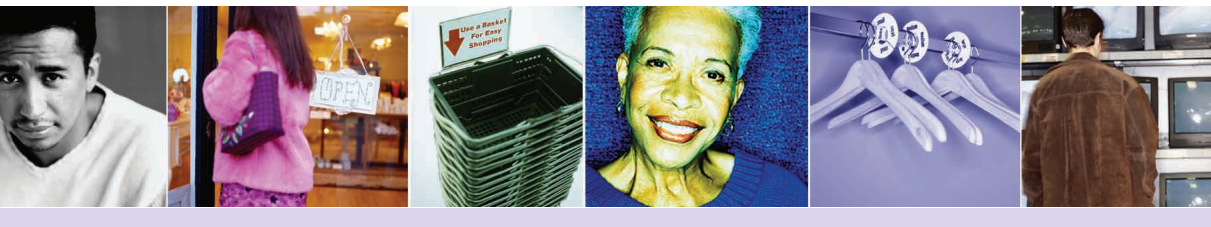


As operating costs increase and profits decrease, the drive to attract new customers and maintain the loyalty of existing customers intensifies. To gain a competitive advantage, you want to provide your customers with personalized information that enhances their experiences with your Web site. You want to reach your customers fast. Build cost-effective, targeted marketing campaigns that address their specific preferences. Offer first-class customer service. All while you leverage current skill sets and IT resources.

The IBM WebSphere® Customer Loyalty product set can help you build solid customer relationships and increase customer retention, at the same time helping you to reduce your costs and gain a faster return on your e-business investment. With WebSphere Customer Loyalty, you can create personalized Web portals that enrich your customers' experiences—and can simultaneously reduce your content development costs. Track how customers use your Web site so you can optimize its effectiveness. And quickly transform static informational sites into dynamic online stores.

Meet your marketing objectives—and your customers' unique needs

With WebSphere portal, content management and collaboration technologies, you can differentiate your e-business—and retain customers—at a price that doesn't drain your IT budget. Provide personalized content and services. And use visitor profile information and selling recommendations to create cross-selling opportunities. WebSphere software from IBM allows you to leverage user information to develop new products, services and marketing campaigns that target specific customer sets. You can also provide superior customer service by offering site visitors fast, customized Web self-service, often eliminating the need for direct customer contact—further driving down your costs. And build on a robust, scalable foundation with easy-to-use application development tools that minimize development costs and implementation time to help speed your solutions to market.





Jewelry.com discovers a solution that meets every facet of its e-business goals.

If you're like most savvy consumers, you like to do your homework before you buy. Especially when you're making a significant investment. So you go online to see what's out there. To narrow your search. To find a resource that will give you all the information you need to make an intelligent, well-informed decision.

If you're preparing to make a jewelry purchase, visit Jewelry.com. Learn everything you need to know about cut, clarity and carat before you make that critical purchase—and then make it with confidence.

A gem right out of the box

Andin International—a wholesale distributor and jewelry retailer with annual sales of \$200 million—wanted to create a cooperative Web site. One that would provide authoritative information to consumers about jewelry, gems and stones. And at the same time would enable Andin to foster closer relationships with end customers, driving incremental revenue through alliances with brand-name national brick-and-mortar jewelers and department stores, like Zales and Sears. With the support and expertise of IBM Premier Business Partner Sky Solutions and cost-effective IBM Start Now infrastructure and e-commerce solutions, Jewelry.com was up and running in less than two months.

IBM WebSphere Commerce powers the Jewelry.com storefront; IBM DB2 data management software warehouses and manages the site data, including product descriptions, images, pricing and order information. And IBM hosts the site at its data center in Newark, New Jersey. Leveraging Andin International's existing IBM @server iSeries™ infrastructure saved the company both ramp-up time and money.

There's no speed limit

Up to 100,000 visitors a day frequent Jewelry.com to gather information about gems, stones and where to purchase the products they've carefully researched. With this kind of traffic pattern, Andin International expects to realize a rapid return on its Start Now investment. Sky Solutions CEO Elan Seidenman says, "With Start Now, IBM has off-the-shelf solutions that get customers going fast—that saves them the agony of going into complex and expensive development. And learning new platforms."

"We didn't need an army of people. In a matter of just six weeks, we were able to put up our Web site using a single, talented Java programmer," says Andin International CTO Steve Passer.

Provide a single point of access to critical applications and information

As you move critical business functions to the Web, you must be able to react quickly to the exploding number of diverse users. With IBM WebSphere Portal Enable, you can address the unique portal requirements of your e-business—enabling you to build portals that can grow with you and that can make it easier and faster for users to access personalized information and applications. By providing intuitive, relevant, personalized content to your customers, you can attract their return business and realize substantial return on your e-business investment.

With WebSphere Portal Enable, you can syndicate third-party content into your Web site, giving you access to enterprise data, external newsfeeds or even your trading partners' applications. So, you can reduce content development costs while broadening the range of services you can offer to your customers—making your Web site the place to go to meet each of your customers' needs.

Turn static informational sites into dynamic online stores

In today's marketplace, your ability to provide a consistent, responsive customer experience can mean the difference between success and failure. With IBM WebSphere Commerce, you get a comprehensive e-commerce solution, including storefront, catalog and comprehensive online transaction support. And you can develop dynamic marketing

campaigns and promotions that integrate seamlessly with WebSphere Portal Enable so you can create commerce-enabled portals that provide consolidated, personalized access to commerce and other critical business functions and information—through the Web or wireless devices.

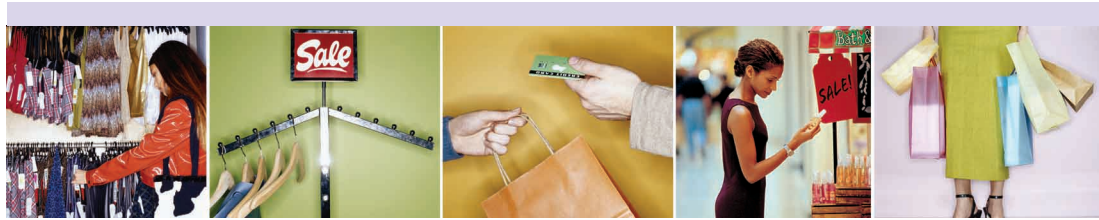
WebSphere Commerce also provides content management capabilities that allow you to easily create, update and target content for specific audiences. And mobile access software means you can extend your reach to wireless devices. Grow your business within existing channels as you extend your products and services to the Web. Deliver first-class customer service through IBM collaboration technology. The result? Quick return on your investment as business increases.

Give your customers what they want

The ability to quickly adapt your Web site to meet evolving business needs and objectives can directly affect your bottom line. IBM WebSphere Personalization allows you to tailor the content of your Web site to match the particular interests of each site visitor. Your site is easier to use. Customer service is improved. And as you attract more visitors, business increases.

“The tools provided with WebSphere Commerce will enable us to do business more successfully than we could before—with less effort and lower costs.”

*—Tom Burke, senior vice president, marketing and e-commerce,
Discovery Communications, Inc.*



To further maximize the effectiveness of your Web site, you can combine IBM WebSphere Site Analyzer with WebSphere Personalization to determine how visitors are using your site. Learn where and how to target marketing campaigns. Streamline the presentation of information based on visitor profiles. Present the right offer at the right time—and increase sales as a result.

Build e-business applications that grow with you

It takes the right tools and the right team to get your products and services to market quickly, efficiently and cost effectively. IBM WebSphere Studio Application Developer offers an easy-to-use, integrated development environment to help you build, test and deploy Java™2 Platform, Enterprise Edition (J2EE) applications—applications that scale easily to adapt to the demands of your customers and an ever-changing marketplace.

Based on open standards, WebSphere Studio Application Developer allows you to integrate your application development tools with those of other vendors—and to integrate existing applications with new e-business applications. Build and deploy applications more simply. Leverage existing investments in applications and skill sets. And offer your customers quick access to your products and services—and your developers a single point of management for projects, resources and code.

Make it personal

The key to success in e-business is building and maintaining customer loyalty. Your customers want access to the information they need. And they want it fast. The IBM WebSphere Customer Loyalty product set offers a solution that enables you to create high-performance e-business applications that set you apart from the competition. Provide tailored content that addresses the specific needs of each site visitor. And develop a customer-oriented approach to your e-business—anticipating needs, not just reacting to them—that helps you forge new relationships and grow existing ones. Relationships that will help generate new revenue and increase your efficiency.

For more information

With products and solutions from the WebSphere software platform for e-business, you can easily attract new customers—and retain existing ones. And still make the most of a limited IT budget. To learn more, visit:

ibm.com/websphere/smb



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