

Sysinct Helps Customers Start Now on Finding Incredible Buys

Develop an Internet store able to deliver gifts, logoed merchandise, barbecue grills, art, electronics, kitchen appliances, sports equipment, domestic and imported products at competitive prices directly to its corporate customers and their employee/members. You name it, this business has it! IncredibleBuys.com is a one-stop shop for just to mention a few. As a business unit of Salt Lake City based The HB Group, Inc., the company has long been in the business of providing to fortune 1000 companies. With the explosion of on-line shopping, the time had come to develop an Internet store able to deliver all of these products directly to its corporate customers and their employee/members. The HB Group CEO Henri Bonan seized the opportunity to expand his business by offering company store logoed merchandise, point redemption rewards programs, and e-tail shopping for its customers, employees and members, all via the Internet.

Based on Bonan's vision, IBM Business Partner Sysinct (www.sysinct.com) determined that the e-commerce solution had to be scalable, powerful, flexible, and cost-efficient. To develop the company's Internet sales, the site needed to grow as the business expanded. The site should be flexible enough to set up individual shopper groups and be easily customized for private corporate clients and member organizations. To take advantage of the fast emerging demand for the new business model, the site had to be deployed quickly.

Online Department Store Built on IBM Start Now

Using **IBM Start Now for e-Commerce**, Sysinct developed an e-commerce solution that meets the growing needs of The HB Group's customers. The site uses WebSphere Commerce Suite Pro and Lotus/Domino Go Webserver to handle the sale of e-tail art, office and business accessories, sports equipment, home appliances, clothing, and electronics. Special attention was paid to designing a clean site that would be easy to navigate and offered a secure online payment manager. The site can be set up as a private store by customer to accommodate the specific programs and method of checkout the customer selects to use. To enhance the customers' purchasing experience, Sysinct developed a quick and simple all-in-one shopping cart checkout procedure for corporate purchases, point redemption, and personal purchases. By adding these features, shoppers can select payment in either dollars or points and the checkout process is simple and fast.

Incredible Functionality at IncredibleBuys.com

Without leaving the house or office, customers can browse over 1,000 goods ranging from logoed merchandise, to fine art, to leather apparel. The site provides quick and easy navigation of its many departments, with the ability to create catalog searches that guide customers through the product selection process. The shopping cart feature enhances order management by enabling consumers to visit any one of the site's six departments directly. With a simple click, shoppers can select products from one of several category listings and easily access pricing and shipping information. WebSphere Commerce Suite Pro was used to create an integrated, extensible solution that advanced catalog navigation and improved relationship marketing for this one-stop shop site. Its powerful reporting functions allow IncredibleBuys.com to review sales traffic, calculate revenue stream, and develop marketing plans based on category and product activity.

"Our new site is the ideal online solution for B2B customers who want to cut costs, add program flexibility, and streamline their purchasing activities," said Bonan. "Its integrated, feature-rich architecture enables us to meet our goal of bringing the e-marketplace to our industry in a way never before conceived."

