IBM

WebSphere® software

IBM WebSphere Business Integration for Retail Distribution

Highlights

- ■ *Automate manual steps quickly within a process, eliminating costs associated with manual transactions*

- ■ *Streamline and link processes for competitive advantage*

- ■ *Create a consistent, single view of critical business information (such as customer and product data) across different applications and channels*

- ■ *Link your business processes with your partners and with trading networks for collaborative business-to-business (B2B) transactions*

In the past few years, the combined impact of the Internet and industry consolidation has led to serious challenges in the retail industry. Retailers and suppliers are facing a groundswell of change. Outside forces are pressuring them to evolve from a product-centric environment, driven by back-office application silos, to a consumer-centric environment driven by integrated solutions.

Retailers and suppliers must now learn how to exist in a world where the product, customer demands, prices, promotions and channels are intertwined and change dynamically. Additionally, retailers and suppliers are facing unprecedented and growing complexity in their IT infrastructures and in their interactions with customers and partners. Those retailers and suppliers that integrate their information systems and create a single view of their business will gain competitive advantage.

Managing a complex IT infrastructure

IBM WebSphere® Business Integration for Retail Distribution provides retailers and suppliers with a proven solution to manage their complex IT infrastructure. It provides a unified view of corporate data and processes by integrating packaged, custom and legacy applications, and revealing the combined data in meaningful formats. This can result in decreased administrative costs and errors, while also enabling them to drive additional sales faster by accessing more accurate and timely data when making key business decisions.

Position your business for the future with an IBM solution

WebSphere Business Integration for Retail Distribution is a total solution that can position you for the future by integrating the information currently held in disparate IT assets. It extends the industry's leading e-business infrastructure platform by providing

prebuilt business process templates (collaborations), comprehensive tools, application connectors and an industrial-strength integration server, all of which enable you to extract the most business value from your investments. By using prebuilt business process templates and connectors, you can reduce the cost and time of implementation, thereby reducing the overall total cost of ownership.

With this solution, IBM provides you with industry-specific business processes to achieve a single view of your business—from customers, to channels, to inventories, and partners. Simply stated, the IBM WebSphere Business Integration for Retail Distribution portfolio can address key business processes such as item synchronization for suppliers, item management for retailers and multichannel retailing. The IBM solution allows you to adopt strategies that can improve your margins and fend off competitive threats.

What's new—and what's next— in automated business processes

The first business process addressed by IBM WebSphere Business Integration for Retail Distribution is Item Synchronization for Suppliers. The item Synchronization for Suppliers solution has been certified for UCCnet Foundation Services 2.1 by UCCnet, a subsidiary of the Uniform Code Council, Inc. The solution enables affordable, extensible,

scalable and secure access to UCCnet for suppliers. It enables suppliers to send retailers new product information automatically using UCCnet, while simultaneously synchronizing the data with their other enterprise systems. Benefits can include:

- *Real-time changes to item management information*
- *Improved speed-to-retail-shelf time for price changes and new products*
- *Common, consistent view of all item attribute data, fully mapped and integrated from multiple systems within the enterprise*
- *An integrated framework to automate the majority of manual and time-intensive item management processes*
- *Automated process minimizes errors, incorrect shipments, and deductions*

Planned IBM WebSphere Business Integration for Retail Distribution enhancements include business process solutions that will extend your single view from inventories to customers and channels.[1] These solutions will offer business process collaborations to help you streamline, accelerate and integrate your unique business processes both within and outside the enterprise. Planned process collaborations include:

- *A process template for retailers that will automate the receiving, validating and subsequent aggregation of item data received from their suppliers or from an industry catalog, such as the UCCnet standard registry*

- *A process template for retailers that will route item data throughout the retailer's enterprise for item approval*
- *A process template for retailers that automatically publishes approved item data to their enterprise applications, including existing databases and product catalogs*

Potential benefits associated with implementing these solutions include:

- *Leverage investments made in the user's current enterprise applications and systems, potentially improving return on investment (ROI) made in the current enterprise applications and systems*
- *A more-consistent and unified view of information across the enterprise, disparate systems and applications, to aid in reporting, planning and business analysis*
- *Reduced labor costs and automation of manual processes*
- *Improved speed-to-retail-shelf time for price changes and new products*

As a retailer or supplier, you can implement integrated operations depending on the segment in which you compete, the state of your legacy systems, the volume and scale of your transactions, and where you intend to drive your business. However, you will need an IT infrastructure capable of moving information across networks and among systems and applications that were not originally intended to work together. IBM has the solution, the experience and the industry knowledge to support you in this effort.

Not only does IBM offer a complete integration solution, but WebSphere Business Integration for Retail Distribution works with other IBM solutions, such as IBM MerchantReach™ and IBM Extended Enterprise Collaboration for Retail offerings to provide the infrastructure and technological support that extend the benefits of these two solutions.

IBM MerchantReach

A portfolio of hardware, software and services based on the WebSphere Business Integration platform and IBM Business Partner applications, the MerchantReach solution can allow you to enhance interaction between point of sale (POS), kiosk, Internet, mobile and wireless customers. It can help you build an improved enterprise infrastructure that allows the integration of multiple sales channels while leveraging existing investments.

MerchantReach solutions provide retail industry consulting and implementation services, coupled with patented data-analytics techniques, advanced customer intelligence technologies and best practices in marketing automation. The result is a market-leading data warehouse and data management solution coupled with customer-centric analysis and business partner marketing automation tools.

Combining WebSphere Business Integration for Retail Distribution solutions with the MerchantReach

solution can give you a synchronized view of your inventory across channels. You can, for example, locate out-of-stock items across channels and then offer customers additional delivery options.

The MerchantReach solution can help you understand your customers' wants and needs and enhance the customer experience across channels while improving your return on marketing investments. You can maximize the ROI of your advertising and marketing investment by developing and managing campaigns and offers that target key customers, with the right message at the right time through their preferred channel.

IBM Extended Enterprise Collaboration for Retail

To help retailers take full advantage of Web-based collaboration with suppliers and customers, IBM has developed a flexible, end-to-end approach to managing B2B e-commerce: the IBM Extended Enterprise Collaboration for Retail. With this solution, you can:

- *Increase revenue, reduce costs, provide additional value to customers and enhance trading relationships*
- *Optimize your business processes and integrate with your trading partners*
- *Collaborate with your key partners and participate in public e-marketplaces—the best of both worlds with adaptability to future change*

IBM and its Business Partners can provide an IBM Extended Enterprise Collaboration for Retail solution from concept to delivery, based upon our industry skills and e-business infrastructure, and proven by customer implementations. As with the IBM MerchantReach solution, combining the business processes collaborations from the IBM WebSphere Business Integration for Retail Distribution with the IBM Extended Enterprise Collaboration for Retail solutions enables customers to take full advantage of data integration, synchronization, and sharing to improve business results and reduce costs.

Maximize flexibility, reduce cost, reduce speed-to-shelf time

The WebSphere Business Integration solution maximizes flexibility while reducing cost and compressing speed-to-shelf time by integrating data across systems. These benefits can be achieved right now. It's no wonder leading companies select IBM WebSphere platform as their corporate integration standard for both enterprise and e-business initiatives.

The IBM WebSphere platform, which provides market-leading integration technology, has made it possible for you to transform these opportunities into real competitive advantage. IBM has developed expertise and deep knowledge of the business issues and key processes. Our integration

products are designed to work with industry-specific applications, data standards and business processes, which translate into faster, easier and more-effective results from your integration projects.

Align technology with strategy and grow your business

The fundamentals of retailer-consumer interactions are changing. And so are the fundamental ways in which suppliers connect and interact with the retailers. Remaining responsive is crucial to both suppliers and retailers in order to reach customers in new ways, better manage their knowledge and improve operational systems. IBM uses its solutions for business integration to help the world's leading retailers unite enterprise resource planning (ERP) and supply chain management (SCM) systems to drive greater responsiveness to customer needs.

Together, IBM and its Business Partners give retailers and suppliers everything they need to align technology with strategy—and grow their business.

For more information

To learn more and get started, contact Worldwide Business Integration Sales, 1 888 685-0947, or send an e-mail to bisales@us.ibm.com.

You can also go to **ibm.com**/websphere/integration/retail and **ibm.com**/websphere/integration/cpg