

IBM Start Now Solutions
for e-business

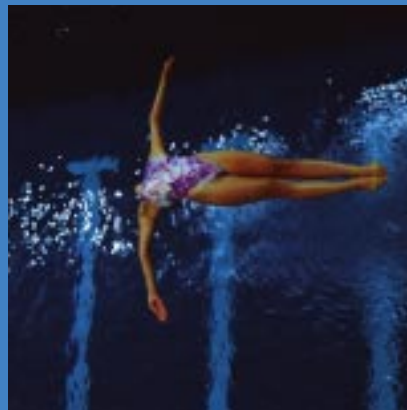


Start Now Solutions: Personalized e-business for growing companies



Beginnings are important. Whether it's the start of a race or the first minutes of a game, a good beginning is often prelude to victory. In life, "getting off to a good start" is a maxim for success in almost any endeavor, including business.

IBM Start Now Solutions for e-business are especially designed to help growing companies get off to a good start in e-business or move to the next level of doing business on the Web. That's important. The Internet is not going away. There are nearly three billion Web pages now, and these are increasing by five million pages each day. Billions of dollars of business will be conducted on the Web in the coming years. A solid IT foundation and affordable, dependable e-business solutions are fundamental to survival in this marketplace.



e-business: something very different

The late 1990s witnessed a population explosion on the Internet. Companies and organizations large and small put up Websites. Many of these sites were – and still are – limited to online presentations of products and services, pictures of buildings and officers, listings of job openings, and ways to get in touch by e-mail. These static sites are good beginnings, but much more is easily within reach.

Other Websites have gone further and given visitors the ability to order products online and pay via credit cards. These sites are truly engaged in e-business, but solutions are now available that can help them be even more efficient and successful on the Web.

Complete engagement in e-business is something revolutionary. It means using Internet technologies to improve and transform all key business processes. It involves Internet or intranet access and logon for your customers, your employees and your suppliers. It means electronic storefronts that permit customers to shop by part number in their own languages and to make payments online in their own currencies.

e-business transforms customer relationships with powerful solutions that let you know your customers' interests and preferences in great detail. It gives you the ability to design campaigns aimed at customers' specific interests, and to evaluate and change those campaigns for greater success. It enables your customers, your employees and your suppliers to be in touch more easily via the Internet.

When a company gets deeply involved in e-business, Web technology transforms information technology. Front-end sales and marketing are linked with back-end inventory and office systems in a seamless whole. e-business applications provide Web-based access to all your customer and business information, even extending host applications to the Web. Your company and your customers, suppliers, and business partners all interact online.

Only a few times in history has a vast new frontier opened for business and commerce – when Africa, America and Asia were linked to Europe by sail, when steam, oil and electricity were harnessed for production, and now as the Internet turns brick-and-mortar businesses into e-businesses.

IBM Start Now Solutions for e-business can move your company into and beyond that frontier.



Solutions that let you start now

Involvement in e-business is like learning a sport. There are levels of proficiency and success. You start doing the basics; you develop your skills with coaching and practice; and eventually you're successfully participating in an event.

Start Now Solutions for e-business follow a similar pattern. There are *core solutions* that give you the platform you need to do business and to care for customers online. Then there are *extensions* to the basic framework, solutions that move you into more sophisticated areas of business intelligence, collaboration and integration with host systems. Finally, there are broader *management solutions* that will optimize and make more secure your Web presence and data. Start Now Solutions will get you off to a good start with the basic infrastructure, and they will move you to broader levels of involvement than you currently have.

All 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 quickly increase sales by double digits.

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.

Finally, IBM Start Now Solutions for e-business are built on *open standards*. They can grow as your needs grow, integrating with future technologies. They'll also work on your existing server; or you can move to an IBM **@server** designed especially for e-business.

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 already 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 existing systems. We welcome the opportunity to do the same for you.

Core solutions

Core e-business solutions fall into three categories: the basic infrastructure you need, more sophisticated e-commerce capabilities, and customer relationship management.

1. Infrastructure

IBM Start Now Infrastructure Solutions provide the solid, dependable foundation you need to conduct business on the Web. These solutions give you the open, standard interfaces and protocols that allow your systems to interoperate. They enable you to manage demanding database and storage challenges, to develop Internet as well as intranet presences, to set up logon and registration procedures for your customers and suppliers, and to share information and data online.

Basic infrastructure solutions include:

- IBM DB2® Universal Database,™ a relational database for the storage and retrieval of data and for working with e-business applications
- IBM WebSphere® Application Server, an e-business application deployment environment for editing, managing, deploying, running and monitoring applications
- Lotus® Domino™ Application Server R5 to provide a unified architecture for e-mail, Web access, and collaboration
- Lotus iNotes Client to provide powerful Domino messaging, collaboration and e-business capabilities to Web browser users
- Lotus Sametime,™ an easy-to-use collaboration application that lets you find other team members online and communicate with them in real time

2. e-commerce

IBM Start Now e-commerce Solutions are the bread and butter solutions for e-business. They allow your customers to browse catalogs, fill electronic shopping carts, make secure purchases and specify delivery instructions. Buyers can get assistance in real time and purchase in their own language and currency.

Your marketing managers can create campaigns and target products at specific groups of customers. And you can maintain a single source for both customer and product information, linking your customers, your back office, and your suppliers in a seamless whole.

The software that enables this is IBM WebSphere Commerce Suite V5, the first integrated e-commerce solution, that provides a wide range of easy-to-use features and functions for content management, relationship marketing, order and payment management for all types of Internet businesses, including business-to-business and business-to-consumer. Sites built with WebSphere Commerce Suite can easily integrate with both internal and external systems and grow with changing needs.

3. Customer Relationship Management

The goal of customer relationship management (CRM) is to make customer care the foundation of your business. CRM focuses on how your customers interact with your business through multiple channels, such as the online storefront, direct mail, the call center, and the service center. It provides a blueprint for lowering the walls between the marketing, sales, and service disciplines, and connecting them through flexible, Web-enabled applications.

CRM also makes it possible to develop smarter, better self-service applications that unite e-commerce with personalized customer care. And it connects the customer to the enterprise by building bridges between CRM systems and the enterprise resource planning (ERP) systems, business intelligence systems, and supply chain systems.

IBM Start Now Customer Relationship Management Solutions are based on:

- Lotus Domino Application Server R5, a messaging server for business intranets and the Internet that provides a unified architecture for e-mail, Web access, and collaboration, including LDAP services
- Lotus iNotes Client to deliver powerful Domino messaging, collaboration and e-business capabilities to Web browser users
- Lotus Sametime, an easy-to-use desktop application that lets employees find other team members online and communicate with them real-time through instant messaging
- Relavis® eBusinessStreams® eSales an award-winning product that helps you understand your prospects and customers better. eSales will let you manage your customers and partners based on the value of the relationship, enable dispersed sales teams to build and share strategic account plans, support global cross-functional team selling and account management, manage leads from all sources, view interactions for each contact, configure sales cycles to reinforce sales processes and best practices, and view automatic rollups of opportunity information and forecasts at all levels of the sales hierarchy.

e-business extensions

1. Business Intelligence

IBM Start Now Business Intelligence Solutions help you to analyze the business data you collect in order to gain an unprecedented level of knowledge about your market and your customers' behavior. Business Intelligence allows you to build a complete profile of your customers with valuable demographic information – who your customers are and what they're buying as well as where, when and why they're buying. You'll get feedback on marketing campaigns in time to make changes that improve success. You'll know what can be cross-sold and to which customers. You'll even learn how to improve your Website to optimize your customers' experience.

IBM Start Now Business Intelligence Solutions help you do these things by providing a single, safe and secure repository for business data, a datamart. Data is taken from your business applications moved to the datamart and transformed to a format specifically designed for analysis.



With one location, everyone in your company knows where and how to get the data. Access to the data can be controlled so only those with the proper authority can see it. Procedures are put in place so the transfer takes place consistently every time, and backups are done to protect the data in case of disaster.

You also get the right tools to perform analyses quickly and accurately, either simple reporting tools anyone can use or sophisticated tools that provide answers to more complex questions.

Components of the Start Now Business Intelligence Solutions include:

- IBM DB2 Universal Database V7, an award-winning database that gives you a reliable and secure place for your datamart
- IBM DB2 Warehouse Manager V7 for managing and automating all processes from selecting source data, to transforming and cleansing it, to populating the datamart
- The IBM Query Management Facility (QMF™), a family of integrated tools that bring easy-to-use features, function, and flexibility while providing powerful reporting capabilities
- DB2 OLAP Starter Kit for a technique called online analytical processing (OLAP) that gives you fast, intuitive, multidimensional analyses

2. Collaboration

IBM Start Now Collaboration Solutions give a personal touch to your e-business, enabling the real-time sharing, teaming and interaction that help solidify human relationships and build personalized communications and trust.

For example, collaboration lets your team members communicate online with customers, provide answers to questions, offer assistance filling out order forms, develop and negotiate contracts online, and resolve problems that come up – services that can reduce the chance of losing a sale.

After the sale, collaboration lets you build online forums, chat rooms and bulletin boards to encourage dialog between you, your customers, and your suppliers and to foster loyalty and future sales.

Three Lotus products are the basis for IBM Start Now Collaboration Solutions:

- Lotus Sametime Server V2, collaboration software built for real-time awareness, communication and sharing. Sametime offers 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 Application Server R5, a messaging server for business intranets and the Internet that provides a unified architecture for e-mail, Web access, and collaboration, including LDAP services

3. Host Integration

IBM Start Now Host Integration Solutions extend existing legacy host applications and data to the Internet and enable new e-business applications simply and securely. These solutions can provide everything you need to give host applications a Web look and feel without programming, to integrate multiple legacy applications in a single Web page, or to use any of the host integration programming technologies to create new e-business applications with ties to existing host data, applications and systems.

The solutions come from two IBM products:

- IBM Host Access Client Package V1 provides access to applications and data residing on hosts for traditional and Web users in SNA and intranet environments. It offers thin client technology to distribute host access capability to remote users, as well as to users in intranet and extranet environments; and, using drag-and-drop technology, it gives you the ability to create new GUIs to front-end host information without programming.
- IBM WebSphere Host Publisher V2 is the fastest and easiest way to implement e-business by extending host applications to Web users. IT professionals familiar with existing applications can extend them to the Internet. Webmasters have the scalability, flexibility and robustness of an industrial-grade Web platform coupled with development tools that enable the reuse of previous work in the creation of new, sophisticated, host-linked e-business applications.

Management solutions

1. Website Management

IBM Start Now Website Management Solutions provide the tools you need to manage and optimize your Website by identifying exposures, increasing availability and delivering enhanced performance. They are based on two powerful Tivoli products:



- Tivoli® Web Services Manager to ensure the availability and performance of your Web infrastructure. You'll be able to understand how customers experience your site, know when e-business transactions are not completed in a timely fashion, determine the location of performance problems, and maintain your corporate Website policies.
- Tivoli Storage Manager to address the challenges of complex storage management across distributed environments by protecting and managing data from laptops to the corporate server environment. Storage Manager provides centralized administration; efficient management of growth; high-speed automated recovery; compatibility with hundreds of storage devices as well as LANs, WANs, and storage area network (SAN) infrastructures; and customized backup solutions for groupware, enterprise resource planning (ERP) applications and database products.

Each solution provides the benefits of a Tivoli installation in a configuration tailored for growing businesses. Each solution is best of breed, integrated and flexible. Because these are full Tivoli products, you are not limited by them – as your business grows, they can grow with you without costly upgrades or migrations. You can also expand the management of your Website with additional solutions, such as Tivoli SecureWay® Policy Director that can handle the challenges of e-business security.

2. Content Management

IBM Start Now Content Management Solutions are a Web-ready portfolio of integrated software for managing and distributing digital content – when, where and how it's needed – and for delivering it to those who need it most.

As business-wide solutions, Start Now Content Management offerings help manage and integrate access to scanned images, facsimiles, electronic office documents, XML and HTML files, computer-generated output, rich media, audio and video files. They're even designed to provide organized electronic content repositories for traditionally unstructured information commonly located in file cabinets, microfilm archives, or unrelated file servers across a business.

You can choose one of the following IBM products for Content Management:

- IBM Content Manager Entry Bundle V7 that includes IBM Content Manager for Multiplatforms V7, IBM Content Manager OnDemand for Multiplatforms V2, and IBM EIP Client Kit for Content Manger V7.

IBM Content Manager is a digital repository that also provides automated storage management for a broad spectrum of digital business information – from scanned images, faxes, and PC files to XML and rich multimedia. With Content Manager, data can be digitally transformed, efficiently distributed over public or private networks, and displayed in solutions such as customer service call centers, electronic billing and statement presentment, and online e-commerce catalogs.

- Content Manager CommonStore for Domino V7, an electronic archive and content management solution designed for Lotus Notes® and Domino. It allows you to off load unneeded file attachments and Notes documents and store them for later reference.

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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Austin, TX 78758
USA

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6-01
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G325-5347-00