

InfinityQS projects quality image with WebSphere Commerce Suite 5.1.

Overview

■ **Application**

B2B store selling statistical quality control software packages to manufacturers

■ **Business Benefits**

30% increase in sales leads in past year; 15% increase in sales; savings of \$100 per sale over conventional sales channels; ability to capture potential new markets in Latin America

■ **Software**

IBM WebSphere® Commerce Suite, Pro Edition, Version 5.1; IBM WebSphere Application Server, Advanced Edition, Version 3.5, IBM DB2® Universal Database™; Lotus® Domino™ R5; Lotus Notes®

■ **Servers**

IBM Netfinity®

■ **Business Partner**

Shared Vision Group



With its new online store and CRM solution based on IBM WebSphere Commerce Suite, Version 5.1, InfinityQS has a professional-looking Web site that it can bring to trade shows and use to generate direct sales and leads.

People around the world may have different tastes in food, fashion and automobiles, but in today's competitive global economy, the concept of quality doesn't vary at all. In any industry, a company making shoddy products is doomed to be buried quickly as a competitor with higher standards arises to take its place. Factories may be putting out an endless variety of products to satisfy global markets, but they're all marching to the tune of quality control.

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—B. K. Im, CFO, InfinityQS International

e-business—accelerating the pace of business and the pace of change

Focusing on quality comes naturally to InfinityQS International, a Manassas, Virginia-based provider of statistical process control software packages for food, medical supply and industrial equipment manufacturers. With nationally and internationally known customers such as Caterpillar, Honeywell and Quaker Oats relying on its predictive tools to help them minimize errors, InfinityQS knew the importance of providing quality products and quality customer service.



InfinityQS worked with IBM Business Partner Shared Vision Group to create the content-management platform for the Web site, which is based on Lotus Domino, and the online catalog, which is driven by WebSphere Commerce Suite.

Ironically, the company's own Web site was no longer the quality representative as it had been when first launched. While aesthetically appealing, the homegrown site was static and lacked the e-commerce functionality and product content that can help generate business.

Says InfinityQS CFO B. K. Im, "We wanted to demonstrate through the quality of our Web site that we are a dynamic force in the marketplace. We also needed to use the efficiency of e-business to sell our products, generate and track leads and provide strong, effective support for our customers."

Wanting to help its IT staff who are focused on developing Web-based software for its customers, InfinityQS sought assistance from a Web integrator with e-commerce experience. The company responded to an IBM e-business mailing, and IBM referred its Business Partner Shared Vision Group, an e-commerce solutions provider with offices in San Francisco, New York, Washington D.C. and Research Triangle Park, North Carolina.

"Using WebSphere Commerce Suite e-mail, InfinityQS is able to maintain flexible pricing and close, personal contact with its customers."

—Michael Von Bodungen, CTO, Shared Vision Group

Shared Vision Group recommended a twin solution: Lotus Domino, to supply the site with content, FAQs, lead generation and workflow and technical support; and IBM WebSphere Commerce Suite to manage the online sales of InfinityQS software. Recently, Shared Vision Group upgraded the site to WebSphere Commerce Suite, Version 5.1.

With its new Web site, InfinityQS has an efficient means of handling the majority of its leads, which have grown by 30 percent in the past year, resulting in 15 percent higher sales. Sales from the online store have been increasingly steadily each month, and Internet sales save the company \$100 per sale compared to conventional selling channels. Says Im, "Thanks to WebSphere Commerce Suite and Shared Vision Group, our site now demonstrates quality through its professional appearance and robust functionality. That's the most important result for a quality control company like ours."

Getting close to the customer

With WebSphere Commerce Suite and Lotus Domino, Shared Vision Group created a comprehensive e-business solution that InfinityQS's customers can use to buy the products they want and get the information they need. Customers can browse the catalog, read product literature, view pricing, order software packages and obtain technical support through a technical forum, a help request feature, a searchable knowledge base and FAQs.

IBM WebSphere Commerce Suite, Version 5.1, powers the online store, using IBM WebSphere Application Server, Version 3.5, to run the Java™ servlets and Enterprise JavaBeans™ (EJB™) that retrieve product and pricing data from IBM DB2 Universal Database, Version 7.1. IBM HTTP server is the Web server, and all of the components run on an IBM Netfinity server.

Using the Java e-mail application program interface (API) of WebSphere Commerce Suite 5.1, InfinityQS notifies the customer when an order has been received and simultaneously notifies its order-fulfillment department to ship and bill.

InfinityQS's price quote feature also makes use of this e-mail functionality. Customers can request a quote by filling out a brief online form. Shared Vision Group wrote Java controller commands to match the quote request with business rules for allowable discounts, store the information in DB2 and notify the fulfillment department that the customer wants a quote. An employee verifies the information in the DB2 record and notifies the customer by e-mail.

"The e-mail feature of WebSphere Commerce Suite was one of the product's most attractive calling cards for InfinityQS," says Michael von Bodungen, CTO of Shared Vision Group. "Using WebSphere Commerce Suite e-mail, InfinityQS is able to maintain flexible pricing and close, personal contact with its customers."

Out-of-the-box functionality

Taking advantage of new multi-language support in WebSphere Commerce Suite Version 5.1, Shared Vision Group is now developing a Spanish language site for InfinityQS, which it hopes will further boost sales by meeting the demand for quality control in the Latin American market. Says von Bodungen, "The multi-language capability of WebSphere Commerce Suite is enabling us to globalize the online business without having to code anything manually."

When prices change or products need to be added, InfinityQS can update the catalog easily with IBM WebSphere Commerce Suite Accelerator, one of the new components of WebSphere Commerce Suite, Version 5.1. "We were very pleased to see how easy it is to make catalog updates with Version 5.1," says Im.

These and other functions of the InfinityQS online store are powered by EJBs that ship with WebSphere Commerce Suite. "We were able to put the site together with EJBs right out of the box," says von Bodungen. And the Java servlets enable the new site to load much faster than the previous site's pages, making the Web site perfect for a presentation at trade shows or at any other venue where company representatives demonstrate and discuss the InfinityQS view of quality control. "We're not only saving costs and making more money with our new site," says Im, "we're also creating interest in the company and giving people an incentive to do business with InfinityQS."

For more information

Please contact your IBM marketing representative or IBM Business Partner.

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For more information about InfinityQS and Shared Vision Group, visit:

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Somers, New York 10589
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