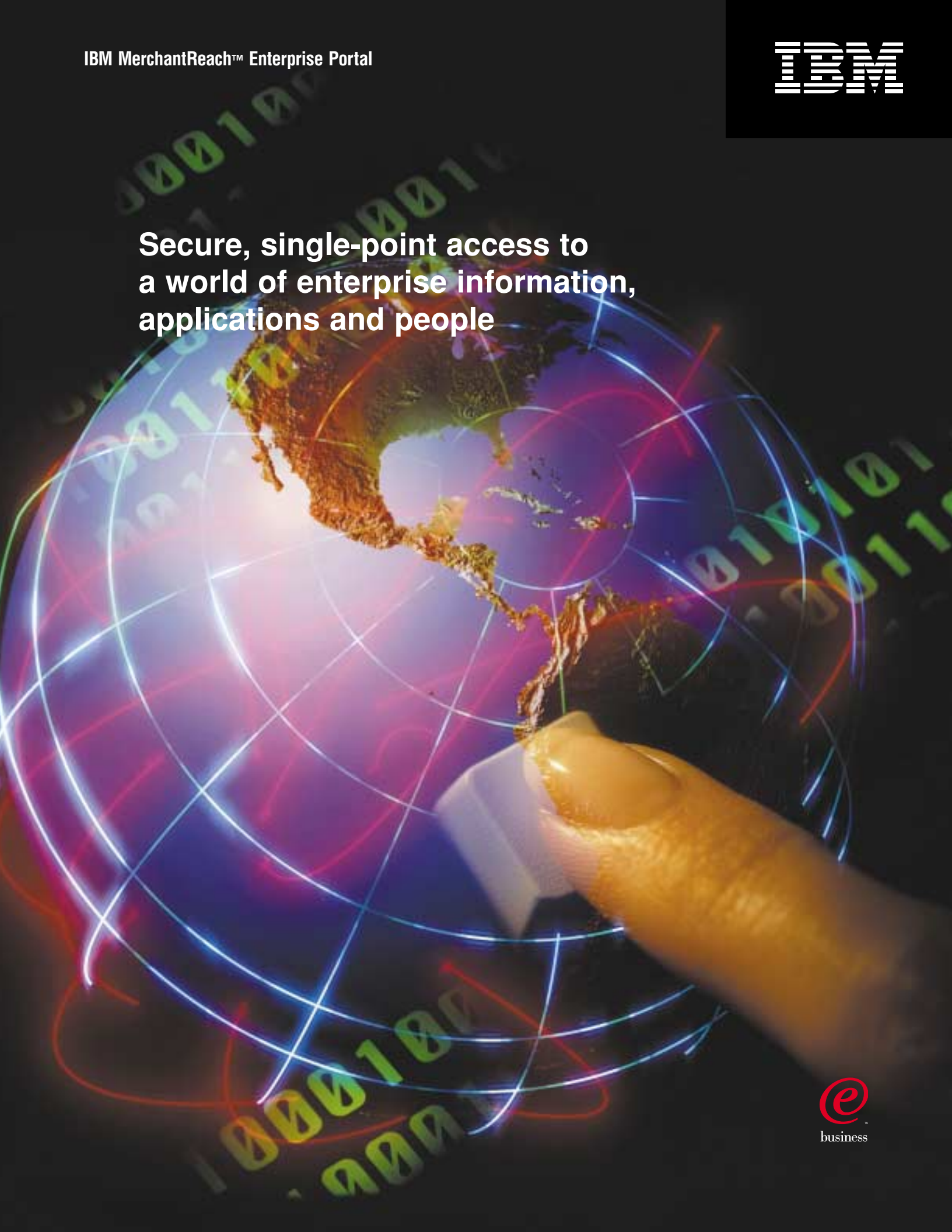


**Secure, single-point access to
a world of enterprise information,
applications and people**





IBM's breadth and depth of best-of-breed products and services ensures a solid, scalable framework for your entire portal strategy.

Highlights

- ***Deliver more responsive and targeted interactions through-out your retail enterprise***
- ***Eliminate "information overload" and improve cycle time for business tasks and decisions***
- ***Provide a higher level of service to your customers and business partners***
- ***Increase employee productivity and effectiveness through ready access to timely, pertinent information***
- ***Reduce IT costs through the use of a consistent architecture and technologies to make multiple applications available to users***
- ***Reduce organizational costs by facilitating self-service capabilities for users***
- ***Take advantage of new services that provide easier access to advanced search, personalization of information, and new collaborative capabilities such as e-teaming***

IBM MerchantReach Enterprise Portal, a key component in the IBM MerchantReach application architecture, allows retailers to create their own brand of service by translating the vision of integrated multi-channel retailing into reality. The formula for success in today's integrated multi-channel retailing environment sounds simple enough: giving your associates, suppliers, business partners, and customers exactly the information they want, whenever and wherever they want it. However, executing that strategy hinges on the mastery of sharing complex information.

Product specifics. Pricing. Inventory status. Order and shipment information. Human Resources information and applications. Multiple databases and software applications that drive your business process forward. Each and every day, your associates, suppliers, business partners and customers must find their way through a myriad of sources of information, applications and people to work effectively.

Today, many retailing enterprises are turning to enterprise portals to increase the speed of business and decision-making processes and to deliver consistent, complete, timely, and accurate information across all channels. After all, according to a recent IDC study, knowledge workers spend 50% of their time searching for information. Giving

your associates, suppliers, business partners and customers more time to focus on doing business drives profitability.

The portal advantage

Portals provide a secure, single point of interaction for customers, business partners, suppliers and associates to access diverse information, business processes and people, personalized to their own needs and responsibilities. To ensure convenient access, portals provide a choice of access methods, including web browsers, conventional and mobile phones, personal digital assistants, POS (Point of Sale), store scanning devices, and other wired and wireless devices.

Through a **B2E (Business-to-Employee) enterprise portal**, associates can organize their computing resources to match their own work patterns and needs, resulting in more convenience, and less time spent navigating. They can quickly locate useful applications and critical information as well as collaborate with other associates to solve problems. Access to applications such as the company directory, instant messaging, company benefits, and critical operational information is quickly at their fingertips. They can easily collaborate with colleagues; for example, instant messaging features allow for immediate queries, feedback and transfer of vital information.

For employees in a retail setting, B2E portals can result in higher productivity and better customer service. At the same time you can reduce support costs as employees self-select information and applications they require, rather than drawing on support groups within your organization.

Through a **B2C (Business-to-Consumer) portal**, customers can engage in information transfer and transactions personalized to their



needs - checking on their order status or utilizing a personalized gift registry, for example. By constantly improving a user's Web experience and using a combination of push and pull technology to facilitate multi-device access to information, retailers can build loyalty within their customer base.

Through a **B2B (Business-to-Business) portal**, organizations can improve relationships with their trading partners and facilitate cost-effective procurement practices. A rich set of services can be made available to suppliers and business partners, with appropriate security, greatly enriching the relationship and effectiveness of communications. A higher level of collaboration can be achieved that will speed the flow of business. Better decisions will happen due to having quicker access to information.

A robust platform based on best-of-breed products

The IBM WebSphere Portal Family is a framework for building highly scalable portal solutions for business-to-business (B2B), business-to-employee (B2E), and business-to-consumer (B2C) applications. While many organizations choose to start with a B2E portal, the IBM WebSphere Portal Family provides a foundation on which you execute your other portal strategies too. It allows numerous types of

applications and services to be incorporated into a single system, providing consistent, efficient and secure access for users.

WebSphere Portal Family software solutions all share a common framework and set of services. The framework provides connectivity, integration, administration, personalization and presentation that are required across portal services.

Top-notch security of your intellectual assets

With the IBM WebSphere Portal Family, you get the security for which we are known. Our Tivoli SecureWay LDAP Directory not only provides a consistent, manageable access control policy, but also an extensible authentication and authorization structure for security.

Unparalleled search and personalization capabilities

Included in IBM WebSphere Portal Family of solutions are federated search and categorization technologies that can significantly reduce time spent searching for relevant documents, images, reports, and more. Plus, developers can deliver specifically relevant portions of an application's information to the user's screen rather than the entire application - significantly enhancing the value of the portal and reducing application-associated costs.

Complementing advanced search capabilities are three ways to get personalized content delivered automatically to each user: portlet filters that screen for pertinent information, rules-based personalization that delivers information based on business logic, and observation-based personalization which delivers relevant information based on a user's or group's prior information requirements, without setting up complicated profiles.

Collaborate and deliver better results, faster

The IBM WebSphere Portal Family provides access to the industry-leading collaborative capabilities of Lotus & Microsoft®, as well as an extensive set of collaborative tools via portlets. The WebSphere Portal Family includes portlet adapters for email, calendar, to-do lists, discussion threads and databases, instant messaging, web conferencing, document management, distance learning, workflows and other key collaborative functions.

For devices that are more specific to the retail environments, such as point of sale (POS), handheld scanners, wireless and personal digital assistants (PDAs) IBM offers WebSphere Everyplace Server, in conjunction with the WebSphere Portal Family, to ensure these non-Windows devices are able to access the portal natively.

WebSphere Portal Family software is offered in three simple solution packages to match your varying portal needs.

WebSphere Portal Enable provides a number of portal applications, or portlets, for e-mail, calendars, collaboration, syndicated news, application integration and other functions. In keeping with IBM's open product strategy, a portlet application program interface (API) is available so customers or other software vendors can extend the portlet portfolio.

IBM's portfolio of available portlets includes access to enterprise resource planning (ERP), customer relationship management (CRM) and supply chain management (SCM) enterprise applications, as well as host applications, further improving the productivity of the portal user.

This includes portlets that give you the ability to quickly integrate key enterprise business applications from SAP®, PeopleSoft® Inc., Baan®, Oracle Financials, and other applications that may be important for a retail organization.

WebSphere Portal Extend builds on Enable and adds out-of-the box portal work spaces equipped with team collaboration tools, on-line people awareness and instant messaging customized for individual, team or community work requirements. WebSphere Portal Extend also includes extended search capabilities that initiate multiple search engines. This enables portal users to search relational databases, such as DB2 and Oracle®, Lotus Notes Domino databases, text or HTML (hypertext markup language) documents and launch Web search engines.

WebSphere Portal Experience builds on Extend and is the most extensive solution for developing, deploying and maintaining enterprise portals that will provide a first-class experience for associates, business partners, suppliers and customers. In addition to the features and functions provided with the WebSphere Portal

Extend Solution, WebSphere Portal Experience adds additional advanced collaboration capabilities such as support for electronic meetings, application sharing, disconnected team room and electronic white boards. It also provides enterprise content management functions with the IBM Content Manager.

Depending on portal focus, WebSphere Portal can be extended with additional software from IBM Business Partners and from IBM that includes: IBM WebSphere Everyplace Server for wireless network infrastructure, Lotus Discovery Server for Knowledge Management, IBM Enterprise Information Portal for advanced information integration and connectivity, plus Voice, Location Based Services, Dynamic Translation and other capabilities of the WebSphere platform.

Because IBM's WebSphere Portal Family is based on open, industry standards, many non-IBM tools, applications and technologies may be more easily incorporated into the overall solution. As part of the WebSphere Portal Family package, IBM does provide tools to make it easy to build Java server pages, write applications, manage performance, data mine portal click streams, and perform dozens of other vital Web services.

With proven, best-of-breed solutions -- characterized by tight integration, security, far-reaching search and personalization features, along with collaborative and wireless capabilities -- IBM's WebSphere Portal Family delivers on the promises of your portal strategy.



For more information about IBM MerchantReach Portal solutions, visit us on the web today at ibm.com/industries/retail/p4. Or you can call **1-800-426-7777** and mention **Priority Code 6N1NT004** to arrange to speak with an IBM MerchantReach Portal Specialist.



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