

Fast. Flexible. Fearless.
B-to-C e-commerce solutions
you can bet the store on.



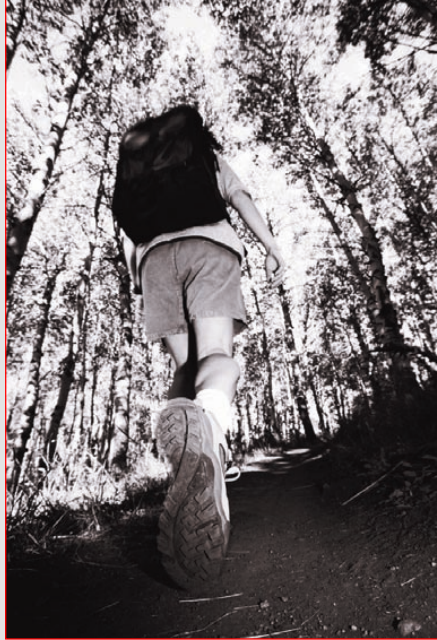


What differentiates a straggler from a frontrunner? Speed. Agility. A solid strategy. Unwavering confidence. To succeed in business-to-consumer (B-to-C) e-commerce, you must leverage these key attributes to not only meet customer demand but to exceed customer expectation. By developing a customer-centric approach to e-commerce—anticipating needs, not just reacting to them—you'll forge new relationships and grow existing ones. Relationships that will help generate new revenue and increase your profit margins.

Deliver a meaningful customer experience

According to AMR Research, Internet retail sales are projected to reach \$100 billion by 2003, up from \$29 billion over the last four quarters.¹ Taking advantage of this opportunity means delivering an exceptional, meaningful shopping experience wherever—and whenever—your customers choose to interact with you. Winning e-commerce is more than executing a simple transaction; it's delivering customer value *beyond* the transaction.

From mobile phones and desktops, through kiosks, catalogs and your toll-free telephone number, your ability to provide a consistent, responsive customer experience will help ensure your future growth. A recent Jupiter Research study predicted that in 2005, U.S. online consumers will spend in excess of \$632 billion in brick-and-mortar channels as a direct result of online research.² By employing such a multichannel retail approach, you can reduce your distribution costs. And a National Retail Federation study conducted by J.C. Williams Group found that, "Multichannel retailers who can effectively harness the power of cross-channel integration have the opportunity to develop a significant competitive advantage over those who treat their channels as separate silos."³



iGo feels the need for speed

You've been sent out on a critical field assignment. You reach your destination. You unpack your laptop and discover your battery is dead. You didn't pack a spare. It would have taken only a few minutes to order one from *iGo.com*, the largest supplier of batteries and accessories for laptops, mobile phones and personal digital assistants (PDAs) in the U.S.

Determined to continually improve customer service, iGo and IBM Business Partner Web Emporium redesigned and relaunched the iGo Web site with a feature-packed IBM WebSphere® Commerce Suite solution. Now, iGo customers can search through more than 8,500 catalog items—fast—enabling them to locate and order exactly the products they need.

Accelerated search performance has resulted in a greater than 100 percent increase in monthly Web sales and a 15 percent uplift in monthly site visitors. Robust business intelligence tools let iGo analyze customer behavior, including shopping patterns, so marketing teams can create effective promotional strategies. And product teams can better manage inventories.

The solution is also paying big dividends by generating qualified corporate account leads, which are instantly directed through e-mail, to an iGo account executive. "iGo is growing very quickly, and it's for that reason we chose WebSphere Commerce Suite," says Ken Hawk, iGo CEO and founder. "It's delivered an unparalleled e-business solution."

In the Internet space, delivering a worthwhile customer experience translates into building a solid foundation for your Web site.

- Make Web site navigation easy, intuitive and fast — including advanced product or service search functionality — so customers can quickly find the information they need to make intelligent purchasing decisions.
- Offer realtime inventory status and pricing information, allowing customers to make decisions based on accurate product availability.
- Enable customers to obtain immediate responses to their inquiries through Web self-service by accessing in-depth content and frequently asked questions and answers, or by interacting with your staff through e-mail and chat capabilities — giving that personal experience to each customer.

- Create an end-to-end shopping flow that accommodates speedy checkout, from the actual point of purchase to fulfillment (including online order tracking), payment and settlement.

Whether your business model already includes a storefront or you're a rising dot-com, you need an e-commerce solution that helps you get to market faster. Speeds your return on investment by increasing sales. And lets you reduce expenses each day by streamlining processes and improving staff productivity.



The right tools in the right hands

Traditionally, it's been necessary for your IT staff to respond to last-minute requests for special offers and promotional campaigns from your line-of-business managers. With great ideas and insights about responding to trends and buyer behavior patterns, marketing managers best understand how applications should work, but not necessarily how to make them work. They instead rely on programmers and developers with technical skills for application design, development and maintenance.

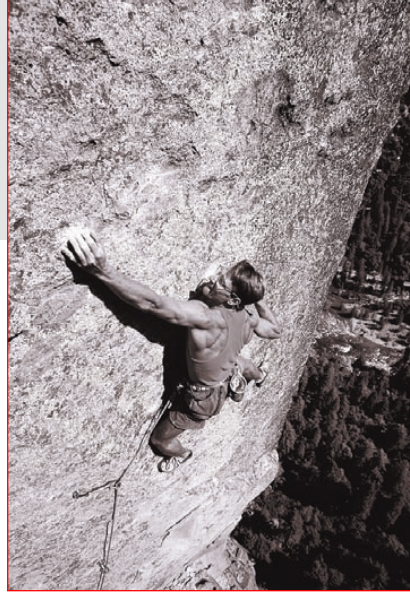
With sophisticated business intelligence techniques and tools designed specifically for business users, you'll put managing your brand back into the hands of marketers and merchandisers. Your IT staff will have more time to spend focusing on integrating your existing systems, increasing system performance, and developing and deploying new e-business applications that will ensure your long-term competitive advantage.

It's personal

As the Internet evolves at an unprecedented and frenzied pace, knowing your customers can make the difference between making a sale—and losing it to a competitor. Create customer loyalty and satisfaction at every turn and you'll gain not only mindshare but *walletshare*. How do you do it? By leveraging the wealth of customer data you've already collected through traditional channels as well as the customer demographics, interests and purchasing histories you've captured on your site.

Enable merchandise managers to optimize sales and gross margins by analyzing—and understanding—buyer behavior and preferences. With this knowledge, merchandisers turn customer information into competitive assets by offering the right products to the right customers at the right time. Up-sell. Cross-sell. Substitute SKUs. Move close-outs and excess inventory. By analyzing the success of marketing promotions across different channels, you can forecast your inventory requirements, shift your product mix, collaborate with your suppliers to order just what you need and reduce your inventory carrying costs.





With insights into customer preferences and buying patterns, marketing managers can design personalized targeted campaigns and promotions across media to strengthen and protect your brand equity. Print. Broadcast. Web banner ads. Measuring their collective success, marketers can further refine their tactics to drive top line revenue, trigger repeat business and create customer loyalty.

Customer service representatives (CSRs) can also take advantage of the customer information mined from your sales channels to up-sell and cross-sell products. With a 360-degree view of customers, CSRs can support and manage those customer relationships more effectively—and more proactively. Infused into the sales process, CSRs become vital contributors to your sales volume.

Go global

The Web knows no boundaries. To meet customers wherever they reside, your site will need multicultural functionality to support unique geographic requirements. Make sure your e-commerce solution has the tools you need to:

- Translate into the customer's preferred language
- Adjust your content presentation based on cultural preferences
- Adapt to multiple taxation laws, fluctuating currency, logistics and payment regulations
- Present and preserve inventory, transaction and fulfillment information based on cultural preferences
- Enable your merchandising and marketing managers to create, update and manage catalog data regardless of geographic location or cultural preference

This tailored, global approach will make your worldwide customer experience meaningful, helping to build the loyalty you need to grow your international e-business.

No strings attached

Remember that capturing customer walletshare means conducting business with those customers when, where and how they choose. Today, that means through the explosive growth of mobile commerce (m-commerce). M-commerce is a transaction between two or more parties that's facilitated by a mobile device. And it's a tremendous opportunity to generate new revenue.

You walk by a local coffee shop and suddenly a coupon appears on your mobile phone giving you a dollar off a latte. Impulse purchase. Or in reference to a recently made Internet purchase, you receive notification on your PDA that your order has shipped. The price quote you just requested is delivered through your pager. Instant gratification.

The Aberdeen Group predicts that 74 million users — that's one-third of all wireless subscribers — will access the wireless Web in 2004.⁴ And IDC projected the PDA market to grow 55.9 percent in 2000 and 27.8 percent each year from 2000 to 2004.⁵ By extending your site to wireless users — whether they're gaining access using cellular phones, PDAs or other handheld devices — you're poised to take advantage of what industry analysts say is the next killer app.

Open standards spell flexibility

To execute your e-commerce strategy with precision and agility, you need a flexible infrastructure that integrates applications and business processes. An infrastructure built upon open and industry-accepted standards (like 100% Pure Java™ and XML technologies) means you can work in tandem with suppliers to capture each new opportunity that comes your way. And you can better serve customers by providing exceptional support that leaves your competition in the dust — and their customers up for grabs.

By employing a Java technology-based solution, you aren't confined to a single, vendor-proprietary offering. With Java technology, you can deliver your core business applications to the Web. Reach your customers and suppliers easily, at any time. And grow these applications to meet changing needs and increasing demand.





Cowabunga— Vans takes e-commerce to the extreme

To be the Big Kahuna, you've got to ride the big waves. That means being flexible. Responding to changes in the landscape—and the moves of your competition—with ease and imagination. For Vans, Inc., it all began with three pairs of display shoes (that all sold for less than \$5 each) in an Anaheim, California storefront filled with empty shoe boxes. And it's swelled into 140 company-owned stores, an international retail distribution network and \$273.5 million in annual revenue. Vans, Inc. is definitely riding the peak.

While the competition was online, Vans decided to take the time to ensure its e-commerce strategy was solid. The new, online sales channel for its hip, extreme sports gear needed to attract their customer base—young surfers, skateboarders and snowboarders—with realtime, personalized shopping experiences. The kinds of experiences Vans' customers received in its brick-and-mortar locations.

With the help of RyTE Consulting, Vans chose an IBM WebSphere Commerce Suite solution that seamlessly integrates with its existing business processes and systems. Interactive visuals give customers 360-degree views of gear. Highly customized products are produced in limited editions based on customer ideas. Web site traffic soars with live video stream and beach-side reporting, driving sales and allowing Vans to instantly judge marketing campaign effectiveness.

Vans' e-commerce solution helps move discontinued products, reducing inventory and associated costs. Through faster order processing capabilities, Vans' online store is now one of the most profitable in its enterprise, reporting up to 30-fold increases in sales in the last 18 months. "RyTE and IBM have helped us develop a unique, new connection with our core customer base while helping us to rethink old ways of meeting demand with supply," says Joseph "Jody" Giles, Vans vice president and CIO. "We know we've been successful when we're able to design the products that our customers tell us they want."

With the freedom and flexibility to integrate with third-party systems, you're free to establish collaborative, inter-company connections to better serve your customers — transparently. A 100% Pure Java solution also lets you tap into the fastest growing skill base in the IT industry, ensuring confidence in your ability to get to market quickly and sustain the growth of your e-commerce business.

Delivering correct, consistent, timely product information to employees, customers and suppliers helps build stronger relationships and increases sales. But it can be a time-consuming, staff-intensive process. You have to deal with new products. Realtime availability. Pricing changes. Using standards-based Java and XML technologies allows business users with diverse backgrounds to collaborate to create and maintain your critical catalog data.

With an efficient catalog management solution, your staff can easily and seamlessly aggregate large catalogs from many sources in different formats. Automatically manage and exchange rich, multicultural catalog data. They'll spend less time proofreading and editing unwieldy catalog content and more time merchandising and promoting your products. Content management solutions that support packages (orderable units that cannot be broken up), bundles (groups of products that are combined for merchandising or convenience), and up-sells and cross-sells will create more new sales opportunities.

Fast, flexible, fearless B-to-C solutions

You *can* bet your store on IBM. Top retailers like Abercrombie and Fitch, Dillard's, L.L. Bean and Lands' End use our best-of-breed e-commerce solutions. Our own site, ShopIBM, is powered by IBM WebSphere Commerce Suite; it uploads 140,000 catalog items every week and rallied to \$14.9 billion in sales last year. With vision, technological innovation and business savvy, IBM defined and shaped e-business. And based on our experience, we will continue to deliver fearless e-commerce solutions you can depend on, 24x7.





Whether you are building your business on the Web, or expanding your business *to* the Web, IBM WebSphere Commerce Suite—the award-winning, flexible, integrated e-commerce solution—enables you to move to the forefront of online selling. This total solution is based on open, industry standards, making it easy to increase customer value globally, improve marketing programs, strengthen customer relationships and drive profitability.

With WebSphere Commerce Suite, you can extend and protect your investments in existing systems, applications and staff skill-sets. And quickly create and efficiently maintain a high-volume, interactive site that attracts—and retains—loyal customers.

For more information

IBM has the experience, solutions, innovative technology and business expertise to help you meet the e-commerce goals you have today—and the ones you'll have tomorrow. Let us help you maximize the e-commerce opportunity to gain—and maintain—a competitive advantage.

Over 2,400 IBM Business Partners and Solution Providers have received WebSphere Commerce Suite training and they're ready to help you design and implement your e-business solution. IBM also has relationships with more than 100 Independent Software Developers, who add leading-edge functionality and innovation to our WebSphere Commerce Suite software products. And through the experienced team at IBM Global Services, you can quickly build and deploy dynamic e-commerce solutions. We are committed to e-commerce—and to your e-commerce success.

To learn more about IBM e-commerce solutions, contact your IBM marketing representative, IBM Global Services, IBM Business Partner or visit:

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¹ "The Report on Retail Applications."
AMR Research. 2000.

² "The Multichannel Mandate." Jupiter Research.
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³ "Channel Surfing: Measuring Multichannel Shopping."
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⁴ "Mobile Electronic Commerce: The New Economy on
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⁵ "Market Mayhem: The Smart Handheld Devices Market
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