Simple Web Selling

Simple Web Selling, based on WebSphere Commerce Suite Start, gives businesses of all sizes the ability to establish **effective e-commerce sites** for business-to-consumer and business-to-business interactions. From **catalog and storefront creation** to **payment processing** and **integration with current business systems**, it provides the framework to conduct e-business in a **NT/2000 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	

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
- Recognised need to assess the potential of e-commerce as a way of creating new business as well as evolving traditional business
- Requirement to assess an e-commerce solution in a low cost and timely way as speed to market is important

Customer Pains

- **CEO Pains**
  - Declining revenue and need to exploit new business opportunities

- **Sales exec pains**
  - difficult and expensive to reach customers out of the country
  - integration of Euro
  - existing static web site but customers now want to buy
  - need to find ways of reducing unit cost of sale

- **Marketing exec pains**
  - eroding market share
  - increasing competition, using the web
  - brand image is old-fashioned
  - not enough differentiation with competition
  - relationship marketing would improve customer retention and loyalty

- **Customer Service exec pains**
  - declining customer satisfaction
  - need to improve customer loyalty and satisfaction ratings

- **Finance exec pains**
  - Increasing operating, marketing and sales costs

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 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?

- **Marketing exec questions**
  - What if you could improve your brand image ?
  - 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 ?

- **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 ?

B - Typical Solution proposed

Benefits of Solution

This offering gives businesses of all sizes the ability to establish effective e-commerce sites in business-to-consumer and business-to-business environments. It provides the framework to conduct e-business in a secure, scalable environment. Simple web selling enables businesses the opportunity to develop a basic e-commerce site with whilst minimising cost and risk.

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
- Customer are 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

WebSphere Commerce Suite, the first integrated e-commerce solution (formerly the award-winning IBM Net.Commerce), allows you to :
- take e-commerce beyond buying and selling to effectively and efficiently manage rich content.
- Leverage relationship marketing.
- Streamline your ordering processes.
- And integrate your Web site with your business-critical systems like inventory, order processing and shipping (and your trading partner's) to protect your existing investments.

The end result is an e-commerce site that helps you get to market faster :
- Increases inventory turns.
- Solidifies relationships with your customers and suppliers.

- And clearly distinguishes your business from the competition.

WCS Start Edition for NT is a cost-effective, end-to-end solution that will transform browsers into buyers.
- 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 to create sites tailored to meet the culturally diverse needs of an international customer base.

WCS Start Edition covers more than 80% of the needs of an average online store

WebSphere Commerce Studio are a complete set of Web development tools dedicated to online store development (VisualAge Java Pro Edition, store generator, page designer, applet designer, PerfectPhoto and Hot Media)

Content of Solution
- Websphere Commerce Suite Start Edition
- Websphere Commerce Studio Developer Edition

Platforms

Windows NT	x
Windows 95/98	
Windows 2000	x
AIX	
AS/400	
S/390	
Linux	
HP/UX	
Sun Solaris	
Others :	

Price/PN :

Simple Web Selling (one processor, one merchant): 21 859 Euros (SW: 16 859 Euros + Services: 5 000 Euros)

Product for the customer	P/N	Qty	Points	Price Euros
VPO INSTL/SW SUB WebSphere Commerce Suite START 1 processor, 2 years	D47I7ML	1	60	12 394
VPO INSTL/SW SUB WebSphere Commerce Suite START Store 2 Years (to be ordered only if more than one store is needed)	*D46M7ML*	*1*	*4*	*689*
WCS Start for Windows NT V5.1 English Documentation	BK7HUNA	1	n/a	77
WCS START V5.1 English MEDIA PK	BK7HTNA	1	n/a	92

Products for the developer	P/N	Qty	Points	Price Euros
Websphere Commerce Studio Developer Edition 2 years	D47L3ML	1	6	3 369
Websphere Commerce Studio WIN NT English DOC	BK7HRIE	1	n/a	118
Websphere Commerce Studio Developer Edition Media PK	BK7HQIE	1	n/a	120

Notes :
1 - Websphere Commerce Suite (WCS) START package runs on Windows NT/2000, it includes IBM DB2 Universal Database, Websphere Application Server and many other middleware components. For further details or WCS configurations supporting other platforms, refer to http://www-4.ibm.com/software/webservers/commerce
2 - The price of WCS is based on the number of processors 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 with a subscription for 2 years.
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.

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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 adminstration
 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 merchant
- 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/servers/lit.html