IBM

WebSphere® software

Helping you successfully compete in an ever-changing marketplace.

Today's volatile economy intensifies your business challenges, accelerating the drive to reach your customers more quickly than your competition. As your marketing, operational and IT budgets are stretched, you are looking closely at how you can maximize efficiency and still maintain that competitive edge. You also want to make the most of your IT investments, while you continue to leverage existing assets and streamline current resources-building customer loyalty in the process.

Help reduce the time and cost involved to deliver your products and services to market with proven e-business product sets from the IBM WebSphere® software platform for e-business. Affordable products and solutions designed for the specific needs of small to midsize businesses (SMB). All offering quick return on investment by enabling you to respond quickly and easily to customer needs.

Product sets that meet your unique e-business needs
IBM WebSphere product sets for SMB bring together industry-leading, scalable, robust, security-rich solutions. Easy-to-install solutions designed to give you the dynamic e-business capabilities you need to successfully compete in an ever-changing marketplace. Extend your business to the Web while you continue to deliver first-class customer service. Reach new markets quickly.

Maintain the integrity of legacy systems and support resources. WebSphere products and solutions enable you to focus on your business-not the software behind it. And WebSphere software grows with you, so you can scale as your business needs dictate—without having to rebuild from the ground up.

Leverage the Web
Even in a slower economic climate, you're implementing a strategy to increase business. How? By establishing a Web presence. IBM WebSphere Leverage the Web product set can help you create Web applications that are designed to get your Web site up and running quickly. A range of dynamic e-business infrastructure software allows you to develop and deploy new e-business solutions, while preserving existing investments in systems and skill sets. Robust application development tools maximize tool integration, ease of use and provide industry-leading support for open technologies. All built on a solid, flexible, proven foundation that extends and scales easily as your Internet strategy-and the marketplace-evolves.

Welch's (Leverage the Web)

Promotional offers drive sales. Coupons. Buy-one-get-one-free deals. All designed to attract new customers and retain existing ones. That's why the trade promotions budget at Welch Foods, Inc. was second only to the cost of goods sold. As the world's leading marketer of Concord and Niagra grape-based products, Welch's needed an easier way to track promotion performance and account for promotion expenditures.

The challenge? Create an extranet that would be universally accessible, through standard Web browsers, to internal and external users working in diverse computing environments. The solution was found in IBM WebSphere Application Server and IBM DB2® Universal Database™. According to Girard Liberty, Welch's vice president of information services and CIO, "Previously we had been spending an exorbitant amount of time developing application−serving technology. As soon as we installed WebSphere Application Server, we were able to refocus our efforts on the application itself rather than on the infrastructure."

With WebSphere Application Server and DB2 Universal Database as the foundation, Tradetopia-Welch's new trade promotion extranet−was an instant success. Since its launch, promotional programs are more effective. And Welch's has experienced a surge in growth as a result. In 2000, the company's sales outpaced its own projections by nearly 400 percent, growing at 7.6 percent, compared to the industry average of 1.5 to 2 percent. With such impressive sales figures, Welch's gained a full return on its investment in Tradetopia within a year.

Tradetopia serves more than 400 users, including Welch's corporate, accounting and sales personnel and food brokers. The integration between Tradetopia and Welch's back-end systems enables sales managers to view trade spending in realtime, revise allocations, determine deductions and analyze promotion effectiveness. And food brokers can track their individual accounts' promotional activities. Before, it took days to clear one customer deduction. Now increased efficiency means it only takes an hour or two−with between 6,000 and 10,000 deductions processed each month.

The result: Next quarter, your managers can report improved productivity worldwide, increased revenue and new accounts. And *maybe* you can give your salesforce some well-deserved time off.

Now, Welch's is leveraging its e-business platform for new applications, like a Web-based forecasting and inventory order-management system for its refrigerated product line. "Because we were able to reuse most of the code in Tradetopia, we developed our refrigerated product-line management system in less than six weeks," says Liberty. "Otherwise, it might have taken more than twice as long." Ron Barnett, Welch's application development group manager, notes that by leveraging existing Java™ servlets and applets, Welch's will be able to reduce its development cycle times by up to 85 percent.

Discovery.com (Customer Loyalty)

Yearning for a robotic bug? Or maybe a remote-controlled Stealth Bomber? You can find them at Discovery.com, the online store offering unique gifts and gadgets that capture the imagination through technology. Discovery.com launched its site in 1997, later adding features like shipping rules, user profiles and a frequent-buyers program. As a result the site became more complex and expensive to maintain. And difficult for business managers to administer their product lines.

Says Tom Burke, Discovery Communications, Inc. (DCI) senior vice president, marketing and e-commerce, "To increase shopper-to-buyer conversion rates and average sale value, we needed a whole new level of functionality to target and personalize offerings. We needed a scalable, reliable merchant server with out-of-the-box functionality that would create a richer interactive experience for the consumer and lower our costs." To keep administrative costs down, Discovery wanted to integrate its new e-commerce Web site with existing fulfillment systems. IBM WebSphere Commerce had the tools and the Java 2 Platform, Enterprise Edition (J2EE) technology needed to facilitate rapid integration with legacy systems, speed time to market and reduce costs for product management and site personalization.

With IBM WebSphere Catalog Manager, Discovery.com merchandisers can easily generate and edit product information in the WebSphere Commerce database. IBM WebSphere Commerce Accelerator provides an intuitive interface for constructing marketing campaigns tailored to shoppers' buying behaviors. Rules engines inside WebSphere Commerce allow Discovery.com to make gift recommendations for shoppers or tailor offerings to user profiles.

Visitors to the new, easy-to-use site are fast converting into buyers and sales are steadily on the rise. Shoppers at Discovery.com have a wide selection of navigational aids to help them browse through the 2,500 products—from lists of product types and themes to a product directory, search engine and full-page layouts with featured categories.

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

Build customer loyalty

Already on the Web? To remain competitive, you must continue to attract new customers. And retain existing ones. You can make it happen by providing your customers with personalized Web content, tailored to meet their specific interests. IBM WebSphere Customer Loyalty product set can help you improve 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 provide each user with a single point of access to your e-business, enrich the customer experience—and reduce your content development costs. Track how customers use your Web site so you can optimize its effectiveness. WebSphere Customer Loyalty product set also offers complete e-commerce capabilities. Storefront, catalog and full online transaction support means you can quickly transform static informational sites into dynamic online stores.

Integrate and extend business functions to the Web

Once you've established your presence on the Web, it becomes important to maximize that presence. Extend critical business processes to the Web. And integrate your processes with those of your suppliers and trading partners. IBM WebSphere Integrate and Extend product set expands your e-business infrastructure by providing the scalable, reliable tools and applications necessary to extend your existing business processes to the Web. What's in it for you? You can speed your time to market. Increase operational efficiencies. Reduce overall costs. Tighten your supply chain. And strengthen your trading partner relationships in the process.

Make your move—at your own pace

As innovators in e-business technology, IBM understands your unique needs and concerns. You want to move your business to the Web—at your own pace. Without having to sacrifice current skill sets and resources. IBM WebSphere product sets for SMB deliver a platform that you can efficiently and cost-effectively deploy today-and easily adjust to keep pace with a constantly evolving marketplace. With these flexible, reliable e-business solutions, you can leverage current IT investments. Lower your total cost of ownership. Get quick return on your investment. And gain—and maintain—a competitive advantage.

Milwaukee Electric Tool Corp.

When it comes to power tools, there's one standard for professionals and another for the of us. Plumbers, electricians and builders all need the best tools to meet the demands of their professions. Pros whose livelihood depend on tools trust Milwaukee Electric Tool Corporation.

With more than 400 tools and 2,500 accessories for the professional tradesperson, Milwaukee has been known for its high-quality products since 1924. But to further strengthen its image, improve customer service and drive down costs, Milwaukee decided to extend its operations to the Web.

Milwaukee wanted to build a self-service, business-to-business extranet to enable distributors to more conveniently browse and purchase products and track orders. Then Milwaukee would redesign its Internet site to promote products and build stronger relationships with customers.

While excited about its new e-business initiatives, Milwaukee recognized the need to protect its core IT infrastructure investments. "Our J.D. Edwards enterprise resource planning (ERP) system—with its IBM DB2 database—is the transactional core of our business," says Cindy Thoenes, Milwaukee's business systems manager. "We needed to extend it to the Web and improve the interface between the data and the people who use it."

To process distributors' orders, Milwaukee needed a robust commerce engine. One that could integrate with the J.D. Edwards system so that orders could be filled automatically. Milwaukee decided on WebSphere Commerce, with WebSphere Application Server during the order transactions.

Working with IBM Business Partner Eviciti, Milwaukee built a new Internet site and a distributor extranet—the first of its kind in the power-tool industry. A growing number of Milwaukee's distributors now place orders through the extranet. And the Web site logs 40,000 visitors and as many as 600,000 page views each month. And because Milwaukee marketing managers and other employees can create, publish and update their own content for the public site, the company doesn't need an army of programmers to maintain the site. The result? Milwaukee has saved 90 percent in online order processing costs by easing the strain on its customer-support center calls and by eliminating manual order entry into the J.D. Edwards system.

And Milwaukee's password-secured B2B extranet enables distributors to perform all their product inquiry, purchasing and tracking tasks online, at their convenience. Through WebSphere Commerce, distributors can review products, check prices and availability and enter new or repeat orders.

Says Thoenes, "By integrating our Web initiatives within the organization, we've been able to improve business processes while leveraging new technologies. All of this has been possible because we selected Eviciti as our Business Partner and based our e-business infrastructure on IBM."

For more information

To learn more about how IBM WebSphere product sets for SMB can help you establish a dynamic presence on the Web, visit:

ibm.com/URL

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