Many enterprises simultaneously leverage a complex network of resellers, distributors and channel partners to sell product lines to different market segments and geographies. They also use a wide range of business models to deliver products and extend their brands to end customers. These can include:

- *Manufacturer-owned interaction. The customer selects the product or products from the manufacturer, and the channel partner delivers the solution, providing localized service and complementary offerings. To support this business model, WebSphere Commerce Business Edition offers extended process automation, such as order and shopping-cart transfer, coupled with partner integration capabilities to deliver a seamless brand experience. This enables manufacturers that own brand and product information to easily integrate all sales channels, no matter who ends up fulfilling the transaction.*
- *Distributor or reseller-owned interaction. The customer begins the interaction with the channel partner, but the solution can be configured to pull content directly from the manufacturer. WebSphere Commerce Business Edition key capabilities include the ability to provide an aggregated catalog, featuring multiple suppliers and seamless process integration.*
- *National account model. A single contract and business terms extending through each channel partner delivering consistency across resellers allows manufacturers to establish contracts with customers that may be fulfilled by a number of business partners. To optimize this model, WebSphere Commerce Business Edition offers both hosting capabilities and the ability to deliver consistent contractual terms across all channels.*

Channel hosting

Companies are becoming more proactive in managing and orchestrating channels of distribution to optimize revenue and deliver a consistent brand experience. WebSphere Commerce Business Edition provides a cost-effective solution to enable resellers to provide hosted storefronts on the same platform that you sell to and to service your channel network. These hosted storefronts can enable you to drive more revenue through channel partners and ensure consistent brand experience, while leveraging your channel partners' ability to deliver complementary products and localized service. Hosted services include allowing business users at the partner site to specify look and feel, partner-specific catalogs and transactional integration with the manufacturer.

Further, these services allow the partner to leverage the catalog and promotional data (typically originated by the manufacturer), that is relevant to their business — while at the same time allowing the partner to add partner-specific value-added content to a hosted store.

Manage unique channel-partner relationships
Effectively managing demand-chain relationships requires the ability to support long-standing trading relationships that are often governed by unique contractual terms and business policies. WebSphere Commerce Business Edition enables you to accommodate and automate the business policies and preferred ways of doing business with all of your channel partners and customers, from the smallest company with a handful of dealer partners to the largest multinational organization with multiple distributors supporting dealers in geographic and industry specializations.

WebSphere Commerce Business Edition can help you manage these relationships, as well as encapsulate the structure and interrelationships of extended, demand-chain relationships. For example, it is critical to support existing trading-partner agreements between channel partners, such as between resellers and distributors. Through its Business Context Engine, WebSphere Commerce Business Edition automates the contract management life cycle and enables you to capture existing business policies and unique contractual terms and conditions with your partners. Using an intuitive, browser-based interface, you can easily create terms and conditions that go far beyond price and quantity to capture all the complex rules of engagement of your customer relationships. WebSphere Commerce Business Edition helps you make the most of your negotiated agreements by facilitating the entire contract life cycle from negotiation and creation through compliance, suspension, update and renewal, analysis and renegotiation. WebSphere Commerce Business Edition handles virtually every aspect of a buyer's online shopping and ordering experience according to the terms and conditions of the appropriate contract, and automates the otherwise costly and complex task of assessing and ensuring contract compliance.

Partner profiling and orchestration

Identifying the best possible partner for each sales situation and mediating your channels to avoid channel conflict is critical to any successful channel strategy. During a sales cycle, companies select channel/fulfillment partners based on expertise, location, existing relationships or even inventory. WebSphere Commerce Business Edition selects the most appropriate channel partner based on existing business rules, such as location or product availability, and hand off the order to the channel partner in accordance with existing contractual terms and conditions.

Advanced member management

To fully automate and integrate the process of doing business across channels and organizational boundaries, you should be able to configure your e-commerce system to capture and enforce organization roles and responsibilities. The advanced member subsystem of WebSphere Commerce provides the infrastructure to help you ensure that automated interactions among your customers, trading partners and employees contain the appropriate information, functionality and access control. For example, a user may have the role of a contract administrator and can be restricted to access only contract-related functionality and data. Or a buyer or channel-partner representative may have access only to certain areas of your online catalog, while another may have access to the entire catalog, along with the authority to approve orders coming from the department. The granular organizational structure and access control empowers employees and trading partners to do their jobs with the right information, access and authority.

Partner life-cycle management and monitoring

Like your surrounding business environment, your channel network is continually changing, and you must continually monitor your partner relationships. WebSphere Commerce Business Edition offers advanced analytical tools that can help you understand and proactively respond to dynamic business conditions across your channels. This capability enables you to measure key performance metrics and determine the goal attainment and contractual obligations of each channel partner.

By monitoring metrics, such as percentage of closure rates, year-to-date revenue, average deal size, percentage of new business, success rate in each market segment and goal attainment, you can gain an unobstructed view of true performance and enhance your ability to manage each partner through the contract life cycle. Further, via the data mining included as a part of the analytics function, you can uncover trends and issues in your channel quicker, and identify problems and opportunities before they get away.

Maximize operational efficiency and productivity

Many enterprise resource planning/management (ERP/M) systems focus on creating internal efficiencies. This is adequate as long as processes are structured to remain within the confines of the enterprise system. Optimizing and extending these processes across your demand chain requires dynamic business processes designed to deliver end-to-end automation in a distributed ecosystem. WebSphere Commerce Business Edition can help you orchestrate business processes throughout your distributed channel environment to maximize your operational efficiency and productivity.

Distributed order management

WebSphere Commerce Business Edition provides robust distributed order-management capabilities to help you automate the entire order process from managing leads to creation to execution. The distributed order-management system supports a range of operational scenarios that leverage your channel and logistics partners to execute and fulfill on leads and orders. Advanced business logic orchestrates the entire order process from sending leads to order capture all the way through execution—regardless of whether you are fulfilling all or part of the order internally, leveraging a logistics partner or transferring an open order to a partner.

You can also accommodate mid-process change and adjustment, such as order changes, order line-item splitting and dynamic order entry. Order handoff enables you to pass open or closed orders to the appropriate reseller for execution—streamlining the fulfillment process to save time and money, and leveraging each channel to localize and customize the offering based on the end-customer's requirements.

In situations where multiple partners may deliver the solution, the end customer may choose a partner based on an existing relationship or choose multiple resellers to respond to a request for quotation (RFQ). This scenario enables multiple resellers or partners to bid for the business by personalizing the offering and negotiating on value-add service and price. And with the partner collaboration tools, the dealer or partner can collaborate for a custom or "made to order" solution. The result is increased customer satisfaction— providing customers with the best prices and the services that they desire, and improved channel efficiency.

Operational analytics
Operational visibility is critical to proactively making the right decisions. Whether you are experiencing inventory surpluses distributed throughout your channel network or responding to surges in demand and inventory shortages, it is important to have an accurate picture of what is happening across your entire demand chain. WebSphere Commerce Business Edition includes a robust set of operational reports detailing who purchased what and when, and aggregating that information as appropriate by region or territory and other criteria. And of course, all partner order detail is available specifically by partner (reseller, dealer or distributor) along with information about each partner's activity over the specified time frame—things like promotions looked at, status changes, leads passed—everything you need to effectively evaluate your channel partners.

Advanced analytics
Also included in WebSphere Commerce Business Edition is a full data mart delivering sophisticated analytics. WebSphere Commerce Analyzer provides a comprehensive set of analytic tools for in-depth analysis of e-commerce results. The WebSphere Commerce Analyzer data mart contains extractions from the WebSphere Commerce operational data that is transformed into extensive information about the business. Using the delivered customizable reports for analysis, business users can gain insights into trends and customer and channel-partner characteristics, make better and more timely decisions, form strategies and learn how to improve their business.

Optimize sales, marketing and brand effectiveness across channels
Extending your brand through channels is critical to establishing market leadership. One of the biggest challenges in leveraging channels is delivering a consistent brand experience. Whether you're trying to extend a promotion through a channel partner, enable a reseller or simply generate more revenue across channels, brand and marketing management are critical to your success.

Reseller enablement
Built-in channel-partner hosting and management capabilities ensure a consistent and streamlined brand experience that leverages your partner's ability to offer complementary products and localized services. WebSphere Commerce Business Edition provides advanced, channel-partner tooling and self-provisioning capabilities that minimize costs and enable your channel partners to provide a rich online experience. Resellers can select from a range of templates or upload their own content to develop a custom storefront quickly and cost-effectively. Comarketing capabilities personalize the hosted storefront experience and enable you to collaborate with channel partners to deliver personalized and localized campaigns.

Reseller integration
IBM brings a host of integration technologies to bear when implementing a channel solution. From simple XML over HTTP, to Web services, to one of the most widely proven integration and messaging mechanisms in IBM WebSphere MQ (formerly IBM MQ Series®), to the WebSphere Business Integration product line enabling hub/connect and partner-enablement technologies, IBM can offer customers a robust and complete set of technologies to help you connect with partners. For customers looking to a single vendor to supply both applications and connectivity, IBM delivers.

Marketing

One of the keys to developing and strengthening channel and customer relationships is to treat each partner or customer differently based on individual characteristics, preferences and behaviors. WebSphere Commerce Business Edition, in conjunction with the Business Context Engine, enables:

- *Personalized customer interactions, such as highly targeted one-to-one promotions, specific page and catalog views.*
- *Personalized pricing and discounts.*
- *Tailored search and discovery methods.*
- *E-marketing spots for featured products.*
- *Cross-sell and up-sell.*
- *E-mail campaigns.*

Live help and collaboration

WebSphere Commerce Business Edition provides advanced collaboration capabilities to enable your customer service representatives (CSRs) to communicate online with your trading partners and customers in real time. Channel partners or customers can initiate a live-help chat session with a CSR, who can answer questions or even redirect the user's browser to another page. This collaboration feature is facilitated by IBM Lotus Instant Messaging and Web Conferencing (Lotus® Sametime®), which is tightly integrated with WebSphere Commerce Business Edition so that CSRs can retrieve buyer or partner profile and shopping-cart information.

The included collaboration system also allows trading partners to work privately with the manufacturer, exchanging documents and other information to address specific customer issues, as well as a more public work area that can be shared by any, or all members of the channel. This collaboration capability greatly reduces the reliance on e-mail, and provides greater efficiency working with channel partners.

Guided selling

One of the most important capabilities of an online solution is the ability to guide the user through each stage of the sales cycle, offering advice and assistance at each decision. This helps ensure that your channel partners select the right solution for each end customer, guides them through the requirements-gathering process and also assists end users in the research process. Guided selling enables you to deliver the type of interaction that a good sales or service employee can provide, including needs analysis, recommendations and helping prospects and customers understand how your company's products and services relate to their needs. Guided selling leverages a Q&A decision tree to ask sequential questions to present the appropriate information and product details.

Information and catalog management

The ability to manage and share correct, consistent, timely information is fundamental to any e-business strategy. Many other e-commerce packages provide only rudimentary, single-user alternatives for catalog management. These solutions often incur data isolation, duplication of information and effort, errors and inconsistency, out-of-date information and increased cost of maintenance and synchronization. WebSphere Commerce Business Edition provides catalog-management capabilities to help you create, update, manage and collaborate on a rich variety of high-volume, multicultural product information efficiently and accurately.

Integrate your business operations with channel partners for optimal efficiency

Tightly integrating trading partners and existing systems for end-to-end process integration is critical to realizing the benefits of an on demand strategy. Often, however, a typical enterprise has numerous and diverse business applications, database products, network protocols, operating systems and hardware platforms. This problem is compounded when trying to extend and integrate your processes with channel partners. Through a robust combination of built-in capabilities, complementary products, industry standards and alliances, IBM can provide fast and flexible system and trading-partner integration.

Because many companies already have entrenched systems and processes in place and may not need or want to replace them, WebSphere Commerce Business Edition can be fully integrated with existing systems, such as ERP systems, supply-chain logistics systems, legacy inventory systems and virtually any other system imaginable. Partner integration is equally important and requires a flexible, open and cost-effective approach. IBM offers a broad range of options for trading-partner integration, including built-in Web services capabilities and support for open-exchange protocols, such as AS2 or RosettaNet. With this level of integration, you can gain an extraordinary advantage in cost savings, improved coordination, accelerated processing and customer satisfaction.

WebSphere Commerce Business Edition supports the following approaches to system integration:

Back-end systems

Websphere Commerce Business Edition includes a set of built-in technology adapters, including IBM WebSphere MQ, XML, e-mail and file. These adapters can be used to integrate directly to a back-end system or to an integration broker like IBM WebSphere InterChange Server. WebSphere MQ connects WebSphere Commerce Business Edition Web sites to more than 35 different platforms with intelligent, rules-based message routing, transformation and formatting. WebSphere Commerce Business Edition also provides many rich, prepackaged solutions for integration with leading applications, such as SAP, Ariba and Siebel. You can initiate this integration through the WebSphere MQ adapters or other WebSphere business integration technologies that are readily available to customers.

Channel-partner systems

A range of options is available to integrate external systems and channel partners. Built-in Web services capabilities support inbound and outbound requests and provide a flexible integration standard to cost-effectively accommodate myriad types of partner systems. WebSphere Commerce Business Edition is designed with open interfaces to integration gateways used for trading-partner integration. These include interfaces for price and availability, shopping cart and order transfer, product price update, product inventory quantity update and order status update.

For some relationships, simple messaging is sufficient. In these cases, WebSphere Commerce Business Edition provides XML messaging over HTTP or HTTPS. This can be used in cases where the partner already has systems capable of responding to messaging of this type. For point-to-point messaging with a limited number of trading partners, WebSphere MQ is a robust, low-cost mechanism that simplifies messaging, and at the same time offers message delivery. As one of the most widely deployed messaging technologies, WebSphere MQ delivers security-rich, reliable transports between systems.

When you need to manage a larger group of trading partners, you can utilize WebSphere business integration technology, which provides a highly scalable hub-and-spoke mechanism to integrate channel partners through a single integration technology.

Procurement systems
WebSphere Commerce Business Edition reduces the effort required to integrate with procurement systems, such as Ariba, by providing a basic infrastructure that includes connectivity using XML over HTTP. WebSphere Commerce Business Edition can receive requests from and provide response to these systems in XML format. This enables the punch-out mechanism to fulfill procurement requirements through personalized WebSphere Commerce Business Edition catalogs.

React quickly to changes, opportunities or threats
Traditional ERP, CRM and legacy applications were typically never built to support the on demand nature of channel management. Most of the time these applications were architected for internal applications, where inflexibility of business processes makes sense. When this approach is extended to the Web, that inflexibility prohibits users from treating customers uniquely and further restricts rapid response to changing business processes. WebSphere Commerce Business Edition delivers an architecture specifically built to enable rapid and ongoing changes to all the ways you might interact with customers. WebSphere Commerce Business Edition can even provide a single interface to accommodate customers who buy directly for some goods and through channels for others.

Summary

Channel management is an increasingly important part of many corporations. Automating the way you interact with your channel customers is not optional, given the costs associated with supporting those channels. If you don't automate your processes, it is only a matter of time before a competitor does; stealing market share by lowering cost and at the same time improving channel services. An on demand channel management platform can address the business process requirements for your customer interactions, whether that customer is buying directly from you to resell your product or is fulfilling the transaction through another party.

WebSphere Commerce Business Edition offers a complete channel management platform to help you quickly automate channel processes, while simultaneously cutting costs. It delivers an on demand channel management platform that is flexible, scalable and extensible, delivering superior customer service for both the end customer and channel customers. With WebSphere Commerce Business Edition, customers can change business processes on the fly as the market changes — without having to re-implement software. The long-term cost of utilizing this platform is the lowest of any option available to customers.

WebSphere Commerce Business Edition enables you to leverage best practices in channel management as an on demand enterprise and reap long-term rewards.

For more information

Companies are increasingly dependent on indirect channels for their business success. Implementing a channel management solution can help shape efficient, customer-focused channel partnerships. Automating channel management, however, is not as simple as bringing up a software package. You must look at each relationship outside your organization, and each business process that affects them and implement the solution that can flexibly address that combination of relationship and business process. Only then can you claim successful channel management integration. IBM WebSphere Commerce software has the products, market presence and the professionals ready to help you implement a successful channel management solution.

To learn more about IBM WebSphere Commerce Business Edition, visit:
ibm.com/software/genservers/commerce/wcbe/

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