

# IBM Web Self Service Solutions 2001 SIB Script

## **Slide 1: Introduction.**

*You might want to have your area BPSM introduce you to the audience.*

Welcome

Thank you for joining me today to talk about Web Self Service solutions and how you can extend your current Web solution from a simple web publishing site to an interactive Web site that can be integrated with your existing business systems.

With Web Self service we will show you how you can solve business problems like:

- Add efficiency to your business model
- Outperform the competition
- Reduce infrastructure cost
- Communicate directly with customers and suppliers...around the world
- Even develop and deliver new products and services

Web self-service solutions provide the opportunity to maintain and nurture key customer relationships while reducing the cost of retention and administration. With this new set of applications, you have new challenges that are not met by most of the products and tools that are available today.

- You need to build a web application to run on just about any computer, anywhere, anytime.
- You need to build a web application that will scale to respond to user demand
- You need to link your web application into your existing business applications
- and you need to be able to rapidly develop and deploy your application

This is what our IBM WebSphere product family is all about. We are providing you an open foundation and the tools needed for enterprise-strength e-business applications.

## **Slide 2: Agenda 1**

For the next hour, I will take you through...

- What the experts are saying about the growing e-business and Web application server market
- A quick review of the opportunity and benefits of Web Self Service
- Then discuss IBM's solution
- Then get into some real examples
- and how you can get started...

## **Slide 3: What the experts say...**

Giga report "2000 Forecast for the EJB Application Server Market", June 2000.

Giga believes that the Web application server market is evolving to the point that "...the EJB component model and associated J2EE standards come to dominate." In this report they in fact filter out non component-based application servers believing these servers do not indicate the future growth. Thus they offer the statistics as "...a more realistic guide to the future evolution of a market dominated by EJB standard and a better predictor of the future of the fates of vendors in that market.

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IDC report "IDC Application Software Platforms Forecast and Analysis, 2000-2004 (IDC #22400-June 2000)

## **Slide 4: e-business: Changing the shape of business**

Technology is changing everything. It has shaken up the entire business landscape and as the projections in this chart show it will continue to do so.

International Data Corp. (IDC) estimates that the number of Internet users in 2000 will grow 53% (13.3 million people) from the end of 1999.

*Wall Street Journal, March 27, 2000.- new customers*

The Internet doubles in size every 18 months. Content on the Internet doubles in size every 12 months. e-business doubles in size every six months. Bandwidth doubles in size every four months. And, Business-to-Business e-commerce is likely to be five to 10 times greater in the next three to five years.

*The Business Times, March 20, 2000. - new customers*

New Points of Entry to the Internet or new access means.

The wireless opportunity is huge. IDC figures that 98% of the 540 million cell phones sold in 2003 will be able to receive and display data such as stock quotes, driving directions and e-mail. International Data Corp. estimates that by 2004, some 600 million people worldwide will hook up to the Internet via PCs, but 1.4 billion will connect through cell phones. Another 1.4 billion will get on through wired phones.

*Business Week, April 24, 2000 -*

By 2004, \$2.7 trillion worth of business transactions will be conducted annually via the Internet according to Forrester Research.

*Financial Times, March 20, 2000.- new ways of doing business*

A recently released report by Boston Consulting Group and Shop.org, shows how in 1999 online retailing took big steps towards becoming a mass market. There was 120% growth in e-retail revenues for the year amounting to \$33 billion. The report also foresees even greater growth in 2000 when total retail revenues will climb to a hefty \$61 billion.

*E-Marketer.com, April 19, 2000.*

## **Slide 5: WebSphere Vision**

The role partners play in IBM's vision is critical to success. Partners will deliver the applications and services needed to actually develop and implement the e-business solutions customers want.

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WebSphere provides partners with a comprehensive set of middleware tools, value-enabling software, and base Web application server software you need to ensure your success and profitability in this market. As customers, employees, suppliers and distributors are all connected to the business systems and information they need, it becomes clear that e-business is about business transformation.

During our time together, I'd like to share with you some of what we've learned about how companies are successfully transforming themselves into e-businesses. We'll look at the path these companies have taken as they've moved from traditional business to e-business. We'll examine the value of e-business. And, of course, we'll talk about how *Business Partner Name* can help your company make the transition to e-business.

## **Slide 6: e-business Payback**

A study of companies that have delved into e-business shows the basic value proposition is a high return on investment (ROI.)

e-business provides tremendous opportunities for those companies that adopt the technologies which can tie the Internet to their business' marketable value (products or services).

The more a company invests in e-business technology, the higher the payoff. Full integration of company data and business processes provides the greatest return.

The Meta Group did a study on companies return-on-investment in different business processes. Although publishing applications were the most wide-spread, the closer the application came to mission-critical line-of-business applications, the greater the return.

As they examine the relationships they have with employees, customers, suppliers and distributors, successful e-businesses begin to redefine core business processes. We all have lots of processes that make up the way we do business. So we have the question; which processes are best transformed by e-business? IBM contracted the McKenna Group to do research to look at companies in six early adopter industries. They did in-depth interviews to find out which processes were giving them the highest return on investment. And this is what they found out:

Depending on the industry, there are different business processes that are considered most critical and tend to yield the highest ROI in the transition from traditional to e-business. In banking, for example, customer support systems are important, as are efficient payment and billing cycles. In retail distribution, on the other hand, efficiency improvements in customer acquisition, procurement and inventory management systems provide the best return on investment.

But virtually all industries face a set of common challenges. And although the terms may be different from industry to industry, there are really three key processes that are on average yielding the highest ROI on investment in e-business.

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One is customer self service (customer relationship management) -- making sure your customers are happy, giving them what they want, when they want it. Transforming single-transaction customers into lifetime customers.

Another is supply chain management -- working with your suppliers to make sure there's enough of your product to sell. Allowing suppliers to view your internal enterprise resource planning applications -- in order to help them better anticipate your needs. This is about reducing costs while continuing to improve customer satisfaction, because they can get what they want, when they want it.

## **Slide 7: Agenda 2**

The following charts will explain to your audience what Web Self-Service encompasses..

## **Slide 8: What is Web Self Service?**

You can see from the Forrester definition:

Web self service is about customers, employee's, business partners and suppliers obtaining information, make decisions and take action without human contact instantly. Web Self Service solutions allow a business to deliver everything from account information to goods and services immediately, via the web. By providing customers with real time answers and information, Web self service solutions help free up business resources to function more efficiently.

Through 2001, self service applications will continue to be the dominate application form on the Internet, and will drive market growth of low to moderately complex tools and applications for more then 80% of the projects (0.7 probability). *Gartner group.*

Web to Legacy integration market will expand at 75% from \$1.6B in 1997 to \$14.7B in 2002. *Information Week.*

One in three companies will let customers access legacy apps and data over the Internet this year. *Information Week.*

According to *IDC* this will also drive the Application Server and Java tools markets as well.

## **Slide 9: What do you expect from your Web site?**

So how does your company become an e-business? How can becoming an e-business help you maximize the value of your information technology investment? How can it help you reduce your costs and grow your revenue?

Based on the experience of the companies IBM has worked with, we recommend you consider four important areas or stages. We think of these four stages collectively as the e-business cycle.

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But there isn't a set order or hierarchy here. Successful e-businesses have started this cycle at different points and you can too.

Let's start with the Transform stage. Companies that succeed at e-business use the possibilities of the Web, intranets and extranets to transform core business processes. They fundamentally change the way they do business. These companies tend to (1) be very open to changing core processes and (2) have a vision of how such a transformation will improve their business.

Another stage in the cycle is that of building new applications. Companies that succeed at e-business build applications quickly and easily. And they do so without reinventing the wheel; they build on the systems and applications they already have in place.

The third stage or area in the cycle addresses running a scaleable, available, and safe systems environment. Successful e-businesses establish a hardware infrastructure that can grow easily with the business. They also understand how to manage a network computing environment and how to keep it secure.

Finally, successful e-businesses take a strategic approach to leveraging their knowledge and information over time. They capitalize on the information and experience they already have and quickly apply new intelligence as it becomes available. Organizational knowledge is shared and everyone is the wiser.

Our goal is to help you move through this cycle -- to maximize the business value of your information technology as your company becomes an e-business.

## **Slide 10: What if you could Transform**

For several years, corporate and enterprise web sites have been evolving from static HTML pages into interactive sites. At first, web sites were used for advertising and marketing purposes; now they are important components for the enterprise.

Companies want to take advantage of the unique characteristics and capabilities of the web to deepen their relationships with customers, suppliers, and partners. They want web sites that reach out to customers on a global basis, engage in interactive dialogue, and build communities of interest. They also want to use their web sites to learn more about their customers.

The web is about relationships: it lets a company customize information, products, and services for each customer - whether that customer is a business or a consumer. Integrating web-delivered content with a web-managed customer effectively acquires and retains customers. Most importantly, it builds relationships with customers, which is a reliable foundation for commerce.

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## **Slide 11: What are the drivers?**

Now, let's look at the path from traditional business to e-business. How do companies typically integrate the Web, intranets and extranets into their businesses? Well, we've found there's a progression companies follow as they become an e-business. Generally, they begin by publishing information. They create a public Web site, for example, or set up an intranet for employees. They may even create an extranet site for business partners.

As useful as publishing is, though, it's still one-way communication. Real business value comes into play when companies lay the groundwork for two-way communication -- when they integrate their Web, extranet or intranet systems with existing business systems, creating new opportunities for customers, employees, suppliers and distributors to interact with them any time, from anywhere. When you do this, you streamline communication. Rather than working through intermediaries, your key constituencies are able to get the information they need directly and transact business with you electronically.

Finally, as employees, suppliers, distributors and customers gain greater access to data and are able to interact directly with core business systems, companies discover new possibilities for using their resources. In fact, the data they produce as a result of more direct interaction with their key constituencies becomes a resource itself. They can then leverage institutional knowledge and experience to fundamentally change the way they conduct business. This is the true power of e-business. Paradoxically, change in the technology-related aspects of a business can ultimately lead to change in core business processes -- aspects of a business that may have nothing to do with technology at all.

## **Slide 12: What is an Interactive and Self-Service Web Site?**

Save Time and Money

Here is a quick example of how a phone based solution can cost \$5.00

- And be reduced to 50 cents if handled over the web.
- And they are both integrated into your customers existing systems
- And you do not have to start over.

What will your return on investment be?

Forrester says, a typical web based call-center application can reduce your labor cost by 43%.

## **Slide 13: Extending Web Self-Service to your user community**

In the networked world, work can move along many lines of communication, across boundaries and hierarchies. So when you use Internet technologies to transform your business processes, you're also changing your relationships -- with customers, with employees, and with suppliers or distributors.

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## Customers--

e-business lets you move from mass marketing to mass personalization, creating a customized experience targeted to individual customers. e-business can help you develop customer relationships that yield a lifetime of repeat business. At the same time, e-business allows you to move transaction processing functions right onto the customer's desk, resulting in systems that lower costs, shorten cycle times and enhance customer loyalty.

## Employees--

e-business helps you make every employee as smart as the smartest person in your company. It helps you ensure employees have the information they need when they need it. It helps you maximize communication among co-workers and makes a world of information available to your organization.

## Suppliers/Distributors--

e-business strengthens partnerships throughout your supply chain and helps you interact with suppliers in ways that weren't possible just a few years ago. You can allow suppliers to work more closely with your business by extending systems out over the Internet and creating applications that streamline the supply chain, saving time and money.

## **Slide 14: Agenda 3**

IBM Web Self-service examples.

## **Slide 15: e-business: Customers**

Customer/supplier self-service allows suppliers and customers (both internal and external) to perform the tasks listed.

When customers perform these themselves, businesses experience a reduction in call center costs, retain more customers, and report higher customer satisfaction.

Customer/supplier self-service lowers response times, is always available, and increases brand differentiation.

## **Slide 16: e-business: Employees**

A prime target for self-service is the area of human resources. IBM self-service solutions reduce the number of inquiries that require individual attention. They also significantly reduce associated paper work while increasing data entry accuracy.

Intranet-enabled self-service applications benefit employees. They offer built-in security, improved service levels, better communications, and higher satisfaction and motivation.

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Human resources professionals can then concentrate on more strategic issues, like employee recruitment and retention.

## **Slide 17: e-business: Suppliers**

Partnering with suppliers and other business partners is a concept made real with self service oriented solutions.

Give partners the information they need, while informing them about new products and services.

Continue to deliver value on your site and you'll have a community of partners who truly care about your success.

## **Slide 18: Progression of Pains**

There are many ways to begin a Web Enabled Self Service Project.

What's critical is to identify a reasonable scope for the project and focus on determining and delivering the critical success factors.

## **Slide 19: Agenda 4**

How to start and what integrated products from IBM are there to make your Web Self-Service successful.

## **Slide 20: Start Simple...Grow Fast**

This is a sample step-by-step flow from a simple web application to a full enterprise solution.

## **Slide 21: Build the Web Infrastructure**

The programming methodology is key to success.

IBM's WebSphere for e-business is focused on an NTier "clients to services" model that allows robust applications to be created in a componentized manner so that presentation logic is separate from business logic.

This system allows for maximum flexibility.

## **Slide 22: What are Web Application Servers?**

Application servers are the new enterprise application platform and are often transactional in nature.



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They support mission-critical data integrity. Built-in security mechanisms, robust messaging systems, high availability, sophisticated deployment managers, and resource pooling are advanced features of leading application servers.

Higher-end application servers offer the same functions as transaction monitors. Although they do not house databases themselves, they interact with databases, often treating them as resource managers. Many have database connection pooling capabilities for higher performance and scalability. Some servers have built-in messaging systems for asynchronous information delivery between components.

The term application server refers to a combination of web server technologies in a component deployment environment. The applications may be Enterprise JavaBeans (EJB), Common Object Request Broker Architecture (CORBA) object servers, Component Object Model (COM) components, or other proprietary architectures. Technologies for servlets, server-side transactions, and server-side scripting, such as JavaServer Pages or Active Server Pages, may also be found within these environments.

**Slide 23: What are the new Offerings?**

**Slide 24: WebSphere Software Platform for e-business**

**Slide 25: WebSphere Software Platform for e-business**

**Slide 26: WebSphere Foundation - WebSphere Application Servers**

WebSphere Foundation

The latest version of WebSphere Application Servers feature expanded platform support and improved usability.

WebSphere Application Server used for everything from dynamic, personalized Web sites to sophisticated e-commerce solutions. Let you run, build and manage e-business applications, including supporting:

- Web self-service
- Customer relationship management
- Supply chain management
- e-commerce, subscription services
- Business-to-business communications

Benefits include:

- Multiple product entry points for a broad range of situations and investments
- Protects existing and new IT investments
- Builds upon open standards
- Leverages and revitalizes existing data and applications
- Lowers overall cost of software ownership

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- Builds scalability, security, reliability into e-business applications

## **Slide 26: WebSphere Foundation - MQSeries Family with WebSphere Software Platform**

The MQSeries family provides integration throughout the WebSphere software platform. This family is a modular set of offerings with a common look and feel. They offer messaging tools for management, monitoring and process automation.

Benefits include:

- - Multiple product entry points for a broad range of situations and investments
- - Protects existing and new IT investments
- - Builds upon open standards
- - Leverages and revitalizes existing data and applications
- - Lowers overall cost of software ownership
- - Builds scalability, security, reliability into e-business applications

The unique advantage of MQSeries is that the content of the message is accurately describing the interface to a business event, activity or process. This means that MQ family messages may be created, modified or acted upon at an unbelievable breadth of capability by other applications.

MQSeries -- the most widely used message queuing product -- enables and simplifies business integration. Used with WebSphere Application Server to deliver integrated core business processes to the Web.

## **Slide 27: WebSphere Foundation Extensions - Development**

The newest addition to the family is the Web Page Builder. It's a Web authoring and design software to create Web pages without any HTML knowledge or programming skill

In general, WebSphere and visualage tools are tailored to different roles and skills of development team and designed to leverage existing skills.

The end-to-end roles-based development framework creates a complete, integrated e-business platform, including Personalization, mobile Internet and speech.

WebSphere and Visualage tool get you to market faster by enabling you to build, test and deploy e-business applications quickly and easily

It provides ready-to-use templates to build and publish a Web site in one package

## **Slide 28: WebSphere Foundation Extensions - Presentation**

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Web site services offer an immediate return on investment with increased Web site traffic; improved service with customized, personalized Web pages; and reduced administrative costs by easing system complexity and managing dynamic user requests.

## **Slide 29: WebSphere Foundation Extensions - Deployment**

WebSphere deployment services deliver world-class platform management capabilities, ensuring e-businesses the capabilities to deliver e-business applications with 100% availability, scalability and performance.

Deployment includes:

Edge Server replaces WebSphere Performance Pac. It provides ultra-fast response times and high availability of Web applications.

Tivoli-ready modules for system management and Tivoli SecureWay security.

Even though we already discussed them, we include MQSeries Integrator and WorkFlow in this list because they functionally they perform services related to ensuring peak performance delivery of information -- MQSeries Integrator by linking, integrating and automating IT infrastructures quickly and easily. MQSeries Workflow by designing and automating business process flows using business skills.

## **Slide 30: WebSphere Application Accelerators**

The application foundation services:

- Enable you to easily customize e-business solutions to achieve your specific business goals
- Position you to take advantage of emerging technology for competitive advantage in your industry
- Provide you ready access to leading off-the-shelf software and service provider solutions

## **Slide 31: WebSphere Partner Applications**

The WebSphere software platform is becoming a magnet for partner applications and services from some of the largest, most influential partners in the e-business industry.

This large pool of partner solutions means you can be fast to market with robust, integrated, scalable e-business solutions based on WebSphere -- all from trusted vendors and service providers.

## **Slide 32: WebSphere Foundation Helps you Deliver Core Business to the Web**

When you deliver your business to the Web, you dramatically improve the effectiveness and return that you get from employees, suppliers and customers.

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Before you do that you need be aware of your backend or any other existing systems in order to leverage those. You also need a forward-looking view that embraces these standards and technologies in a way that keeps you completely flexible.

This foundation will help you deliver business value quickly and yet positions you for long term e-business success.

## Slide 33: Agenda 4

## Slide 34: WebSphere Software Platform Market Acceptance

These are just a few of the statistics that indicate the market acceptance of the WebSphere software platform. It's growing quickly year to year and being used by widely in a variety of industries around the world. Both large established businesses and emerging new Internet companies are finding that the WebSphere Software platform is helping them meet their goals.

### Customer References 2000

#### Enterprise Resource Planning

##### IBM (Computer Services, NA)

**Publication Number G325-1831\***

IBM and e-business: Preaching what it Practices. This in-depth case study takes the reader from the roots of IBM's e-business transformation, in the early 1990's, to the emergence of its transformation framework, to IBM as an e-business, to today's corporate culture, to the Road Ahead. Learn how IBM transformed, integrated and Web-enabled its core business processes to increase revenue and profits, reduce costs and enhance customer satisfaction and loyalty.

[\*G325-1831-00 available through Puborder after 12/28/00]

- e-commerce: \$14.6B in revenue through 3Q2000 vs. \$9.9B for same period in 1999
- e-procurement: \$27.7B in goods and services procured through 3Q2000 (vs. \$13B for all of 1999), generating \$246.6M in cost savings
- e-care for Business Partners: 20,000 partners used Global PartnerInfo and purchased \$9.3B on the Web in first nine months of 2000
- e-care for customers: ibm.com handled 66M self-service transactions, providing IBM with more than \$1.4B in cost avoidance and productivity gains, in first nine months of 2000
- Knowledge Management: ICM/AssetWeb has produced more than \$27M in productivity improvements, increasing Global Services win rates by as much as 90% and improving cycle times by up to 60 percent
- e-learning: 36% of all employee training was through distributed learning, producing a cost avoidance of \$312M in first nine months of 2000
- revenue generated by "TeleWeb" specialists cost 40% less to produce than traditional reps

#### **B2B solution**

##### Lands' End (Retail, NA)

**Publication Number G325-1824\***

Lands' End, with sales of \$1.3 billion for its line of apparel, luggage and home products, found that its leadership in the B2C e-business arena pointed to an enormous opportunity on the B2B side. Adopting a two-pronged approach to address the unique needs of its two key audiences--GSB/GMB customers and large customers--Lands'End engaged IBM Global

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Services to develop its B2B e-business solutions. Powered by WebSphere Commerce Suite, DB2 Universal Database, MQSeries, RS/6000 and S/390, IBM Global Services developed a Corporate Sales Solution site for Lands' End GSB/GMB customers and a series of customized extranet sites known as "Online Custom Stores" for large customers. [G325-1824-00 available through Puborder after 12/19/00]

For Lands' End:

- long-term revenue growth

For business customers:

- enhanced shopping experience
- cost savings

## B2B solutions

**1 DWL (Computer Services, NA)**

**Publication Number G325-1825\***

DWL of Toronto, an IBM Business Partner, builds e-business applications for large insurance companies and consumer goods retailers. Needing an application server for the large, EJB-based applications the company develops as its main line of business, DWL recently chose IBM WebSphere Application Server. Since making this decision, revenues have soared. Indigo Books, one of DWL's newest customers, asked DWL to build its new e-commerce Web site using several components of the WebSphere software platform for e-business, including WebSphere Application Server, Advanced Edition, WebSphere Commerce Suite, Start Edition and DB2 Universal Database for AIX. The site took three months to complete and by the holiday season will be handling 50,000 to 100,000 hits per day. [G325-1825-00 available through Puborder after 12/22/00]

- 300% revenue growth in past year
- 250% revenue increase anticipated next year
- 75% savings in development time
- new business opportunities in targeted tier-one sector
- 

**esävio (Computer Services, NA)**

**Publication Number G325-6699\***

esävio, based in Berwyn, Pennsylvania, is a 350-employee provider of integrated services to e-businesses. Recently, esävio sought a partner that could provide a robust software infrastructure for its e-business solutions. The company needed products that would allow it to tackle a large variety of problems--products that were configurable, customizable, affordable and easy to implement. According to Joe Dimauro, IT manager, esävio, IBM met all of those criteria with its WebSphere software platform for e-business. Since becoming an IBM Business Partner, one of esävio's customers, Universal Payment Processing (UPP) had asked esävio to design a virtual terminal to handle credit card, debit card and check transactions. Using WebSphere Application Server and DB2 Universal Database, UPP's virtual terminal emulates the type of computer built into most cash registers and services more than 60,000 small and medium-sized merchants around the country. [G325-6699-00 available through Puborder after 12/18/00]

For esävio:

- 50% to 67% reduction in time to market

For customers:

- expanded market reach
- ability to implement new customer solutions in only five months

**Hitplay Media (Media and Entertainment, NA)**

**Publication Number G325-1826-00**

Hitplay Media of Los Angeles, creates revenue generating solutions by enabling users of its proprietary Cupid Targeted Technology to match their streaming video offerings with

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dynamically targeted five-to-ten-second digital video ads. Hitplay needed a robust technology platform from start-up and chose WebSphere Application Server, Advanced Edition, DB2 Universal Database for AIX and VisualAge for Java. After only four months in development, Hitplay experienced rapid growth and had the technology infrastructure to support it. Users of Cupid technology are placing millions of requests per month for streaming video ads and Hitplay is on track to becoming a leader in this \$200 million market.

- 1,000% growth in number of video deliveries in 4 months
- anticipated 5 million ad-supported videos by year end

## **MCBA (Computer Services, NA)**

**Publication Number G325-1827\***

MCBA, a veteran e-business solutions provider, has teamed with start-up eForay to create Hvacindustry.com, the world's first e-marketplace for the heating, ventilation and air-conditioning (HVAC) industry. Built with WebSphere Commerce Suite, Net.Data, DB2 Universal Database for AIX, IBM HTTP Server powered by Apache, RS/6000 and Netfinity, the e-marketplace is one of the first major applications to showcase the auction capabilities of WebSphere Commerce Suite. MCBA also used WebSphere Commerce Suite to develop other commerce and community-building features for Hvacindustry.com. Other solution types: SCM [**G325-1827-00 available through Puborder after 12/18/00**]

- More than 1 million visitors in the two months following Web site launch
- 281 registered members representing a wide range of HVAC businesses order to lower costs and provide better service. After exploring the alternatives, PBD implemented an e-business solution based on WebSphere Commerce Suite, DB2 Universal Database, MQSeries and AS/400.

## **PBD (Media & Entertainment, NA)**

**Publication Number G325-1813-00**

**PBD Worldwide Fulfillment Services, a 150-employee company based in Alpharetta, Georgia, offers warehousing, fulfillment and distribution services to a variety of commercial businesses, publishers and professional associations. PBD wanted to enhance its e-business link with its customers in order to lower costs and provide better service. After exploring the alternatives, PBD implemented an e-business solution based on WebSphere Commerce Suite, DB2 Universal Database, MQSeries and AS/400.**

- 100% ROI expected in one year
- 70,000 orders processed since launch
- order processing cost savings of 25% per order
- one-third reduction in development cycle

## **Saab Cars U.S. (Automotive, NA)**

**Publication Number G325-4067\***

Saab Cars U.S., faced with the challenge of enhancing the communication between its corporate headquarters, 225 dealerships and 20 service centers, turned to IBM to develop its Intranet Retailer Information System (IRIS). IBM Global Services leveraged an existing legacy AS/400, S/390 and Lotus Notes server by adding Lotus Domino and DB2 Universal Database to the configuration. IBM Business Partner Jacada, based in Atlanta, developed the Java based interface. By allowing interoperable, realtime access to back-end information, Saab Cars US is achieving significant business benefits. Other solution types: CRM, ERP [**G325-4067-01 available through Puborder after 12/18/00**]

- 100% ROI within 2 years
- 25% increase in dealer productivity
- 40% reduction in customer inquiry response time
- 80% reduction in calls from dealers to Saab U.S. HQ

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- 15-20 man-years saved by avoiding legacy re-coding
- increased customer satisfaction

## **Slide 35: WebSphere Software Platform for Business Interactive Corporation**

WebSphere Software Platform - Business Interactive Corporation

See e-business Solutions brochure G325-6698-00 --  
order at <http://www.ibm.com/shop/publications/order>  
or download at <http://www.software.ibm.com/websphere/>, click on Case Studies

Business Interactive Corporation created a business to consumer (B2C) subscription management service called Subscription.com to bring subscribers and subscription providers together while providing publishers and service providers exposure to a broader range of more affluent, Web-based subscribers.

This would reduce the publisher's cost of subscription management by 20 percent.

BI developed a high-performance front-end application for subscribers to interact with over the Web and the Web application to access the back-end databases of companies offering subscriptions.

## **Slide 36: WebSphere Software Platform for iDC**

WebSphere Software Platform - iDC

See e-business Solutions brochure G325--00 --  
order at <http://www.ibm.com/shop/publications/order>  
or download at <http://www.software.ibm.com/websphere/>, click on Case Studies

iDC is a Chicago-based application service provider now provides local governments and non-profits its core product, DILOG (Distributed and Integrated Local Government), a suite of 17 applications, on the Web. IBM Business Partner Prolifics provided a software product IBM HTTP Prolifics Panther. Now the Web-enabled DILOG Financial Accounting provides the financial staff members in local governments and non-profits secure access to fast, stable accounting software. iDC provides comprehensive e-government service on its government-to-citizen (G2C) and government-to-business (G2B) Web site, 4gov.com.

## **Slide 37: WebSphere Software Platform for Degussa-Huls AG**

WebSphere Software Platform - Degussa-Huls AG

See e-business Solutions brochure G325-1808-00 --  
order at <http://www.ibm.com/shop/publications/order>

# IBM Web Self Service Solutions 2001 SIB Script

or download at <http://www.software.ibm.com/websphere/>, click on Case Studies

Degussa-Huls AG is a German-based chemical manufacturer with offices located on five continents. To increase customer satisfaction, decrease support costs and satisfy corporate e-business initiative, the US subsidiary Web-enabled its B2B order entry and fulfillment systems helps automate these processes for both the company and its customers

## **Slide 38: Why Choose IBM and WebSphere Software Platform?**

If you're going to succeed in today's market, you have to be careful when you choose software partners. You want to choose a partner that you can be confident won't let you fail and yet has the vision of what's to come and the practical experience to let you innovate and take risks in your marketplace. We've build a platform on proven products and designed it to keep taking advantage of the latest technologies as they emerge.

It's a get it done -- get it done now platform. It includes the tools to develop and quicky deploy. It has the foresight for strategic growth. All the basics are covered. Everything works, everything connects and everything scales.

So go do what you have to do -- without fear of failure.

## **Slide 39: Agenda 5**

## **Slide 40: Four Steps to Integrate and Transform Your Business**

Through our experience we've seen our customers identify 4 priorities as they build e-business strategies. Although they do not necessarily fall in this order and not every company will have all four of the priorities.

Business partners play a critical role in helping customers develop their e-business strategies, implement them, and roll them out into production systems.

To help companies transform into e-businesses, IBM provides a flexible road map with the Application Framework for e-business. At the heart of the Framework is the WebSphere software platform to assist you in developing solutions that will allow your customers to successfully exploit the Web.

## **Slide 41: Getting Started with the IBM Solution**

Note to Speaker:

Add your call to action here...

*End with an offer:*



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*Start Now (<http://www.ibm.com/software/startnow/> or  
IBM WebSphere Software Platform Executive Assessment for Self Service  
(<http://www.ibm.com/software/websphere/partner/>)  
or develop your own offering*

## **Slide 42: Useful Internet Sites**

Note to Speaker:

Add your Internet URL here.