



Motorola's cellular operations gain global retail coverage with e-business

Say "Motorola," and what comes to mind? Wireless communications? Semiconductors? Advanced electronic systems? All of the above? For such a diverse company, ensuring customer satisfaction means meeting the unique needs of each market – and even each customer – individually. So, when cell phone customers showed an interest in purchasing products and accessories directly from Motorola over the Internet, the company's cellular business didn't want them to have to probe the depths of the corporate Web site. Instead, it created its own site, featuring an online store where cellular customers could quickly find a variety of company merchandise, including products that can be difficult to find in retail outlets.

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– Kerry May, Director of Global Operations, Motorola Direct

By connecting the company directly with its customers and providing a one-stop shopping site for all their cellular needs, the online store is enhancing Motorola's competitiveness. It is turning the sales of cell phones from an anonymous transaction to an ongoing relationship, which helps boost sales of replacement parts and accessories in the aftermarket.

Developed in just three months, Motorola's online store is the result of a joint effort between Motorola's internal team, IBM Global Services (IGS) and the IBM Interactive & New Media group. Based on an IBM e-business solution using IBM Net.Commerce, the online store offers customers an enjoyable, secure online

Application	Online store
Business Benefits	Expands retail distribution; ensures secure ordering; extends core business processes to the Web
Software	IBM® Net.Commerce IBM Net.Data™ with JavaScript
Hardware	IBM RS/6000® F50
Services	IBM Global Services, IBM Interactive & New Media



Motorola's cellular operations set up an online store that makes shopping for cell phone products easy.

shopping experience. It also has the capacity to support a growing customer base with a high level of performance and availability. "IBM's capabilities were just what we expected," says Kerry May, director of global operations, at Motorola Direct. "Net.Commerce offers a secure transaction environment that can be implemented on a global basis and integrated with legacy systems."

Thousands of customers visit the Web site daily. And, according to May, the revenue generated from the site in its first three months has exceeded expectations.

"Cool" Web site, robust back end

Motorola's cellular operations are responsible for designing and manufacturing the company's large portfolio of wireless phone products and accessories. In planning the Web site, May says the group felt it was important that the design aptly convey Motorola's image as a global, high-tech company.

"We made a conscious decision from the beginning to make the site way cool," says May. "But flashy graphics weren't enough. We also needed to take into consideration requirements such as security and integration with the company's legacy systems."

After nine months of evaluating different vendors, Motorola's cellular operation selected IBM and Net.Commerce. "The most important advantages IBM offered were the global commerce capability of Net.Commerce and the company's ability to provide global support," May says. "And IBM offered an affordable solution that could tie into our legacy database systems easily and would work within our existing firewall architecture."

Because the company needed to ensure secure transactions from anywhere in the world, May particularly appreciated Net.Commerce's support for both SSL encryption and the SET Secure Electronic Transaction™ standard. "We selected Net.Commerce because it had both capabilities," May notes. "Although we chose to go with just SSL in the U.S., as we expand internationally, SET may become more important, and we have the capability of migrating SSL to SET."

Completely automated system

IBM Global Services planned and implemented Motorola's online store using Net.Commerce as the electronic catalog engine, running on a Microsoft® Windows® NT® server. The server is connected to a back-end RS/6000 database server, where the product information resides. The Web site is hosted at Motorola's corporate data center, so that the Net.Commerce infrastructure "would be available for other divisions to use," according to May.

Net.Commerce uses IBM Net.Data with JavaScript to provide Web and database connectivity and TAXWARE software to calculate sales tax for purchases in the U.S. Net.Commerce also provides the ability to integrate the electronic catalog with the company's back-end inventory, fulfillment and accounting systems. For example, an e-mail message is automatically sent to inventory control managers when the supply of an item drops below a predetermined level.

IBM Interactive & New Media designed the Web pages, giving them the visual appeal Motorola required, while IGS ensured easy navigation through the site. IGS took advantage of the merchant server features of Net.Commerce to ensure maximum convenience for shoppers. For example, the speed shopper feature allows customers to compare prices of various product options and offers recommendations to complement various lifestyles. Also, customers are instantly notified when an item they choose is out of stock, and they can elect to be notified by e-mail when the product becomes available again.

International expansion

Plans for extending Motorola's online store to international customers are already in the works. Net.Commerce will support the multilanguage, multicurrency requirements of each country, providing online authorization in the local currency as well as automatic computation of local and international taxes.

"There's considerable breadth and depth to Net.Commerce," comments May. "It offers the scalability and expandability we will need to meet the demands of increased traffic as we expand internationally."

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