



# Michele Wilson Puzzles extends customer base with Web store.

Jigsaw puzzle lovers are a unique breed, willing to search the world over for puzzles that are both aesthetically pleasing and sufficiently challenging. Sophie Ollé-Laprune, founder of Michele Wilson

Puzzles (PMW), can understand this: "My own love of puzzles made me want to expand our business so more people could enjoy the unique puzzles we create."

*"We can attribute both our increase in mail order sales and in the number of visitors to our Paris store to our online catalog built with IBM products, which is generating greater interest in our puzzles."*

*– Sophie Ollé-Laprune, Founder, Michele Wilson Puzzles*

Puzzle enthusiasts not already familiar with the shop will probably not stumble upon its out-of-the-way location. That's

Founded in 1997 with an annual revenue of Fr 2 million (U.S.\$286,000), PMW maintains a shop in an old area of Paris and a production facility in Sennecey — a small town in Burgundy. The five person operation produces carefully hand-cut jigsaw puzzles following a process invented by Michele Wilson. This technique preserves the artistic integrity of the puzzle images, which range from paintings by well-known artists such as Van Gogh and Monet to Asian and Egyptian subjects.

**Application** B2C e-commerce storefront specializing in wooden jigsaw puzzles

**Business Benefits** 50% increase in mail order sales (including 10% online orders); increased traffic to physical store

**Software** IBM Net.Commerce  
IBM DB2® Universal Database™ for AIX®  
IBM HTTP Server

**Servers** IBM RS/6000®

**Business Partner** CLI



Michele Wilson Puzzles pleases puzzle lovers worldwide with an e-commerce site developed with IBM Net.Commerce.



why the company decided to look to the Web to expand its customer base. PMW knew it needed robust, reliable and scalable e-business solutions—which it found in IBM Net.Commerce (now part of the IBM WebSphere® Commerce Suite family of products), IBM DB2 Universal Database for AIX and IBM HTTP Server.

Since the catalog went live, the company's total mail order sales have increased by 50 percent, with approximately 10 percent of those orders coming from the Internet. Says Ollé-Laprune, "We can attribute both our increase in mail order sales and visitors to our Paris store to our online catalog built with IBM products."

### **IBM eases stability and security concerns**

PMW searched for a solution which would fit its needs as a small business and expand its customer base. PMW called on IBM Business Partner CLI, a Web solutions developer based in Paris, to design and develop its online catalog. "We wanted to use solid products that we knew would work and be supported in the future," says Laurent Chouraki, manager at CLI. "That made IBM an easy choice."

PMW's online catalog, developed with Net.Commerce, features 200 puzzles ranging in price from Fr 150 (U.S.\$22) to Fr 5,000 (U.S.\$733). The site is powered by IBM HTTP Server and resides on an IBM RS/6000 server. Product photos and descriptions, available in both French and English, are stored in DB2 Universal Database. "With DB2, we can easily add new products without worrying about storage capacity or any slowing in search and retrieval times for our visitors," explains Chouraki.

Once visitors submit an online order, an e-mail message is sent directly to the puzzle shop so that the order can be fulfilled immediately. Credit card information is held in a secure area of the Web site that can only be accessed by Ollé-Laprune, who processes the order before the final product is shipped to the customer.

As with any e-commerce venture, securing customer confidence in your system is an issue—IBM provided the proper support for this concern. "The security inherent in IBM e-business solutions, as well as our enrollment in the IBM e-business Mark program, are important because having the IBM e-business logo on the site immediately conveys to customers that it is a safe place to shop," explains Ollé-Laprune.

### **Finding true fans**

Rather than setting lofty sales goals, Ollé-Laprune gets the most satisfaction from finding people who truly enjoy and appreciate the craftsmanship of her products. "It is always good to find even a few new customers because they will come again and again," she says.

IBM has proved that it can tailor a solution for a business of any size. Ollé-Laprune notes, "We were amazed at just how well the solution offered by IBM fit the specific needs of our small operation."

Currently, PMW distributes puzzles through several retailers in the U.S. Says Ollé-Laprune, "If I choose to expand my e-business to the U.S. market, it's comforting to know that my Web site, powered by IBM, will scale to meet the demands."

**For more information, please contact your IBM marketing representative or IBM Business Partner.**

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For more information about Michele Wilson Puzzles, visit:  
*www.pmwuzzles.com*

For more information about CLI, visit:  
*www.cli.fr*



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