

**Collaboration:
Bring real-time awareness, communications
and sharing to e-business**



Add the personal touch to your e-business operations

You're working hard to make your e-business thrive, and you've developed a Website so your customers can purchase your products or services. But something's missing – the sales are fewer than you had hoped. Visitors to your site move on too quickly. Too many shopping carts are being abandoned.

To compete on the Internet, you need to offer more. The very nature of the Web – its self-service environment – lacks the traditional personal touch between businesses and their customers. You need to bring human relationships to the Web experience and differentiate your offerings from your competitors'. You can do this by adding collaboration to your e-business.

Collaboration is the component of e-business that focuses on the end user by offering the online teaming and real-time interaction capabilities that build and strengthen human relationships, even on the Internet.

IBM Start Now Collaboration Solutions enable the technologies that support workflow, real-time interaction, instant messaging and virtual workspaces, capabilities that can personalize your e-business and build confidence and trust on the part of your customers.

Help your customers chat online with service representatives, give buyers timely answers to questions, offer assistance in filling out order forms, negotiate contracts online, and resolve problems together – IBM Start Now Collaboration Solutions enhance your ability to do these things. Most important, personalized communications with your customers can keep them from leaving your site too soon and abandoning those electronic shopping carts.

And every businessperson knows that outstanding customer service doesn't stop with the sale. That's where it starts. Consistent follow-up with customers wins their long-term loyalty. Start Now Collaboration Solutions can also help you keep in touch with customers after the sale by enabling online forums, chat rooms and bulletin boards, services that develop communities of interest around a business and its products.

Implement now and get into e-business

IBM Start Now Collaboration Solutions are part of an integrated family of solutions for e-business. Each of the solutions is specially designed to assist growing businesses get into e-business quickly and affordably or to broaden a company's involvement in e-business.

The Start Now family consists of three groupings: (1) core solutions that get you going in e-business (infrastructure, e-commerce, and customer relationship management); (2) solutions that extend your e-business capabilities (business intelligence, collaboration, and host integration); and (3) solutions that more efficiently manage your Web presence (Website management and content management).

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

All Start Now Solutions are designed for *quick and easy installation and configuration* by a qualified IBM Business Partner. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up Web traffic quickly and increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.

Finally, Start Now Solutions are designed for *high availability*, 24-7-365 operation, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete on the Web in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

Solutions that let you start now

IBM Start Now Collaboration Solutions are based on proven and reliable Lotus technologies:

- Lotus® Sametime™ Server V2, collaboration software built for real-time awareness, communication and sharing. Sametime adds a rich new dimension to conducting business, enabling instant messaging, chat rooms, online awareness, shared whiteboards, and application sharing.
- Lotus QuickPlace V2, self-service Web tools that allow team members – near or far, within the same company or spread throughout many companies – to share and organize ideas, information, and tasks

- Lotus Domino™ R5 Application Server, a messaging server for business intranets and the Internet that provides a unified architecture for e-mail, Web access, and collaboration, including LDAP services

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM @server designed especially for e-business.

How you can start now

The proven benefits of engaging in e-business are significant: increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:

ibm.com/software/smb

If you don't have an IBM Business Partner, we'll help you find one.



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