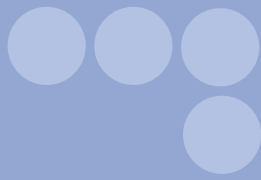
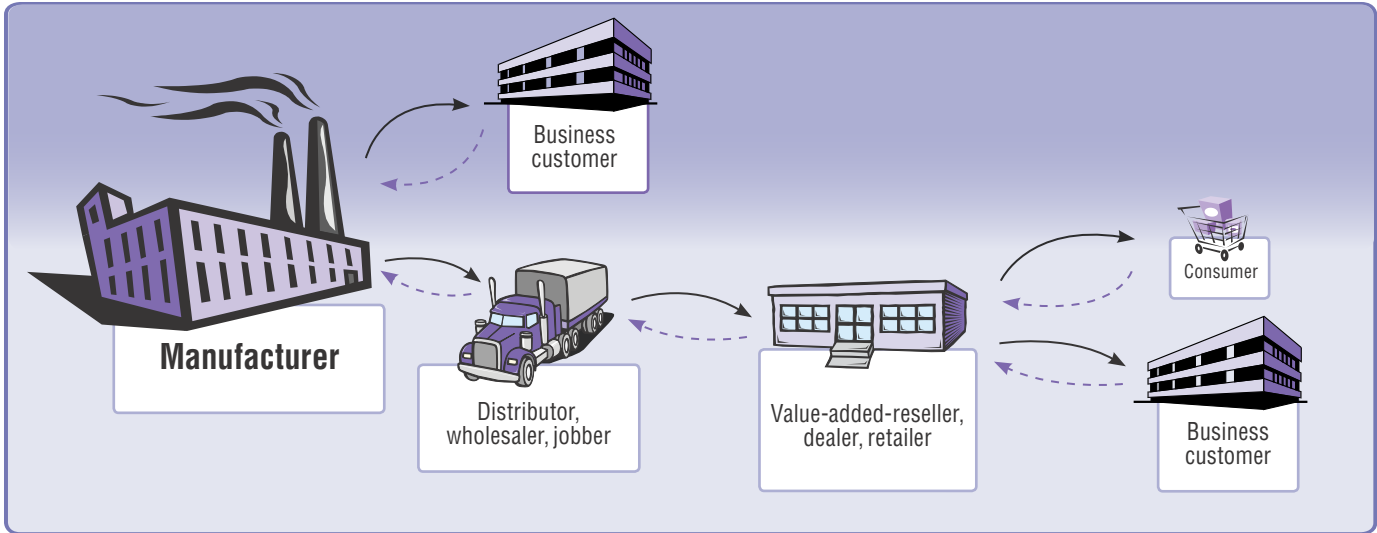


Realtime e-commerce is an integral part of almost any business today. From small, family-run ventures to the largest global enterprise. Consider the benefits of a successful business-to-business (B2B) e-commerce strategy. Streamlined business processes. Stronger relationships with customers and trading partners. Extended reach to new markets.

As with any competitive strategy, execution is key. And choosing the right B2B e-commerce solution to help you execute your strategy is critical. IBM WebSphere® Commerce software can help you build a successful B2B e-commerce solution with confidence, knowing that your solution embraces the way you do business.





The unified demand chain

Build a successful B2B strategy

B2B e-commerce isn't about single transactions. It's an ongoing series of interactions and transactions that are defined by a contract — with unique terms and conditions — between two organizations. Contracts that describe the business relationship, defining business policies that dictate how products and services are bought and sold. To have a successful B2B strategy, you need to take into consideration these business policies as well as multiple other variables like inventory levels, production cycles and logistics to create an effective, efficient business relationship. These business relationships become significantly more complex when they move beyond simple online transactions with business customers to online transactions with multiple tiers of trading partners.

The ability to manage interactions with the numerous sales and distribution partners that help deliver your products to market is essential. Without a high level of coordination, organizations that link manufacturers with end consumers — referred to as the demand chain — risk business inefficiencies while increasing costs. IBM WebSphere Commerce software provides a B2B e-commerce solution that can help you:

- *Streamline and extend business processes to reduce costs and cycle times.*
- *Strengthen business relationships to improve satisfaction and loyalty.*
- *Optimize sales and marketing effectiveness to increase revenue.*
- *Leverage a flexible, standards-based platform and simplified line-of-business (LOB) tools to improve agility and lower total cost of ownership.*

Streamline and extend business processes

Extend offline contracts to online transactions

B2B transactions between organizations, customers and trading partners typically rely on predefined contractual terms and conditions. To maximize your e-commerce strategy, you need to extend pre-negotiated business policies online—including pricing and payment terms, credit and spending limits, and shipping preferences. Extending and applying contractual terms and conditions to online transactions can help you:

- *Ensure compliance of contractual terms and conditions during order transactions to limit risk.*
- *Ease the complexity and confusion of managing multiple contracts within a single organization.*
- *Reduce pricing errors by enforcing pricing policies during the transaction process.*

Integrate, automate and optimize your order processes

Chances are you have several order management systems that aren't synchronized to allow your customers and trading partners access to realtime order status or product availability. As a result, order processes are fragmented and don't allow you to provide consistent, reliable information. By streamlining and automating fragmented order processes through distributed order management and inventory capabilities, you can provide realtime order and product information and greatly reduce the cost of capturing and executing orders. Streamlining and automating order processes can help you:

- *Reduce the number of canceled orders as a result of out-of-stock items through integrated inventory management and available-to-promise (ATP) capabilities.*

- *Decrease manual data entry and order processing errors by automating and streamlining order capture processes.*
- *Improve order processing cycle times and enhance revenue recognition by streamlining quote-to-cash processes.*
- *Enable realtime order status and product information by providing a single view of back-end order management, inventory and fulfillment systems.*

Increase flexibility through a unified interface

The ability to create a flexible, convenient and seamless customer and trading partner buying experience is vital in today's e-commerce world. Providing a single point of access for your employees, trading partners and customers enables quick access to disparate information, applications and processes. No matter if the process is core to a commerce transaction (inventory check, pricing) or complementary (customer support, training material) accessed through a mobile phone or a traditional Web browser, your customers experience a single, unified interface—without having to manage multiple systems and data. WebSphere Commerce software can help you build a fully integrated, multichannel point of access that leverages the IT systems you already have in place. You can:

- *Improve the customer buying experience by providing a single interface for critical information and processes.*
- *Lower total cost of ownership (TCO) of site operation by utilizing existing processes, rather than creating and maintaining new ones.*
- *Increase the value of existing investments by leveraging processes in back-end systems.*



Goodyear e-commerce channel drives revenue

The global tire business is an incredibly competitive, billion-dollar industry. As the world's largest tire manufacturer, Goodyear Tire and Rubber Company has a presence on six continents and an extensive dealer network. Goodyear's \$14 billion business demands highly efficient operations and the ability to deliver fast, superior customer service to its resellers – resellers who account for a significant portion of Goodyear's total trading-partner base and annual revenue. To maintain its competitive edge, Goodyear wanted to deliver a faster order turnaround to its dealers, company-owned outlets and various other channel partners, while reducing operational costs.

Implementing a B2B channel

Collaborating with IBM, Goodyear implemented XPLOR, a B2B channel site that gives trading partners the ability to place orders online and access real-time pricing, inventory availability and order information. Creating this B2B channel meant integrating with Goodyear's existing SAP R/3 inventory system and disparate system management tools. With IBM WebSphere software platform technologies working in concert with Goodyear's existing infrastructure, Goodyear developed a fast, easy-to-use Web self-service ordering process that reduced the order processing cycle time from overnight to virtually instantaneous – resulting in better customer service and lower operational cost. And by automating these processes, customer service representatives were free to focus on more complex, value-added tasks.

Value for the long term

Now Goodyear has a solid, extensible foundation to rapidly develop and deploy future e-business applications. "Through the XPLOR program, we've benefited from IBM's technology, vision and expertise," says Duane Hand, Goodyear e-commerce manager. "Their commitment to us as a partner has been – and will continue to be – a key element of XPLOR's success."

Strengthen business relationships

Deliver a meaningful customer and trading partner experience

Maintaining strong business relationships with your customers and trading partners depends on delivering high levels of satisfaction to retain their loyalty. Increasingly, customers and partners demand that vendors fulfill their unique needs in a personalized, easily accessible purchasing environment.

Whether based on contracts or request for quotations (RFQ), auctions, catalogs or requisition lists, WebSphere Commerce can help you give your customers alternative methods of buying products and services to accommodate their buying preferences — while driving revenue opportunities. Enhance their purchasing efficiencies with your ability to cater to their industry- and role-specific needs. Restrict or make information available based on each customer's role in the purchasing process. And when you've received and completed an order, allow customers to access their personal account information, purchase history and order status. The result? Long-lasting business relationships and sustained customer loyalty.

Build cross-organizational collaborative relationships

The ability to collaborate and communicate with your team members, customers and partners can make or break a revenue opportunity or sales strategy. Collaboration software leverages the Internet to coordinate the efforts of multiple parties, driving product innovation and accelerating time to market. Use instant messaging and threaded-discussion

capabilities to give your customers a dynamic, personalized sales experience. Provide the kind of detailed product knowledge that can significantly build customer confidence and ensure repeat visits to your site.

Collaboration technologies can help you move beyond providing just an e-commerce transaction engine to discovering new ways to interact and build stronger relationships with customers and trading partners. Come together with customers, channel partners and your own employees in online conference spaces through team collaboration capabilities. Share information, participate in sales initiatives and jointly develop future plans. Not only will you accelerate the decision-making process, but you'll significantly decrease your travel and expense costs. By building cross-organizational collaborative relationships you can:

- *Decrease time to market of new product introductions.*
- *Eliminate the scheduling inefficiencies of physical meetings.*
- *Strengthen business relationships and drive innovation.*





Optimize sales and marketing effectiveness

Give customers what they want

To maximize sales revenue, you want your customers and trading partners to quickly and easily locate the products that satisfy their needs. If customers can't find what they're looking for, they move on. To improve your selling effectiveness, make it easy for customers to do business with you.

WebSphere Commerce software can help you create a superior online experience that increases sales and improves your competitive advantage. You can:

- *Maximize sales revenue by employing sophisticated guided selling and search capabilities to help customers locate the right products.*
- *Increase revenue through cross-sell and up-sell capabilities.*
- *Improve a customer's ability to make intelligent, confident and informed choices by providing the capability to compare and rank products based on their needs.*

Determine and leverage customer buying trends

The ability to market and sell to customers and trading partners effectively is crucial to your bottom line. Optimize sales and gross margins by analyzing—and understanding—buyer behavior and preferences. With this knowledge, you can turn customer information into competitive assets by offering the right products to the right customers at the right time.

WebSphere Commerce business analytics capabilities allow you to profit by knowing your customers—and your business—better. Segment, target, plan, execute and measure marketing initiatives to promote the products that satisfy customers' needs. To improve your business effectiveness, you can leverage these capabilities in several ways:

- *Increase response rates and overall sales by easily segmenting customers and personalizing each marketing initiative.*
- *Increase efficiency of marketing campaigns and programs by automating the process to create and deliver various types of promotions across multiple channels (Web, wireless, e-mail).*
- *Analyze the success and effectiveness of marketing initiatives to various channels through closed-loop marketing capabilities.*
- *Identify future needs and more accurately forecast inventory turns to respond on demand to changing market conditions.*



Staples means business with B2B e-commerce site

As a leading global retailer of office supplies, business services, furniture and technology, Staples delivers the products that keep offices running. Serving home-based businesses and Fortune 500 companies alike, this \$11 billion company needed to extend and integrate the terms and conditions of its customer's individual contracts to the online order process. Also seeking to reduce order processing costs and streamline their customers' procurement process, Staples launched StaplesLink.com.

Streamlining purchasing and order processing

StaplesLink.com serves nearly 10,000 midsize and enterprise organizations, helping purchasing managers procure office supplies by decentralizing buying while centralizing and controlling costs. Implementing Staple's e-commerce solution required not only integrating the individual customer contracts but also interfacing with their customers' e-procurement applications like Ariba and Commerce One. With IBM WebSphere Commerce software, StaplesLink.com automates and streamlines the purchasing process for its business customers while greatly reducing its own order processing costs. Today, StaplesLink.com offers its customers an easy-to-use B2B e-commerce site with more than 80,000 products with realtime inventory availability, company-specific contract pricing and line-item shipping status.

Reaping the rewards

Today, more than 70 percent of corporate customers use StaplesLink.com, accounting for more than \$700 million in B2B sales. "IBM's B2B e-commerce solution has enabled Staples to bring a new purchasing channel to its midsize and enterprise business customers," says Anne-Marie Keane, Staples.com vice president of B2B e-commerce. "Needless to say, the Web site has also reduced our cost of processing orders."



Leverage a standards-based platform and simplified tools

Open standards spell flexibility

In today's increasingly competitive and ever-changing marketplace, your e-business infrastructure must be agile and responsive. Allowing you to respond to changing business circumstances on demand, with maximum flexibility and speed. At the same time, the focus on reducing costs, increasing profit margins and doing more with less puts greater pressure on you to justify IT investments. Taking a comprehensive approach to the commerce integration process and the ability to leverage existing — and future — investments in systems, processes, skills and technology are paramount.

WebSphere Commerce software is built on the proven, award-winning IBM WebSphere Application Server. With its robust development tools and a flexible e-business infrastructure based on open, industry standards like Java™ technology and Web services, WebSphere software provides a dependable yet innovative platform that grows with you. Giving you the tools to address today's pressing business and economic challenges, while accommodating the capabilities you'll need to compete successfully in the future.

Empower those in the know

Overburdened IT resources and lack of expertise can significantly delay your ability to respond on demand to competitive pressures or customer needs. With great ideas and insights about responding to buyer behavior patterns and trends, your LOB managers best understand how applications should work, but not necessarily how to make them work. Instead, they depend on programmers and developers with technical skills for application design, development and maintenance.

You can help remove the IT bottleneck and improve organizational agility by placing more control and functionality in the hands of your business managers. Given the right tools, business managers can quickly and easily modify and deploy commerce processes, while developers can use a fully integrated, easy-to-use development environment to build and extend new and existing functionality. Marketing managers can leverage simplified marketing tools that allow them to segment, target, plan, execute and measure precise marketing promotions across multiple channels. And your IT staff will have more time to focus on integrating your existing systems to drive consistent, high-performance e-business efficiency that can result in long-term competitive advantage.

A total e-business on demand

WebSphere software—the leading platform for e-business on demand™.

- *Deliver your products and services to meet individual customer demand fast—ahead of the competition.*
An integrated environment helps your developers get applications up and running quickly.
- *Quickly respond to market fluctuations and new industry supply chain requirements—in realtime.*
A robust platform lets you easily adapt to new technologies and integrate your business with that of your partners.
- *Improve operational efficiencies with dynamic and automated processes.*
Leading process integration software makes it easy to create, change and publish new business processes.
- *Give everyone along your value chain access to the same view of information, applications and services on the fly—regardless of location or device.*
Sophisticated portal technology provides a single interface that simplifies information and application access.
- *Use the business expertise and assets you already have.*
Modular, market-leading solutions let you start small and grow your business at a pace that suits your needs.

With the WebSphere software platform, you can address your business challenges in entirely new ways. And create an on demand e-business—regardless of the business you're in.

For more information

To learn more about IBM WebSphere Commerce software, contact your IBM marketing representative, IBM Global Services, IBM Business Partner or visit: **ibm.com**/software/websphere/commerce



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