

## Boscov's Department Stores

### Providing multi-channel shopping

External

#### WHY BECOME ON DEMAND:

Boscov's, the largest family-owned retailer in the U.S., was having trouble responding to customer demands for service in stores and online. It lacked a company-wide view of manufacturing, inventory, order fulfillment, customer service and other operations. It needed a cost-effective way to provide an integrated, realtime access to business data.

#### SOLUTION:

IBM implemented a unified framework for Boscov's e-commerce storefront and backoffice applications that lets all departments share data in realtime and respond to customers more quickly. Solution components: IBM WebSphere Commerce for Linux, IBM eServer zSeries, Integrated Facility for Linux, Linux Enterprise Server, IBM DB2 Universal Database and IBM TotalStorage Enterprise Storage Server.

#### BENEFITS:

- ⌘ Lower TCO, savings by IT cost avoidance of \$250,000.
- ⌘ Expects full ROI within two years.
- ⌘ Reduced shipping costs, quicker, more accurate deliveries leading to improved customer satisfaction

[www.boscovs.com](http://www.boscovs.com)