

# Advanced Web Selling

**Advanced Web Selling**, based on WebSphere Commerce Suite Pro V5.1, gives businesses of all sizes the ability to establish **effective e-commerce sites** in business-to-consumer, business-to-business and e-marketplace environments. From **catalog and storefront creation to payment processing and deep integration with current business systems**, it provides the framework to conduct e-business in a **secure, scalable environment**.

## 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	

### Account Situation / Prerequisites

- The company has made the strategic choice to become an e-business
- 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 Pains**
  - declining revenue
- **Sales exec pains**
  - difficult and expensive to reach customers out of the country
  - difficulty to understand customer needs and to give appropriate answer
  - integration of euro
  - existing static web site but customers now want to buy
- **Marketing exec pains**
  - eroding market share
  - increasing competition, using the web
  - brand image is old-fashioned
  - not enough differentiation with competition
  - need to use relationship marketing to retain customers/increase customer loyalty
- **Customer Service exec pains**
  - declining customer satisfaction
  - need to build customer loyalty
- **Finance exec pains**
  - increasing operating, marketing and sales costs
  - stock of not sold products very expensive

### 10 Questions to create a vision

#### • CEO Questions

- What if you could take full advantage of the power the internet offers ?
- Can your customers find you and your offering on the web when they search ?

#### • Sales exec 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 could improve customer loyalty and retain more customers ?
- What if your customer could quickly choose products he needs according to his criteria ?
- What if your customer could have a personalised view of your products according to his former visits ?

#### • Marketing exec questions

- What if you could increase your market share through new selling channels ?
- What if you could improve your brand image by using a more modern tool ?
- What if you could react quickly to a key competitor who is reaching your customer base via the web ?

#### • Customer Service exec questions

- What if you could improve customer service and customer satisfaction by giving your customers the right information they need ?

#### • Finance exec questions

- What if you could reduce your exploitation costs / your cost of sale ?
- What if you could optimize productivity and improve business processes ?
- what if you could put in place auctions and promotions to reduce inventories ?

# Advanced Web Selling

## B - Typical Solution proposed

### Benefits of Solution

This offering gives businesses of all sizes the ability to establish effective e-commerce sites in B2C and B2B environments. From catalog and storefront creation to payment processing and integration with current business systems, it provides the framework to conduct e-business in a secure, scalable environment.

Some of the benefits for companies that implement e-commerce solutions based on WCS are :

- The possibility to increase customer loyalty when they always experience fast web access to current product info that is easy to navigate, including from mobile devices
- Customer are reached more cost efficiently compared to phone calls or mailings
- Support costs are dramatically reduced with optimized communication and workflow
- Streamlining and optimizing business processes eliminates duplicate work

### Highlights

- Provides an easy-to-install, integrated solution with out-of-the-box functionality
- Offers a total commerce flow that includes purchasing, fulfillment, payment and settlement
- Builds on a reliable, secure, scalable foundation that ensures around-the-clock-availability
- Leverages Java technology to deliver a flexible, portable and easy-to-maintain solution
- Includes Mobile commerce support and easy-to-use tools to empower business users
- Helps you create sites tailored to meet the culturally diverse needs of an international customer base

### Main features

WCS Pro Edition includes all the following features :

- Low entry price
- Java based Commerce Server
- Multi-cultural support (currencies, languages, taxes systems)
- Payment Manager with SET support and CyberCash cassette
- Mobile commerce support
- Websphere Application Server Advanced Edition
- Advanced store development tool
- WCS Accelerator for business users
- Advanced relationship marketing including rules-based personalization
- Auctions (Open Cry, Sealed Bid, Dutch Bid)
- Websphere Commerce Analyzer, Macromedia LikeMinds

WebSphere Commerce Studio, Professional Developer Edition, provides the development tools for WCS Pro :

- WebSphere Studio AE for building e-business applications
- VisualAge for Java EE for Java program development
- Blaze Innovator and Blaze Advizor Builder for creating and changing business rules
- PerfectPhoto and HotMedia for digital images and special effects

### Content of Solution

- Websphere Commerce Suite Pro Edition
- Websphere Commerce Studio, Professional Developer Edition

### Platforms

Windows NT	X
Windows 2000	X
AIX	X
eServer iSeries (AS/400)	X
eServer zSeries (S/390)	X
Sun Solaris	X

### Price/PN :

**Advanced Web Selling : 91,2 K Euros**  
( SW 86 210 Euros + Services 5 000 Euros)

Product for the customer	P/N	QT Y	Poi nts	Price Euro
Websphere Commerce Suite (WCS) PRO Processor 2 YEARS *	D46TNML	1	260	60936
VPO INSTL/SW SUB Websphere Commerce Suite PRO STORE 2 YEARS (only if more than one store is needed)	D472ZML	1	60	11018
WCS PRO V5.1 Documentation Package	BK7K5NA (W 2000) BK7UQNA (AIX)	1	n/a	118
WCS V5.1 PRO Media Pack English	BK6RGNA (NT, 2000, AIX,Solaris)	1	n/a	92

Products for the developer	P/N	Qt y	Poi nts	Price Euro
Websphere Commerce Studio Prof DevEdition 2 years	D47R5ML	1	70	13,771
Websphere Commerce Studio Pro. English DOC	BK61SNA	1	n/a	147
Websphere Com. Studio Pro Edition Media PK	BK7LLNA	1	n/a	128

\*Notes :

1 - Websphere Commerce Suite (WCS) PRO package includes IBM DB2 Universal Database, Websphere Application Server, WebSphere Payment manager and many other middleware components. For further details refer to IBM PLET N°ZP00-0666

2 - The price of WCS is based on the number of processors or node executing all or any part of WCS and on the number of stores. The above P/Ns is for running WCS on a single server with a single processor with a single store.

3 - Prices are based on a 2 years subscription through Passport Advantage VPO contract, Band A.

4 - Please localise documentation and media pack references when available in your country.

5 - Prices are given here only for evaluation, please refer to the official IBM price book for a contract.

## Service offering: Typical Statement of work

### Entry Service Offering

- Software installation of WebSphere Commerce Suite on a single Windows NT server as mentioned above.
- WCS installation and configuration
- Creation of one sample store (InFashion demo) using the StoreServices wizard.
- On site training of Customer administrator (mentioned above) throughout the performance of this task, customer administrator will receive basic guidance on the following:
  - Installation and Configuration
  - Administration Overview
  - Websphere Commerce Suite Database
  - Store Creation via StoreServices wizard
  - Websphere Commerce Suite java framework (controller and task commands)
  - Product Catalogue Creation and administration
  - Commerce Accelerator wizard (Marketing, Merchandising, Order Clerk., CRM tools).

**TOTAL** **5 days**

Estimated at 5 000 euros

The price is to be checked and localised according to the countries.

### Advanced Service offering

This service offering is an entry point offering and may be completed by a real store development :

- consultancy
- planning and design a web site
- web graphics development (banners, logos, buttons, background)
- create web static text
- create a WCS store
- Load product information
- create/load product image
- train the customer personnel

**TOTAL** **11-20 days**

## **C - Business Partner Value Proposition**

- IBM covers the 4 areas of e-commerce :
  - Business-to-business
  - Business- to consumer
  - e-market places
  - Hosted commerce server
- Very good integration of WCS in Websphere family, based on Java technologies so the deployment of a WCS solution is faster and gives cross selling opportunities of other SW
- Very high growth of the e-commerce industry : The business to business commerce will exceed 2,3 trillions of dollars in EMEA in 2004
- Websphere Commerce Suite is ranked best product by Forrester Research and recognised as a market leader:
  - Best of Breed, InternetWeek, April 2001
  - e-Commerce Product of the Year, CODIE Award, March 2001
  - e-Commerce Product of the Year, Datamation, February 2001
  - Supply Chain Innovator 2000 Award, ID Systems, January 2001
  - Best e-commerce Technology of the Year 2000, InfoWorld, January 2001
- Awareness generated by the Business Solutions campaign available June 2001 until 4Q 2001
- Co-marketing tools available to create easily direct mail pieces with the e-design tool (www.comarketing2000.com)

## **D - Other Information**

### Where to get more information ?

<http://www-4.ibm.com/software/webservers/commerce/>

### Relevant publications or deliverables

<http://www-4.ibm.com/software/webservers/commerce/server/s/lit.html>