

Help improve efficiencies and reduce costs. Become an on demand business.

IBM software solutions for the retail industry



Highlights

- **Reduce costs and improve margins by integrating your entire supply chain**
- **Improve inventory control and merchandise management to help maintain cost-efficient stock levels**
- **Web-enable your business with security-rich, customizable online applications to create targeted promotions**
- **Improve communications within your company; with suppliers and customers**
- **Leverage affordable, easy-to-use solutions that are designed specifically for mid-sized retailers**

Solutions designed for retail needs

Competitive pressures. Customer demands. Market opportunities. All combine to make it both challenging and exciting to be in the retail business. Competitors squeeze your margins and customers demand quality, wide selection and value. Customer loyalty hinges on their ability to shop conveniently and receive personalized service online, over the phone, through a catalog or in a store—on demand. Suppliers struggle to respond quickly to changes in your inventory and in the market. Meanwhile, you're looking for ways to cut costs, streamline operations and be more efficient. To do it, you need solutions that can help your entire organization and value chain shift at a moment's notice to any market change to deliver e-business on demand™.

IBM and IBM Business Partners understand the pressures mid-sized retailers like you face from customers, competitors and the market. We also understand IT. And that combined knowledge gives us the expertise to deliver solutions designed specifically for the business you're in. IBM provides the middleware. Your local IBM Business Partner provides applications and services specified to your needs. Together, we provide a solution that is custom-designed to work for you.

Integrated business solutions

Industry-leading software solutions from IBM and our network of Business Partners assist your business with end-to-end integration. These affordable, easy-to-use solutions can make your company more responsive, focused and resilient—bringing better service to your customers, getting faster results from your supply chain and gaining greater value from your business operations.



From merchandise management and inventory control to e-commerce, collaboration and point-of-sale systems, software solutions from IBM can integrate all your business processes within—and beyond—your organization. By building IT resources around core systems and databases that support users and applications across the business, IBM solutions can help you deliver e-business on demand. By integrating applications and processes across your entire IT infrastructure, you can improve efficiencies and help ensure the applications your employees and customers need are available, 24x7—boosting customer satisfaction and your bottom line.

Manage merchandise and control inventory

Supply-chain management solutions can help you efficiently manage inventory and merchandise to maintain optimum levels while controlling costs. These solutions allow you to:

- *Reduce inventory-holding costs by triggering replenishment using real-time information gathered at the point of sale—instead of counting stock manually.*

Retail challenges	IBM solutions
Manage merchandise and control inventory	Supply-chain management solutions Reduce inventory-holding costs, improve warehouse utilization, lower delivery costs, improve service levels and customer satisfaction
Improve store operations	Wireless inventory solutions Manage inventory, track purchasing behavior, decrease inventory costs, increase inventory turns
Web-enable your business	E-commerce solutions Establish your business on the Web, broaden market reach, facilitate customer self-service, provide 24x7 availability, improve customer loyalty and satisfaction
Maintain customer loyalty	Business intelligence solutions Gain broader and deeper customer knowledge, create targeted promotions, create new sales opportunities, improve customer satisfaction and loyalty
Lower media management costs	Digital media solutions Bring digital art, product photography and other media management tasks in-house to reduce costs while maintaining high quality, minimize media production errors and shorten production time

- *Reduce shrinkage using exception-based reporting and shipment verification.*
- *Increase margins with access to buying information, inventory availability and pricing.*

Improve store operations

Wireless inventory solutions can help you increase customer loyalty and lower costs by enabling warehouse

and in-store employees to update stock levels wirelessly. Using these solutions, you can:

- *Optimize floor space by tracking volumes and purchasing behavior.*
- *Improve customer service by tracking purchasing behavior and anticipating customer demands.*



- *Improve demand-planning and forecasting to help ensure the products customers want are available when they want them.*
- *Improve productivity and lower overhead with enhanced communications offered by wireless connectivity between employees and with customers.*

Collaborate with your entire supply chain

By streamlining your internal operations and facilitating information flow among your organization, your suppliers and your customers, supply-chain solutions from IBM can help you serve customers in new and better ways and secure solid relationships with partners and customers. Supply-chain management solutions enable you to:

- *Connect customers, suppliers and employees to products, information and business processes to facilitate decision-making, teamwork and efficiency.*
- *Take advantage of real-time application sharing, teaming and interaction – solidifying relationships and building personalized communication and trust.*

- *Reduce inventory-holding costs and improve warehouse utilization by making sure suppliers have the information they need to maintain cost-efficient stock levels.*
- *Increase the effectiveness of employees working in disparate locations, giving them tools to work efficiently together in real time – wherever they are located.*

Develop consumer-centric retailing

Using e-commerce and business intelligence solutions from IBM, you can improve the customer buying experience as well as overall sales

effectiveness. E-commerce and business intelligence solutions help you:

- *Sell and deliver goods and services on your customers’ terms and conditions with personalized buying and back-order, substitution and order status notifications.*
- *Improve profitability by triggering automatic cross-selling or up-selling of related items.*
- *Use buyer information to analyze behavior to create targeted promotions and campaigns.*

Open standards, feature-rich functionality
Retail solutions are based on IBM Express Portfolio offerings, providing:
<ul style="list-style-type: none"> • Open standards-based technologies — easing integration with new and existing investments, without migrating all applications to one platform • Industry-proven Java™ support — enabling simplified resource management and reduced IT costs • World-class expertise and a worldwide network of IBM Business Partners — providing comprehensive business information management services, as well as hardware and software support and services
IBM Express Portfolio offerings provide many feature-rich functions for retail solutions, including:
<ul style="list-style-type: none"> • Relational database functionality with self-tuning, self-configuring and self-managing capabilities • In-office or remote access to messaging and collaborative applications • Web-site creation, testing, deployment and management capabilities, including wizards, samples and application templates • Document management, production imaging and document workflow capabilities, including storage and management of content in different formats • Portal capabilities for employees, trading partners and customers to share content and applications

Standards-based solutions designed for mid-sized retailers

IBM solutions for mid-sized retailers are based on IBM Express Portfolio software offerings. IBM Express Portfolio offerings are designed specifically to meet the needs—and budgets—of mid-sized companies. Based on award-winning DB2®, Lotus®, Rational®, Tivoli® and WebSphere® software from IBM, these packages feature:

- *Rich functionality that can be easily customized to address unique industry needs.*
- *Simple, wizard-driven installation and templates that help you get started quickly.*
- *Streamlined administration, allowing skilled employees to focus on other revenue-generating tasks.*
- *Modular designs offering the flexibility to choose additional features as your needs grow.*
- *Technologies based on open-industry standards, giving you the freedom to integrate them with current and future investments.*

Flexible and scalable, IBM Express Portfolio offerings give you features, functionality and affordability scaled to meet your business needs—now and in the future.

IBM and IBM Business Partners add further value by offering affordable services from installation, deployment and configuration to training and education. And flexible financing options give you the freedom to take advantage of business integration solutions today.

For more information

To learn more about business solutions for retailers, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/smb



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