



Cedlerts lands big catch in seafood market with Net.Commerce and DB2.

Cedlerts has taken to e-commerce like a fish to water. The official supplier of seafood delicacies to the Swedish Royal Court and nearly every upscale restaurant in Stockholm, Cedlerts has become the only online seafood retailer in Sweden. The four-year-old company—which grew into a U.S.\$9.1 million business by capturing a niche market—is making waves with its Web store, www.cedlerts.se, netting an impressive

\$464,360 in online sales in its first nine months of operations.

Based on IBM Net.Commerce and IBM DB2 Universal Database, the online storefront is strategic to Cedlerts' growth, according to its founder, Christer Ohlholm. "There is unlimited potential to expand our business to individual consumers," says Ohlholm. "With the Internet store, our existing team of 25 people can access the private consumer market in the most cost-effective way. The only set-up costs involved are for the

hardware and software. At the same time, we can provide better service to our regular commercial buyers."

"I consulted many other businesses, and they all recommended that we go with the IBM e-business solution. I know I am in good hands with IBM."

—Christer Ohlholm, Founder, Cedlerts

Application	Online seafood retail store
Business Benefits	100% ROI in six months; 1,000% growth in online orders in nine months; 110% gain in average order value; projected \$1.2 million online business in first two years; access to broader market; low set-up costs
Software	IBM Net.Commerce IBM DB2® Universal Database™ for Windows NT®
Services	IBM Global Services



Cedlerts is catching new business with an IBM e-business solution.



Having achieved 100 percent return on investment within the first six months. Cedlerts projects it will conduct business worth \$1.2 million on the Internet in the first two years—nearly 13 percent of total revenue. Considering the initial numbers, the company is on track to achieve this target. Orders per week shot up 1,000 percent in the first nine months, while the average value per order grew nearly 110 percent during that time.

Net.Commerce for safe, convenient online shopping

Cedlerts' Web site is powered by IBM Net.Commerce merchant server software, which supports the SET Secure Electronic Transactions™ protocol for secure Internet payments. The online store offers shoppers multiple payment options, including credit cards and electronic bank transfers. Says Ohlrm, "It is very important that customers feel comfortable making payments on the Internet. That is why we have deployed the latest payment technologies like SET™ and Net.Commerce."

IBM DB2 Universal Database for Windows NT stores the electronic catalog of nearly 300 seafood, meat and confectionery products. Shoppers can place their selections in the shopping cart provided by Net.Commerce, and completed orders are transmitted to the company's back-end inventory, billing and shipping systems. The advanced catalog maintenance functions in Net.Commerce enable Cedlerts to update the electronic catalog quickly and easily. "This allows us to provide our customers with the latest pricing and products at all times," says Ohlrm.

The company is also tracking customer order data gathered from the Web site to analyze buying behavior. "We are studying this information to see if we can offer special deals to different segments of customers," notes Ohlrm. While at present the data is fed into spreadsheet sheets for analysis, Ohlrm anticipates that, as transaction volumes grow, the company will deploy data mining techniques to probe the data.

IBM all the way

Ohlrm has full trust in IBM technology and customer support, so vendor selection was easy. "In Sweden, IBM has a very strong reputation. I consulted many other businesses, and they all recommended that we go with the IBM e-business solution," he says. "I know I am in good hands with IBM." IBM Global Services helped Cedlerts determine its technological and business requirements, and undertook the design, development and deployment of the Web site.

It is a relationship Cedlerts displays prominently on the Web site, with the IBM e-business Mark. The e-business Mark is awarded by IBM to customers whose Web sites fulfill its stringent security requirements. "The e-business Mark is consistent with the overall image of our company—top quality all around. As the supplier to the Swedish Royal Court, we must be above reproach in every respect. With the IBM solution we can promise our customers the highest level of Internet payment security."

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

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For more information about Cedlerts, visit:
www.cedlerts.se



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