



DB2 solutions for e-business

Highlights

Transform business processes

Build new applications

Run a scalable, available and secure environment

Leverage knowledge and information



Build, run, leverage and transform your e-business

Small businesses are gaining a worldwide presence through virtual stores. Large corporations are regaining a personalized touch through self-service Web sites. Online merchants are growing their revenues by tailoring their offerings to individual customers. And businesses across diverse industries are managing logistics efficiently using the latest Internet technologies.

There's one common element that is a pre-requisite for success—the ability to leverage information. This involves accessing and integrating your information, and delivering it to those who need it—employees, partners, suppliers or customers. By doing so, you can generate new levels of business value.

In the IBM DB2® family of products, you can find a solution that helps you leverage information. Robust, scalable and reliable, DB2 solutions support the mission-critical business processes that enable you to transform, build and run your e-business, including:

- e-commerce
- customer relationship management (CRM)
- business intelligence (BI)
- enterprise resource planning (ERP)
- Web self-service
- supply chain management (SCM).

Transformation can start anywhere

These days, you have to be concerned not only about the store across town but similar businesses across the globe and throughout cyberspace. DB2 solutions support an e-business infrastructure that's integral to the business processes that can transform your organization so it can thrive in this Internet economy.

For example, DB2 Universal Database™ fully integrates with IBM WebSphere™ Commerce Suite (formerly called IBM Net.Commerce), delivering a complete solution for designing, deploying and managing a secure e-commerce site. With its multiplatform support, DB2 provides a powerful data store for managing vast online catalogs as well as back-end applications.

Whether your business is brick-and-mortar or click-and-mortar, you'll likely be gathering loads of information about your customers and their buying habits. BI solutions backed by DB2 can help you make sense of your data, so your analysts can use it to make insightful decisions that impact the bottom line. For example, KeyCorp uses its DB2 for OS/390® data warehouse to improve marketing and cross-selling efforts.

Armed with a deeper understanding of your business information, you can apply that knowledge to build your customer relationships and foster loyalty. DB2 can power the most sophisticated CRM applications, transforming your business into a customer-oriented one.

Building on a standard foundation

DB2 plays a core role in the IT infrastructure you need to build a successful e-business.

- Java™ compatibility gives DB2 the ability to easily support the e-commerce and CRM applications that foster success
- DB2 Extenders™ enable you to incorporate text, audio, video, images and spatial data in your Web-based application
- DB2 Stored Procedure Builder and SQL Procedures support facilitate building three-tier applications for the Web
- DB2 XML Extender provides new data types so you can store and search XML documents in DB2 databases, using them for building powerful business-to-business e-commerce applications
- DB2 Net Search Extender supports high-speed Internet searches by combining in-memory database technology with text search semantics needed on the Web.



PlanetRx.com's chief technology officer, James Chong, attests to the value of DB2 in the success of the online pharmacy: "WebSphere Application Server and DB2 give us the ability ... to evolve our Web site according to the changing needs of our customers and the competitive demands of the marketplace."

"Now that DB2 Universal Database supports XML, which facilitates data sharing across groups and between enterprises, it's more suitable than ever for Web applications. Its performance is rock solid."

— John Broughton, CEO, Navant Corporation

"DB2 is the silent giant, running our whole e-business solution under the covers. It's the glue that pulls it all together."

— Leon Kuperman, Chief Technology Officer, eDeal

Running at the pace of the Internet

Keeping your e-business ahead in the race for market leadership requires that you have a finger on the pulse of your information. This is a job for the powerful data management solutions in the DB2 family of products.

Compatible with leading ERP and SCM solutions, DB2 helps you manage your business logistics, from production and inventory planning to finance and human resource management. By integrating the many units of your diverse business into a cohesive enterprise, DB2 can help you run an efficient, profitable business.

- Cross-platform support helps you deploy on the system that best fits your application, whether it is Linux®, Windows®, OS/2®, AIX®, Sun's Solaris™ Operating Environment, HP-UX, NUMA-Q, AS/400®, OS/390, SCO Unixware 7, VSE or VM
- Data replication features help keep your business in sync in a distributed world
- Highly available data environments enable your organization to stay open for business worldwide
- Integrated management, with useful tools like DB2 Control Center, helps simplify work for your database administrators
- Mobility support through DB2 Universal Database Satellite Edition and DB2 Everyplace™ gives your remote users access to your enterprise data wherever they are.

The leverage you need to grow and thrive

Keeping your e-business running is one thing, but to truly thrive, you also need to stoke the fire behind your business—information. DB2 BI solutions let customers start small, yet grow fast. To get you started, DB2 Universal Database provides:

- An integrated, easy-to-use Data Warehouse Center for building and managing your warehouse with connection to the most common data sources
- An integrated OLAP Starter Kit for rapidly deploying your first multidimensional application to users
- Integrated tutorials and samples to get you up and running fast.

But as BI applications evolve toward mass deployment and integration into critical business processes, you want to know that you have chosen an infrastructure that will grow with your business. With DB2 you have:

- Proven capabilities to deliver fast responses to thousands of connected users
- Central control for managing and governing access to protect mission-critical resources
- The ability to manage and analyze terabytes of business information to uncover insights that drive your business success.

DB2 experts who can help jumpstart your e-business

To help you get maximum value from your DB2 solution for e-business, IBM offers a range of services and can introduce you to highly skilled IBM Business Partners.

- Through IBM Global Services, you can work with e-business experts to strategize, design, develop and implement an e-business that capitalizes on fast-emerging business opportunities
- More than 9,500 IBM Business Partners, offering 16,300 applications designed for DB2, can help you create integrated offerings in wide-ranging areas, from e-commerce to enterprise Web portal development to CRM.

The Internet has given rise to a brand new world, one where information—and your business' ability to leverage it—makes the difference between success and failure. With the robust and scalable DB2 family of products backing your e-business solutions, you have the foundation to follow the e-business cycle to transform, build, run and leverage your e-business. By doing so, you'll place your business in a better position to flourish.

For more information

Contact your IBM authorized software reseller or IBM marketing representative, or visit our Web site at:

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Santa Teresa Laboratory
555 Bailey Avenue
San Jose, CA 95141

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03-00
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GC26-9163-04