

Web Management Selling

Web Management Selling, based on Tivoli's Web Services Manager and Analyzer, offers to all businesses of all sizes who have an interactive web site the ability to maintain the availability and performance of their mission critical business-to-consumer, business-to-business and e-marketplace environments. Tivoli Web Services provides the base management framework to conduct and build an e-business ensuring high service levels and customer satisfaction.

A - Customer target

Customer size

Nb of employees	1-50	50-100	100-250	250-500	500-1000	1 000 +++
	x	x	x	x	x	x

Customer Industry

Retail	X
Wholesale	X
Banking/Finance	x
Insurance	x
Telecommunications/Media	x
Government	x
Manufacturing	x
Travel/Transportation	x
Healthcare	X

Typical sponsor

Sales Exec	x
Marketing Exec	x
CEO	x
Finance Exec	x
Customer Service Exec	x
IT Manager	x
Network Manager	x

Account Situation / Prerequisites

- The company has made the strategic choice to build an e-business
- The company has an active e-business environment
- Products are sold through catalog or over the phone
- Products sold are subject to frequent change
- Potential market outside current geographic reach
- Size and location of business don't matter

Customer Pains

- **CEO Pain**
 - Declining revenue
- **Sales Pain**
 - difficult and expensive to reach foreign markets
 - difficulty to understand customer experience to enable pro-active action to be taken
 - existing static web site but customers now want to buy
- **Marketing Pain**
 - eroding market share
 - increasing competition
 - competition is using the web
 - web site is not user friendly/slow
- **Customer Service Pain**
 - declining customer satisfaction
 - need to build customer loyalty
- **Finance Pain**
 - Increasing operating, marketing and sales costs
- **IT Pain**
 - Hard to manage and identify Internet availability problems and analyze web site performance

Questions to create a vision

- **CEO Questions**
 - What if you knew your company was taking full advantage of all the revenue opportunities your Internet site could offer?
- **CIO Questions**
 - What if you could reach new customers and new markets worldwide ?
 - What if you could make it easier for customers to do business with you ?
 - What if you knew what pages were visited most?
 - What if you knew what caused customers to leave your web site?
 - What if you could ensure your web site was always working at optimum level?
 - What if you knew exactly where your customers had been on your web site?
 - What if you could improve your brand image?
 - What if you could react quicker to competitors who are reaching your customer base via the web?
- **Customer Service questions**
 - What if you could find out if any links were broken before your customers did?
 - When your web pages are slow, what if you could determine exactly where the problem is, whether it's at your end, or with the customer.
- **Finance questions**
 - What if you could reduce and manage your overhead costs for your web site?
 - what if you could guarantee you were optimizing your investment in the Internet. ?
- **IT questions**
 - What if you had the ability to control and allocate resources across a heterogeneous environment
 - What if you had a complete picture of how g of how e-business infrastructure impacts customer experience

Web Management Selling

B - Typical Solution proposed

Benefits of Solution

This offering gives businesses of all sizes the ability to manage their e-commerce sites in business-to-consumer, business-to-business and e-marketplace environments. From measuring the time it takes a page to load, reporting broken links to reproducing the total customer experience Tivoli Web Services ensures a continuous high level of availability and performance. It provides the management framework to conduct e-business in a scalable environment.

Tivoli Web Services will give companies who implement the web management solutions the benefits of :

- The means to increase customer loyalty by always having fast web access and easy navigation to current product information
- Customers being reached more cost efficiently compared to phone calls
- Support costs are dramatically reduced with optimized communication and workflow
- Streamlining and optimizing business processes eliminates duplicate work

The Tivoli Web Services Suite, the first integrated web management solution allows companies to :

- Take web management beyond repeatedly testing and simulating events.
- Save buying more hardware to maintain availability and performance
- To effectively and efficiently managing the web environment.
- Manage business-critical customer facing systems and to protect existing investments.

The result is an e-commerce web site that is maintained with high availability and performance with increased return on investment. Tivoli Web Services will enable companies to

solidify relationships with their customers and suppliers and clearly distinguish their business from the competition.

Tivoli Web Services Manager (TWSM) includes the following features:

Quality of Service Monitor

- Captures end user experience to provide real time performance data
- Provides samples of user performance to identify the total round trip, backend process and page render time

Synthetic Transaction Investigator

- Captures end user experience of entire transactions on demand
- Executes transactions and captures complete transaction time of each component.
- Provides administrative control for scheduling and defining transactions by Adim

Site Investigator

- Ensures your web site is available and has the desired content
- Analyzes web site to identify pages that exceed size limits: broken links. Detects pages that violate content standards: Aids in optimization of web site content

Tivoli Web Services Analyzer (TWSA) includes the following features:

Web Management Reports and Analysis showing

- Pages that do not follow site guidelines
- Quality of Service being provided
- Where the Quality of Service is impacted
- How the user response time is being affected by web site traffic
- What the visitors are doing on the site and where they come from
- The errors the visitors experience on the site
- Data transfer etc.

Tivoli Web Services form a complete set of Web management tools.

Content of Solution

- Tivoli Web Services Manager (TWSM)
- Tivoli Web Services Analyzer(TWSA)

Platforms

Internet Mgt Server & Apps endpoints	
Windows NT	4.0 with sp5 or 6
AIX	4.3.2 & 4.3.3
Solaris	2.6 and 7
Red Hat Linux 6.2	endpoints only
Desktop Client	
Netscape Navigator	4.7 & above
Microsoft Internet Explorer	V5 & above
Synthetic Transaction Investigator Recorder	requires M.S Int exp 5.01 svc pack 1
Databases	
Oracle	Solaris & NT
DB2	X

Price/PN :

Web Management Selling : Euros				
Product for the customer	P/N	QTY	Points	Price Euro
Tivoli Web Services Manager (Tier 1)	5698-TWS	1	600	24,060
Tivoli Web Services Manager (Client-WSI)	5698-TWS	1	500	20,050
Tivoli Web Services Analyser (Tier 1)	5698-TWA	1	200	8,020

Web Management Selling

Service offering: Typical Statement of work

Entry Service Offering

- Software installation of Tivoli Web Services Suite on a single Server.

- Site Discovery Service

- Tivoli Web Services configured and initial customization.

- On site training of Customer administrator throughout the performance of this task, customer administrator will receive basic guidance on the following:

Installation , Configuration & Customisation
Administration Overview

TOTAL 3 days

Advanced Service offering

This service offering is an entry point offering :-

- Site Discovery, Consulting service & Management Objective setting

- Simulation & Testing

- Planning & Production of Management reports.

- Analysis of reports & recommendations

- Training of the customer personnel

TOTAL 10 + days

C - Business Partner Value Proposition

- eBusiness is the highest growth sector in business commerce. Value of the business to business commerce will exceed \$2-3 trillions in EMEA in 2004
- Tivoli Web Services addresses all the areas of web management :
Customer -to- website -to- backend application -to- website -to-customer

- Awareness generated by the e-commerce corporate campaign available 4th quarter 2000 until June 2001
- Possibility to use Start Now when available in with samples applications.

D - Other Information

Where to get more information ?

www.tivoli.com/products/solutions/web/news.html
nigel.page@Tivoli.com

Relevant publications or deliverables

[Http://www.tivoli.com/products/solutions/web/web_documents.html](http://www.tivoli.com/products/solutions/web/web_documents.html)