IBM Software:
Information Management, Lotus, Rational, Tivoli and WebSphere

IBM

Winning in Midmarket:
100 Software Success Stories

How companies won in midmarket and how you can too.

Introduction

Welcome to the new edition of "**Winning In Midmarket: 100 Software Success Stories.**" *"Winning In Midmarket"* is an invaluable resource full of best practices from established companies with up to 1,000 employees who have implemented solutions from the five IBM software brands (Lotus, Information Management, Rational, Tivoli and WebSphere®).

This collection of case studies features over 100 companies who have embraced innovative methods using IBM Software to deliver real-world results for their customers. This real-world case study book features 100+ companies using IBM Software to achieve success, increase ROI and enhance productivity.

Enhanced e-Navigation: The Book is Searchable

Best of all, the **e-version** of *"Winning In Midmarket"* has been enhanced to allow you to quickly navigate through the success stories by selecting criteria such as geographic location, industry, or customer and IBM Business Partner name - all from your desktop.

About *"Winning In Midmarket: 100 Software Success Stories"*

This book was created with Adobe Acrobat 8 and is available in both **electronic** and **hard copy** versions.
- If you are viewing a hard copy and would like to view the e-version, type the link provided into a web browser window
ftp://ftp.software.ibm.com/software/smb/casestudies/expresscasestudy.pdf
- If you are viewing the e-version and would like to order a printed copy, click on:
https://i2.infoprint.com/sales/catalogs.nsf/agsyscatalogint?openagent

How to navigate through *"Winning In Midmarket: 100 Software Success Stories"*

The success stories featured in this book are organized by three Tables of Contents so you can quickly find the story you want to view by any of the following criteria

The **e-version** has two fast-path navigations that allow you to quickly scan the success stories.
- Each success story listed in the various Tables of Contents has hotlinks to its actual starting page in the book.
- Bookmark icons appearing on the left hand side of the Adobe pdf reader offer an outline view by Location and Industry. The success story entries in the outline view have hotlinks to their actual starting pages as well.

How to interpret the colors in the Tables of Contents

IBM offers a complete collection of software solutions within compatible modular families, known as brands, which meet key midmarket business needs today. The colors appearing in the Tables of Contents identify which IBM Software brand(s) played a key role in the solution that the success story is based on. A color legend follows:

Business Need		IBM Software Brand
Integrate data and business content to leverage information on demand		IBM Information Management (includes Express Runtime)
Collaborative solutions for growth and innovation		IBM Lotus
Software and best practices for successful software and systems delivery		IBM Rational
Reliable, scalable, secure IT management		IBM Tivoli
Integrate and link applications, processes and people		IBM WebSphere

IBM Solutions Builder Express (SBE) is a portfolio of Starting Points which enable IBM Business Partners to develop and deliver to their clients the most requested midmarket value-added solutions. SBE is available by accessing the following link on IBM PartnerWorld www.ibm.com/partnerworld/solutionsbuilder.

Create winning solutions easily with less risk		IBM Solutions Builder Express

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Southwest Europe, Italy	Professional Services	CONFINDUSTRIA VICENZA -- Associazione Industriali della Provincia	Matika		365
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Comcul	Japan, Japan	Computer Services		🟩	191
CompuCredit	Americas, United States	Financial Markets		🟦	99
CONFINDUSTRIA VICENZA -- Associazione Industriali della Provincia	Southwest Europe, Italy	Professional Services	Matika	🟪	365
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Cranfield University	Northeast Europe, United Kingdom	Education	Tectrade	🟥	275
Curbstone Corporation	Americas, United States	Retail	CFXWorks	🟪	167
Davalen LLC	Americas, United States	Healthcare		🟧	119
DeVry Inc.	Americas, United States	Education	Three Olive Solutions	🟩🟪	69
Dexa Medica	Asia Pacific, Indonesia	Life Sciences		🟧	203
Dogs' Trust	Northeast Europe, United Kingdom	Professional Services	Triangle	🟪	323
DOV Pharmaceutical	Americas, United States	Life Sciences	Winchester Business Systems	🟧	151
EIM Controls	Americas, United States	Industrial Products	Ixion	🟧	125
Elie Tahari Ltd.	Americas, United States	Retail		🟪	171
Fabbrica Tessuti Elastici Besana S.p.A.	Southwest Europe, Italy	Industrial Products	Idea Technologies Srl	🟧	361
FAREN Industrie Chimiche SpA	Southwest Europe, Italy	Chemicals & Petroleum	Datasys	🟧	345
Firwood Paints	Northeast Europe, United Kingdom	Chemicals & Petroleum	CSI	🟪	247
Forest2Market	Americas, United States	Industrial Products	Shared Vision Group	🟪	127
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IM Group	Northeast Europe, United Kingdom	Automotive	QED Advanced Systems		235
Impire AG	Northeast Europe, Germany	Media & Entertainment	Dittrich and Partner Consulting GmbH		313
Improvement & Development Agency (IDeA)	Northeast Europe, United Kingdom	Government	Conseq		285
Informa	Southwest Europe, Netherlands	Computer Services			347
Israel Securities Authority	Southwest Europe, Israel	Financial Markets			351
ITWorx	Northeast Europe, Egypt	Computer Services			259
JK Holding	Northeast Europe, Germany	Industrial Products			295
KMT Waterjet Systems	Americas, United States	Industrial Products	GreyDuck Technology		131
Lumiere TV Public Company LTD	Southwest Europe, Cyprus	Media & Entertainment	CRM.COM Software		363
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Medusind Solutions	Asia Pacific, India	Healthcare	Pre-emptive Systems		199
Mercatone Uno	Southwest Europe, Italy	Retail	Tecla		367
Mitsubishi Motors Deutschland GmbH	Northeast Europe, Germany	Automotive			239
Monotype Imaging	Americas, United States	Computer Services	Broadleaf Services		53
Montefarmaco OTC	Southwest Europe, Italy	Healthcare	Gruppo G.R. Informatica		359
Nexsys	Americas, Colombia	Computer Services	Nexsys		55
Nic J. Theocarakis SA	Southwest Europe, Greece	Automotive	e-On Integration SA		339
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Nulogx	Americas, Canada	Travel & Transportation	SilverBlaze Solutions	🟨	181
Nutra-Flo Protein and Biotech Products	Americas, United States	Industrial Products		🟨	135
OKI Printing Solutions	Northeast Europe, Denmark	Electronics	IntelliGlobe	🟨	277
OTP Bank Romania	Northeast Europe, Romania	Banking		🟨	243
Oxford Chemicals Ltd	Northeast Europe, United Kingdom	Chemicals & Petroleum	ecatto	🟨	249
PowerStream	Americas, Canada	Energy & Utilities	SilverBlaze Solutions	🟪	79
PRO DV Software AG	Northeast Europe, Germany	Banking		🟩🟪	245
Queen's School of Business	Americas, Canada	Education		🟨	73
Quintana Capital Group	Americas, United States	Energy & Utilities	Ixion, L.L.C.	🟨🟩	83
Regent Building Material Supplies Company Limited	Asia Pacific, Hong Kong	Retail	Ultra Active Technology Limited	🟨	217
retarus	Northeast Europe, Germany	Computer Services		🟩	267
ROL Manufacturing	Americas, United States	Fabrication & Assembly	Gillani iDistribute	🟩🟪	93
RouteOne, LLC	Americas, United States	Automotive		🟪	25
Satamaito Dairy	Northeast Europe, Finland	Wholesale Distribution &	Elinar Oy Ltd	🟨	331
SGA Business Systems	Americas, United States	Computer Services		🟨	59
Social Security Appeals Tribunal	Asia Pacific, Australia	Government	e-Centric, Hyperware Consulting; Preemptive	🟨	197
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Stadtwerke Ilmenau	Northeast Europe, Germany	Energy & Utilities	procilon IT-Solutions GmbH		281
Sue Jeffers for Governor	Americas, United States	Government			113
Suning Appliance	Asia Pacific, China	Retail	Oval Technologies Inc.		219
Sunstar Butler	Americas, United States	Consumer Products	Mercury Consulting Corporation		65
Synthomer	Northeast Europe, United Kingdom	Chemicals & Petroleum	ecatto		253
TCE Tools	Southwest Europe, Netherlands	Fabrication & Assembly	Acuity B.V.		349
Terason	Americas, United States	Healthcare	Broadleaf Services		121
Tesco	Northeast Europe, Czech Republic	Consumer Products	ITS		269
The Association of German Chambers of Industry and Commerce (DIHK)	Northeast Europe, Germany	Government	KUMAtronik		289
The Edrington Group	Northeast Europe, United Kingdom	Consumer Products	Silverstring		271
The Netherlands Chamber of Commerce	Southwest Europe, Netherlands	Government	Metaware		353
The Public Revenue Tax Office of Macedonia	Northeast Europe, Macedonia	Government			291
The Reject Shop	Asia Pacific, Australia	Retail	Synergy Plus		223
Tracking World	Northeast Europe, Pakistan	Automotive	WebTech Wireless		241
Vantage Deluxe World Travel	Americas, United States	Travel & Transportation	Sirius		183
Verband Deutscher Maschinen und Anlagenbau	Northeast Europe, Germany	Industrial Products	BMS Systems		301
Victor Manufacturing	Americas, United States	Automotive	CMS Software Inc.		27
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Welwyn Hatfield Council	Northeast Europe, United Kingdom	Government	Pirean		293
Wheaton College	Americas, United States	Education	Mesa Technology		75
woernerundpartner	Northeast Europe, Germany	Professional Services	EDR Projekt GmbH		325
WorldWinner	Americas, United States	Computer Services			61
YCL Manufacturing	Asia Pacific, Hong Kong	Fabrication & Assembly	e-jing Technologies Ltd		195
Yum! Restaurants China	Asia Pacific, China	Retail	Shanghai Kehwa Software Development		231
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Avnet	Northeast Europe, United Kingdom	Computer Services	Avnet		257
Bell Micro	Northeast Europe, United Kingdom	Computer Services	Nomad Payments		263
BlueWare	Americas, United States	Healthcare	Beacham Memorial Hospital		115
BMS Systems	Northeast Europe, Germany	Industrial Products	Verband Deutscher Maschinen und Anlagenbau		301
Broadleaf Services	Americas, United States	Computer Services	Monotype Imaging		53
Broadleaf Services	Americas, United States	Healthcare	Terason		121
CFXWorks	Americas, United States	Retail	Curbstone Corporation		167
CMS Software Inc.	Americas, United States	Automotive	Victor Manufacturing		27
Conseq	Northeast Europe, United Kingdom	Government	Improvement & Development Agency (IDeA)		285
CRM.COM Software	Southwest Europe, Cyprus	Media & Entertainment	Lumiere TV Public Company LTD		363
CSI	Northeast Europe, United Kingdom	Chemicals & Petroleum	Firwood Paints		247
Datasys	Southwest Europe, Italy	Chemicals & Petroleum	FAREN Industrie Chimiche SpA		345
Dittrich and Partner Consulting GmbH	Northeast Europe, Germany	Media & Entertainment	Impire AG		313
E Team	Americas, United States	Government	St. Louis Area Regional Response System		109
ecatto	Northeast Europe, United Kingdom	Chemicals & Petroleum	Oxford Chemicals Ltd		249
ecatto	Northeast Europe, United Kingdom	Chemicals & Petroleum	Synthomer		253
e-Centric, Hyperware Consulting; Preemptive Consulting	Asia Pacific, Australia	Government	Social Security Appeals Tribunal		197
EDR Projekt GmbH	Northeast Europe, Germany	Professional Services	woernerundpartner		325
e-jing Technologies Ltd	Asia Pacific, Hong Kong	Fabrication & Assembly	YCL Manufacturing		195

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Gillani iDistribute	Americas, United States	Fabrication & Assembly	ROL Manufacturing		93
Global Data Vaulting	Americas, United States	Computer Services	Avitar Solutions, Inc.		45
GreyDuck Technology	Americas, United States	Government	California Correctional Peace Officers Association		103
GreyDuck Technology	Americas, United States	Industrial Products	KMT Waterjet Systems		131
Gruppo G.R. Informatica	Southwest Europe, Italy	Healthcare	Montefarmaco OTC		359
IBS Bulgaria	Northeast Europe, Bulgaria	Travel & Transportation	Central Bus Station Sofia		329
IC Consulting	Asia Pacific, Australia	Professional Services	Body Corporate Services		205
Idea Technologies Srl	Southwest Europe, Italy	Industrial Products	Fabbrica Tessuti Elastici Besana S.p.A.		361
IntelliGlobe	Northeast Europe, Denmark	Electronics	OKI Printing Solutions		277
iRise	Americas, United States	Financial Markets	BRE Properties		97
Isotader	Southwest Europe, Spain	Healthcare	Colegio Oficial de Farmacéuticos de la Región de Murcia (COFRM)		357
IT WIT	Northeast Europe, Denmark	Media & Entertainment	Gyldendal		311
IT-Lifeline	Americas, United States	Banking	Washington Trust Bank / IT-Lifeline		39
ITS	Northeast Europe, Czech Republic	Consumer Products	Tesco		269
Ixion	Americas, United States	Industrial Products	EIM Controls		125
Ixion, L.L.C.	Americas, United States	Energy & Utilities	Quintana Capital Group		83
KUMAtronik	Northeast Europe, Germany	Government	The Association of German Chambers of Industry and Commerce (DIHK)		289
Matika	Southwest Europe, Italy	Professional Services	CONFINDUSTRIA VICENZA -- Associazione Industriali della		365
Mercury Consulting Corporation	Americas, United States	Consumer Products	Sunstar Butler		65

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Mesa Technology	Americas, United States	Education	Wheaton College	green/purple	75
Metaware	Southwest Europe, Netherlands	Government	The Netherlands Chamber of Commerce	orange	353
Mid-Comp International Pty.	Americas, United States	Travel & Transportation	Bosselman Energy Corp.	green/purple	177
MQ Integration Services	Asia Pacific, Australia	Retail	WaterSportSupplies	purple	227
NetSphere Strategies	Americas, United States	Consumer Products	Howard Miller	purple/green	63
Nexsys	Americas, Colombia	Computer Services	Nexsys	orange	55
NuTechs	Americas, United States	Banking	COFINANCIAL	yellow	29
OR-CZ s.r.o.	Northeast Europe, Czech Republic	Professional Services	Advokatni Kancelar Mgr. Ivo Hala	yellow	319
Oval Technologies Inc.	Asia Pacific, China	Retail	Suning Appliance	orange	219
Pierre Bruyère	Northeast Europe, Austria	Media & Entertainment	avBUCH	yellow	307
Pirean	Northeast Europe, United Kingdom	Government	Welwyn Hatfield Council	red	293
Portal Partnership	Northeast Europe, United Kingdom	Insurance	St. Paul Travelers UK	red	303
Pre-emptive Systems	Asia Pacific, India	Healthcare	Medusind Solutions	purple	199
procilon IT-Solutions GmbH	Northeast Europe, Germany	Energy & Utilities	Stadtwerke Ilmenau	yellow	281
Prolifics	Americas, United States	Energy & Utilities	Southside Electric Cooperative	purple	85
QED Advanced Systems	Northeast Europe, United Kingdom	Automotive	IM Group	yellow	235
Semaphor	Northeast Europe, Denmark	Industrial Products	Niro A/S	yellow	297
Shanghai Kehwa Software Development	Asia Pacific, China	Retail	Yum! Restaurants China	orange/purple	231
Shared Vision Group	Americas, United States	Wholesale Distribution & Services	Acme Brick	purple	187
Shared Vision Group	Americas, United States	Industrial Products	Forest2Market	purple	127

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SilverBlaze Solutions	Americas, Canada	Energy & Utilities	PowerStream	purple	79
Silverstring	Northeast Europe, United Kingdom	Professional Services	BlueGlue	red	321
Silverstring	Northeast Europe, United Kingdom	Consumer Products	The Edrington Group	red/green	271
Sirius	Americas, United States	Travel & Transportation	Vantage Deluxe World Travel	purple	183
Sofor	Northeast Europe, Finland	Fabrication & Assembly	Novart Oy	yellow	283
SOPRANO Design	Asia Pacific, Australia	Professional Services	NRMA	green	213
Synergy Plus	Asia Pacific, Australia	Retail	The Reject Shop	yellow	223
Teamwork Solutions	Americas, United States	Insurance	Celina Insurance Group	yellow/green	145
Tecla	Southwest Europe, Italy	Automotive	Automobili Lamborghini	yellow	335
Tecla	Southwest Europe, Italy	Retail	Mercatone Uno	purple	367
Tectrade	Northeast Europe, United Kingdom	Education	Cranfield University	red	275
The Tech Factory	Americas, United States	Banking	Major Financial Services Company	purple	35
Three Olive Solutions	Americas, United States	Education	DeVry Inc.	green/purple	69
Titan Solutions Group	Americas, United States	Insurance	Catholic Life Insurance	yellow	141
Triangle	Northeast Europe, United Kingdom	Professional Services	Dogs' Trust	purple	323
Ultra Active Technology Limited	Asia Pacific, Hong Kong	Retail	Regent Building Material Supplies Company Limited	yellow	217
WebTech Wireless	Northeast Europe, Pakistan	Automotive	Tracking World	purple	241
Winchester Business Systems	Americas, United States	Life Sciences	DOV Pharmaceutical	yellow	151
	Americas, United States	Retail	Agentrics	blue	161
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	Northeast Europe, Germany	Banking	PRO DV Software AG		245
	Northeast Europe, Germany	Computer Services	retarus		267
	Northeast Europe, Macedonia	Government	The Public Revenue Tax Office of Macedonia		291
	Northeast Europe, Romania	Banking	OTP Bank Romania		243
	Southwest Europe, Israel	Financial Markets	Israel Securities Authority		351
	Southwest Europe, Netherlands	Computer Services	Informa		347

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Americas:
U.S., Canada, South America

IBM

To stay ahead of the competition, RouteOne develops a strong service-oriented architecture using IBM WebSphere software.

RouteOne offers a revolutionary real-time, Web-based system that enables automobile dealers to manage the credit application process from multiple financial sources. The RouteOne system integrates with numerous participating financing companies, and it aggregates all financing sources into a single point for auto dealers.

Overview
RouteOne Farmington Hills, Michigan, USA www.routeone.com
Industries • Automotive • Banking
Products • IBM WebSphere Application Server Network Deployment, Version 5.1 • IBM WebSphere MQ, Version 5.3

"Using the WebSphere solution, we are able to respond quickly to meet evolving customer require-ments, putting us a step ahead of the competition."

—T.N. Subramaniam, Chief Architect & Director of Technology, RouteOne

Challenge

With the vision of becoming the credit application management system of choice for auto dealers, RouteOne was looking to upgrade its application platform to an open-standards based architecture so that it could support more users and integrate with diverse partners. In addition, the company wanted to differentiate its system within the automotive marketplace by implementing a service-oriented architecture (SOA) and leveraging Web services to build a more flexible system that could respond quickly to users' changing needs.

Solution

RouteOne built a robust SOA for its credit application management system using IBM WebSphere® and IBM DataPower® software. The company deployed IBM WebSphere Application Server Network Deployment, Version 5.1 software as the primary application platform for the environment. The WebSphere Application Server software offers Web application services, performs capacity management and supports server clustering. IBM WebSphere MQ, Version 5.3 software supports all data transfer and guarantees receipt of business partner transac-tions, mostly between the dealers and financing companies. The IBM DataPower software acts as the Enterprise Service Bus (ESB) and provides the ESB function-alities of transformation, routing and security.

Benefits

• Provides a robust SOA infrastructure to deliver an open, integrated, Web-acces-sible solution for customers

• Enables RouteOne to reuse services, build business rules and adopt best prac-tices to bring services to market more quickly than the competition

• Offers flexibility to meet evolving customer requirements and support more users

• Able to scale to a very large number of concurrent users

IBM

Solution from IBM and CMS Software offers Victor Manufacturing improved inventory tracking

IBM Business Partner:
CMS Software, Inc.

CMS Software is a leading provider of enterprise resource planning software, manufacturing software and supply chain management software solutions to manufacturers and distributors operating in supply chain intensive environments. CMS is headquartered in Toronto, Canada.

cms

To compete in today's manufacturing environment – in which customers set increasingly stringent quality, performance, accuracy and pricing standards -- it's more critical than ever that companies optimize their internal processes and gain control over their supply chains.

CMS Software, Inc., a Premier IBM Business Partner, offers a leading enterprise resource planning (ERP) solution that enables companies to manage rigid supply chain demands, comply with customer requirements and reduce costs.

CMSi5, a comprehensive ERP solution that runs exclusively on the IBM System i® platform, enables manufacturers to achieve maximum optimization of all their internal resources and processes -- from the front office to shop floor -- so they can meet the delivery pressures placed on them by supply-dependent industries,

such as automotive, food processing and consumer goods.

"For customers that have zero tolerance for late deliveries, a manufacturer's system must be up all the time," said Brian Angle, CMS vice president of sales and marketing. "The IBM iSeries® is the most robust and reliable server in the industry, which is why it's the only platform we trust as the foundation for our ERP solution."

CMSi5 provides fully-integrated ERP functionality straight out of the box. It requires minimal, if any, customization, so companies experience little of the costs and human resource demands associated with implementing ERP solutions comprised of disparate applications. Furthermore, CMSi5 is built around Service Oriented Architecture -- a layered framework for enabling business flexibility through linked individual business tasks. Companies can use CMSi5 via any interface they desire.

Low cost of ownership, zero downtime

Victor Manufacturing, an automotive parts manufacturer based in Victor, Iowa, is a prime example of CMSi5 in action and the impact it can have on a business. Victor, a division of multi-billion dollar global automotive

"IBM provides countless services to its partners and does an outstanding job at it."

Brian Angle,
vice president of sales and marketing,
CMS Software

supplier Magna International, Inc., designs and builds underbody chassis components, as well as other parts, for major automakers.

Ten years ago, Victor was using a UNIX® processor-based ERP solution running on a Hewlett-Packard server, which proved unreliable and unable to support customer demands. Victor switched to an earlier version of the CMSi5 solution and has maintained and upgraded it ever since. Today, Victor runs CMSi5 on the IBM System i server running the OS/400® operating system with built-in DB2 Universal Database®, along with IBM Lotus Domino®.

"The great thing about DB2® is that people don't have to think about it," Angle said. "It does what it's supposed to do effortlessly and without any manipulation or discussion required on the part of the customer or vendor." IBM Lotus Domino is used for communications functionality.

Since installing its CMS solution, Victor's sales have tripled and the Victor plant has never experienced unscheduled downtime. It has improved its inventory accuracy to nearly 100 percent and been able to increase inventory turns by 20 percent. Automated tracking and scheduling, tasks that had been done manually, saves Victor one-and-a-half days of employee time per week.

Using radio frequency guns and bar codes in conjunction with the CMS and IBM technology, employees can track the production status of automotive parts from the arrival of raw materials to the delivery of finished products.

"We typically have a 100 percent on-time delivery rating. Ever increasing requirements in the automotive industry make this a very challenging goal. The IBM and CMS solution offers

a variety of tools to help simplify this achievement," said Andy Hrasky, Victor Manufacturing comptroller.

Long-term partnership is key to CMS success

CMS has been an IBM Business Partner since the company was founded 21 years ago, using IBM technology as the foundation for its products and relying on IBM to help it become an industry leader.

CMS participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. CMS is "optimized" in the automotive industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with their own solutions and other criteria.

"IBM provides countless services to its partners and does an outstanding job at it," Angle said. CMS uses marketing resources and receives co-marketing funds from IBM to help build its business. IBM also promotes CMS to other IBM partners and to regional IBM sales organizations.

"IBM has never wavered in its commitment to us," Angle said.

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com**/partnerworld/ industrynetworks

To learn more about CMS Software, visit: cmssoftware.com

To learn more about Victor Manufacturing, visit: magna.com

Lotus® software

IBM helps COFINANCIAL Web-enable vital mortgage origination tools

Overview

■ **The Challenge**
Mortgage banker COFINANCIAL wanted to raise the bar on customer service by making impressive functionality hidden away in its internal office tools available to customers over the Web while simultaneously improving sales force productivity

■ **Why IBM?**
IBM offers a cost-effective and powerful platform to expose COFINANCIAL home loan tools to potential customers across the United States via their Web portal (www.eREFI.com)

■ **The Solution**
IBM® Lotus® Domino® Utility Server Express software running on an IBM @server® xSeries® 225 server

■ **The Benefit**
• IBM Lotus Domino Utility Server Express enables COFINANCIAL to provide more relevant information faster to potential new customers
• A new interactive Web site improves employee productivity by automating the mortgage origination process and reducing custom coding
• Service-oriented architecture development plans anticipate new revenue opportunities

In the mortgage banking business, COFINANCIAL is truly a band of merry men and women in a forest of entrenched monarchs. While the deep-pocketed incumbents race to concoct ever more creative home financing schemes, COFINANCIAL offers its customers a truly novel product—low interest rates and complete transparency. Since it was founded in 1996, the 10-person Milford, Michigan–based outfit has banked on its ability to use technology to drive down the time and cost associated with originating mortgages.

In fact, COFINANCIAL takes great pride in its mortgage banking philosophy. "We approach the mortgage banking industry from the exact opposite view of our competitors," explains

"In effect, IBM Lotus Domino Utility Server Express allows me to clone my sales force by automating a number of tasks they used to perform manually while at the same time removing the potential for human error. We can now deliver more accurate information in a more timely fashion."

–Kurt Harlow,
President,
COFINANCIAL

"We're interested in educating customers and letting them make smart decisions. Thanks to our new IBM Lotus Domino Utility Server Express–powered Web site, we can maintain our corporate ethics while attracting new and smarter customers."

–Kurt Harlow, President, COFINANCIAL

Kurt Harlow, president of COFINANCIAL. "Our competition does everything it can to delay discussion of actual rates and closing costs until the end of the process. By contrast, we provide our rates and closing costs up front. We are determined to offer the information customers want without making them jump through hoops to get it. We are exponentially more customer-centric than our competition."

Thanks to the smart use of technology, COFINANCIAL has been able to compete in a tough business while maintaining its ethics and offering customers more informed decision making. "My approach has always been to use technology to answer the tough questions up front," Harlow explains. "Partly, this was out of necessity—many of our local customers are engineers. They tend to be very knowledgeable, educated and good at math and decision making. In order to lower the cost and time of origi- nating a mortgage, I simply had no choice but to use technology to provide good answers to my customers' tough questions in a timely fashion."

COFINANCIAL uses Lotus to offer unrivaled rate information

In order to deliver the information that his customers require, Harlow developed a series of spreadsheets of impressive complexity to crunch the many numbers that go into determining the best borrowing options. By entering a handful of parameters, Harlow is able to calculate rapidly the most appropriate mortgage offerings based on the current state of interest rates and specific customer requirements. The Lotus 1-2-3 spreadsheets became a back-end business instrument of critical importance.

"Originally, I simply set out to create a number of shortcuts to answer my custom- ers' questions quickly, effectively and accurately," explains Harlow. "But based on the unique formulas I created, the Lotus spreadsheet soon delivered a very precise algorithm for finding the best mortgages and lowest rates from a number of compet- ing lenders. It may sound simple, but behind the scenes, a series of spreadsheets compares tens of thousands of offerings overlaid with underwriting and program guidelines to give the most practical offering based upon a specific customer's needs."

However, in order to receive the information, customers had to call a loan repre- sentative and stay on the line while the employee input the appropriate values. "If a customer called, we could give them the most up-to-date information," explains Harlow. "But once I had the spreadsheets perfected, I wanted to make the function- ality available via the Internet. Not only would this help us attract more business, it would offer customers a better deal, since a loan officer is typically a commissioned employee. I figured if I could put my special formulas on the Internet, I could cut out the middleman, which would lower my costs and give my customers a better deal."

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IBM Lotus Domino Utility Server Express Web-enables spreadsheet functionality

In order to offer the functionality of the spreadsheets on the Web, Harlow turned to IBM Business Partner NuTechs. "At first we didn't think it was possible," explains Sam Juvonen, senior consultant at NuTechs. "Then we came up with a novel solution: If we installed IBM Lotus Domino Utility Server Express, we could enable customers to fill in their own parameters on the company Web site. The server could pass those figures to a unique copy of the spreadsheet. Then, behind the scenes, the spreadsheet could crunch the numbers and return the answers to the server, which could then populate the Web page with the customer's requested information."

IBM Lotus Domino Utility Server Express transforms the COFINANCIAL Web presence

Thanks to the installation of IBM Lotus Domino Utility Server Express, the COFINANCIAL Web site has been transformed from a static information vehicle to an interactive application of profound usefulness. Foremost among the enhancements is the Rates engine feature, which allows customers to see the best interest rates based upon their particular needs. "Without requiring the customer to disclose any personal information, the Rates engine can tell customers the lowest interest rates available," explains Harlow. "A lot of our larger competitors seem more interested in just originating loans, regardless of whether or not the terms of the loan are in the best interest of a specific customer. By contrast, the COFINANCIAL Rates engine takes the most consumer-oriented approach by giving customers the true bottom line. It not only lets them compare rates, it ultimately helps them make more informed decisions."

In addition to the Rates engine, Lotus Domino Utility Server Express has helped COFINANCIAL develop its RateWatch notification service. "Lotus Domino Utility Server Express has allowed us to offer a service that alerts customers when interest rates hit desired levels," says Harlow. "In other words, a customer can be e-mailed when, for example, a US$350,000 30-year fixed loan hits 5-3/8 percent. There are no other services on the Web that compare to our Rates engine and our RateWatch notification service."

"COFINANCIAL is a small company that cannot afford to overspend on its IT purchases. The IBM Lotus Domino Utility Server Express license allows COFINANCIAL to buy the server and write programs that can be exposed via the Web without forcing the company to purchase additional client access licenses."

—Walt Seymour, Vice President, NuTechs

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IBM Lotus Domino Utility Server Express offers the right functionality at an attractive cost

Part of the appeal of Lotus Domino Utility Server Express was the flexible licensing options that come with the product. "COFINANCIAL is a small company that cannot afford to overspend on its IT purchases," explains Walt Seymour, vice president at NuTechs. "The IBM Lotus Domino Utility Server Express license allows COFINANCIAL to buy the server and write programs that can be exposed via the Web without forcing the company to purchase additional client access licenses. Plus, as a small company, COFINANCIAL doesn't need the various IBM Lotus Domino messaging applications. With IBM Lotus Domino Utility Server Express, COFINANCIAL gets exactly what it needs without having to purchase unnecessary licenses or applications."

IBM Lotus Domino Utility Server Express provides a powerful development platform

IBM Lotus Domino Utility Server Express also offers significant development advantages over other server platforms. "The IBM Lotus Domino family uses the LotusScript language, which makes it very easy for the server to communicate with Microsoft® Windows® programs," explains Juvonen. "With a platform like Microsoft .NET, it would have been a lot harder for us to implement this solution. From a cost and time-to-market perspective, there is a lot of value in the IBM Lotus Domino development tools."

In fact, IBM Lotus Domino Utility Server Express significantly reduced the amount of custom coding needed to deliver the interactive Web site features COFINANCIAL was looking for. "IBM Lotus Domino Utility Server Express requires much less coding of custom components," Juvonen continues. "Using Lotus Domino, you can automate many things that would otherwise require custom coding. For example, when we Web-enabled the COFINANCIAL RateWatch application, we didn't have to do any Java™ or HTML coding. With the Lotus Domino development tools, we can add functionality or change the flavor of applications via a single graphical user interface environment."

IBM Lotus Domino Utility Server Express simplifies Web site management

While Lotus Domino Utility Server Express delivers impressive functionality at an attractive cost, it also delivers additional dividends in the form of simplified site management. "With Lotus Domino Utility Server Express, we re-architected the Web site with a new structure that lets COFINANCIAL do all of the administration," explains Seymour. "COFINANCIAL employees can update or change pages on the fly without revealing the inner workings of the underlying business logic to competitors. Lotus Domino Utility Server Express provides a powerful content management platform."

"COFINANCIAL employees can update or change pages on the fly without revealing the inner workings of the underlying business logic to competitors. Lotus Domino Utility Server Express provides a powerful content management platform."

—Walt Seymour,
Vice President,
NuTechs

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COFINANCIAL plans to use IBM Lotus Domino Utility Server Express as the basis of a service-oriented architecture

Currently, COFINANCIAL has plans to upgrade from IBM Lotus Domino Utility Server Express V6 to V7 in order to transform the Rates engine functionality into a Web service that can be repackaged and sold to other mortgage bankers through a service-oriented architecture. "When we upgrade to V7, I will be able to pass the information seen on the COFINANCIAL Rates engine to other companies as raw data using XML," explains Harlow. "In other words, we will be able to sell the Rates engine application to competitors as a service without revealing the proprietary business logic driving it."

Ultimately, by repackaging the Rates engine and delivering it as a service, COFINANCIAL can augment its existing revenue streams. "COFINANCIAL will have two avenues for earning money from the Rates engine," explains Juvonen. "It will have one product that is branded as a COFINANCIAL product on its Web site and another that delivers the same back-end data through a service-oriented architecture to other companies that are interested in offering the same functionality."

IBM Lotus Domino Utility Server Express results in lower costs and improved customer satisfaction

While Harlow has grand plans for the future of his Rates engine and RateWatch applications, he has also witnessed a dramatic reduction in costs and increased efficiencies from his current implementation of IBM Lotus Domino Utility Server Express. "In effect, Lotus Domino Utility Server Express allows me to clone my sales force by automating a number of tasks they used to perform manually while at the same time removing the potential for human error," Harlow explains. "The information we used to provide on the phone is now available 24/7 on the Web. We can now deliver more accurate information in a more timely fashion."

All told, IBM Lotus Domino Utility Server Express has become a cornerstone for future success at COFINANCIAL. "We're in a very competitive business," explains Harlow. "Our customers want us to tell them the bottom line, give them the tools they need to make an informed decision and let them compare our products against those of competitors. At the same time, they don't necessarily want to divulge personal information like names, phone numbers and social security numbers. We're interested in educating customers and letting them make smart decisions. Thanks to our new IBM Lotus Domino Utility Server Express–powered Web site, we can maintain our corporate ethics while attracting new and smarter customers."

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For more information

For more information on IBM Lotus Domino Express offerings, please contact your IBM sales representative or IBM Business Partner, or visit www.lotus.com/dominoexpress

WebSphere® software

Select Portfolio Servicing turns around its fortunes with automated loan processing solution.

Overview

- **Challenge**
  Provide greater manageability of external data sources, eliminate data entry errors and speed loan servicing for payoffs, bankruptcies and liquidations.

- **Why IBM?**
  IBM offered a solution the customer knew would work and trusted based upon the recommendation of IBM Business Partner The Tech Factory

- **Solution**
  Automated loan payment processing system built upon IBM WebSphere® middleware platform

- **Key Benefits**
  Eliminated data entry errors; monthly customer complaints dropped 94% per month; reduction in exception processing time from days to one hour; annual savings of $4 million; cashiering staff reduced from 92 to 8; 131% ROI in 18 months; upgrading by two bond ratings agencies; restoration of financial health

Using IBM WebSphere solutions, SPS can now integrate information from multiple sources to drive an automated loan payment processing system that has reduced errors dramatically.

Benjamin Franklin coined the now widely used saying, "Time is money." Add to that "Accuracy is money" and you've captured the key principles upon which Salt Lake City-based Select Portfolio Servicing (SPS) operates. As the nation's third largest servicer of nonprime residential mortgages, SPS makes its money by expeditiously handling loan payments to transform them into performing assets for SPS's investors, the financial institutions that own the mortgages.

"We really had no controls, and processing exceptions was still a manual process. Every manual step in the process creates an opportunity for failure."

—Kevin Hamilton, Vice President, Timeline Management, Select Portfolio Servicing

SPS's automated system is responsible for helping the company achieve $4 million annually in savings, improving cash flow and making SPS attractive as an acquisition for Credit Suisse First Boston.

> *"With IBM WebSphere and the CashConscious application, mistakes have gone down, loan performance has gone up, delinquencies are fewer, cash is getting processed more quickly, cash flow has improved, and the investors and customers are happier. It's a win-win situation."*
>
> *—Kevin Hamilton*

The faster a transaction, the more interest the financial institution earns on the money collected. The higher the accuracy in processing payments, the fewer the delinquencies and the lower the percentage of nonrecoverables, in other words, mistakes which SPS must subtract from its profit ledger.

Existing system causes mistakes and delays

Accuracy and speed had become major challenges for SPS in processing the approximately 300,000 loans it services, especially in the handling of exceptions such as payoffs, bankruptcies and liquidations. A cashiering staff of 92 employees handled payments manually, resulting in high error rates and processing times of up to five days per transaction. Customer complaints averaged 500 per month, and concerns about performance levels negatively affected their 2003 credit ratings.

On the back end, SPS used an outsourced, mainframe-based, industry-standard loan processing system. Payments were processed in large batches. All of SPS's in-house applications ran atop this solution. As the system of record, the mainframe stored payment information that was visually captured by the multiple imaging systems used by SPS and its investors. Payments came in various form—Excel spreadsheets, CSV (comma separated values) files and wire services—among others. Employees in SPS's cashiering department pulled up green-screen applications, as needed, to process or reroute the payments to other departments for handling.

"We really had no controls, and processing exceptions was still a manual process," explains Kevin Hamilton, vice president of timeline management for SPS. "Every manual step in the process creates an opportunity for failure. We needed a truly automated system that would improve loan performance, reduce nonrecoverables and lower costs through personnel reduction."

Building a flexible, service oriented architecture

SPS sought a flexible, service oriented architecture (SOA) because it wanted to leverage back-end systems, automate repeatable tasks to reduce errors and process transactions in real time. The solution needed to link with legacy systems, including the outsourced mainframe loan processing system, and give SPS a greater measure of control over its business processes, as well as faster throughput and scalability, all while maintaining industry compliance with government regulations such as Sarbanes-Oxley.

Though SPS looked at solutions from Wausau Financial Systems and Netvantage, it relied upon the recommendation of its trusted IBM Business Partner, The Tech Factory. SPS implemented a front-end, automated item processing system called CashConscious, developed by The Tech Factory, which runs on an IBM platform. When a payment comes in, an imaging system captures the document visually and sends it to another application that reads the data and uses business logic to either post a payment or route the exceptions — bankruptcies, liquidations and payoffs — to CashConscious for real-time processing. CashConscious leverages business logic from green-screen applications to make posting decisions, and tracks every step of the processing to ensure compliance. Posting details appear as contemporary-looking Web pages. The system consists of IBM WebSphere Application Server, the premier Java™ 2 Platform Enterprise Edition and Web services-based application server, IBM WebSphere MQ Express for delivering application-to-application connectivity, and IBM WebSphere Access Transformation Services (HATS) for extending host applications to the Web.

"SPS has an environment that it cannot fully control because the payments come in various forms and from multiple imaging systems and sources," says Etienne Droulez, president, The Tech Factory. "Given this environment, IBM WebSphere Application Server is the most reliable, stable and flexible integration platform, and its scalability makes it easy for SPS to add servers to increase its capacity. Because of its flexibility, we don't have to rebuild the infrastructure every time a process is added."

WebSphere MQ Express manages the messages coming from internal and external databases to the proper CashConscious applications, ensuring SPS greater reliability. The company has regained a significant measure of control and recoverability by dramatically reducing the information loss that occurred when employees handled the data.

Better throughput achieved

Eliminating manual errors was only a part of the challenge for SPS. The other was to increase speed. "Sometimes processing an exception took days because of all the communication that had to take place among various departments," notes Hamilton. "Now it happens automatically and takes an hour at most."

SPS processes exceptions much more quickly, in part because WebSphere MQ Express manages the message queues more efficiently. It uses multithreading to divvy up large batches of payments into smaller bundles that can be executed simultaneously. Additionally, SPS uses WebSphere HATS to quickly extract and transform, in real time, legacy information from multiple green-screen applications for display in the CashConscious Web-based modules.

Key Components

Software

- IBM Rational® Application Developer for WebSphere (formerly known as WebSphere Studio Application Developer)
- IBM WebSphere Application Server
- IBM WebSphere MQ Express
- IBM WebSphere Host Access Transformation Services (HATS)

IBM Business Partner

- The Tech Factory

"The loan processing system based on IBM WebSphere technology is what turned our company around."

— Kevin Hamilton

IBM Rational Application Developer for WebSphere (formerly known as WebSphere Studio Application Developer) provided a single development environment for the solution that simplified its development.

Metamorphosis in SPS's standing and capabilities

In less than two years, SPS has transformed itself. Whereas the company encountered customer issues related to payment processing inaccuracies and suffered lower credit ratings due to its ineffective loan processing solution, it has now been able to turn around the situation. SPS's credit ratings have substantially improved, as has customer satisfaction. "The loan processing system based on IBM WebSphere technology is what turned our company around," Hamilton says. "It was one of the main reasons that rating agencies upgraded SPS, allowing us to be able to service our bonds."

SPS now services loans in close to real time. It has reduced its cashiering staff from 92 to 8 and decreased its write-offs, resulting in an annual savings of $4 million. These savings have enabled SPS to achieve a return on investment (ROI) of 131 percent in 18 months.

Additionally, customer complaints have plummeted from 500 per month to 30 per month. Notes Hamilton, "Mistakes have gone down, loan performance has gone up, delinquencies are fewer, cash is getting processed more quickly, cash flow has improved, and the investors and customers are happier. It's a win-win situation."

The solution is also enabling SPS to extend its vision from automation to ongoing improvement with a new focus on opportunities, metrics and analytics. "Thanks to IBM and The Tech Factory, our new tagline," says Hamilton, "is results-oriented process management."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:
ibm.com/websphere

For more information about The Tech Factory, visit
www.techfactory.com

For more information about SPS, visit
www.spservicing.com

IBM®

G210-2151-00

Tivoli software

IT-Lifeline uses IBM Tivoli Storage Manager to ensure growing bank's data remains safe.

Challenge
Deliver a predictable, re-liable, and fast method of data backup and recovery for Washington Trust Bank's critical data.

Solution
IT-Lifeline customized a secure, managed off-site data backup and recovery solution providing the cus-tomer a high degree of confidence.

Key benefits
Shifted the bank's IT focus from managing backup schedules and rotation cycles to managing data in beneficial ways.

Washington Trust Bank knew it faced challenges in the areas of IT data backup and recovery, enough so that it stood out as one of the key concerns for incoming senior vice president and chief information officer, Jim Brockett. "Our biggest challenge was having to manage huge amounts of data and not a lot of confidence in our ability to restore critical systems in a timely manner," he explains. Given any disastrous event, the potential fallout from an extended period of downtime was an enormous risk to not only daily operations, but Washington Trust Bank's compliance with federal regulations. "When you're a bank," Brockett adds, "unless there is a regionally-declared disaster, you're not allowed to be closed without facing severe fines."

IBM Business Partner IT-Lifeline, an outsourced data service provider, worked with bank IT engineers to map out its current data backup and recovery solution, identifying its key issues along the way. "Washington Trust Bank was experiencing a great deal of pain updating and maintaining their existing environment," explains Steve Tabacek, president and chief executive officer of IT-Lifeline. The bank's IT staff acknowledged the growing complexity and expense faced in supporting their existing systems, built around VERITAS™ Backup Exec, VERITAS Net Backup, and an assortment of servers, disk arrays and tape libraries. IT engineers referred to the daily chores of reviewing log files, shuffling tapes and troubleshooting data backup problems as a painful process. File restores and server crashes which required bare-metal recovery of systems were time consuming and technically challenging. Knowing his company could provide a convincing backup and recovery alternative, Tabacek introduced IT-Lifeline services — built around IBM Tivoli® Storage Manager — to Washington Trust Bank. The benefits were quickly apparent to IT staff.

Still, Washington Trust Bank only decided to move forward with the new solution once the executive team got onboard. The bank's executive staff knew that past trends could not continue, noting that every 18-24 months, IT investments mounted as the

IT staff tried to keep the existing data backup and recovery environment viable. Newer IT investments were required to address growing data needs before the previous cycle of hardware and software upgrades were depreciated. The IT-Lifeline solution offered the benefits of a Fortune 100 infrastructure, so the bank received the benefit of a high-quality, scalable environment without the huge investment necessary for this level of performance.

IT-Lifeline allowed Washington Trust Bank to create cost savings in other areas as well. By eliminating the arduous manual tasks associated with the current system, the bank achieved a reduction in man-hours needed to support its backup and recovery operations. "We basically outsourced a considerable component of what a lot of our technicians were working on," Brockett says. "Then we were able to deploy them on other, more important tasks."

And while it is hard to quantify risk management activities, Brockett recognizes the savings associated with this new solution are undoubtedly significant. "When you mitigate a big risk, you know there's a payback, even though it's not always easy to put numbers around it."

The business of granular data

The IT-Lifeline solution also opened doors to new ways of using data, causing the bank to rethink some core business practices. "We went through all the technical complexities why our IBM-driven solution was better from a sheer data backup perspective," Tabacek explains, "but then we talked about the power of the product in its ability to help them manage not only their backup information — but all their information." As a database-driven product, Tivoli Storage Manager allows Washington Trust Bank to extract data and achieve a level of reporting previously unavailable. "Tivoli Storage Manager handed them the ability to clearly understand how much data they have, the rate of growth, and to be able to put a storage policy in place so they can meet regulatory compliance standards."

The bank's executive staff recognized the power such granular information gave them over the storage needs of its business. This new ability to understand its data from all facets allowed Washington Trust Bank to put a storage policy in place, managing the amount of storage on hand. "If storage costs were too extreme, they could take a closer look at the storage policy, refine it and eliminate versions," says Tabacek. "By really understanding what data they had on disk, they are better able to evaluate whether they have a need for all they are storing." Brockett agrees, saying, "We received a real predictability of costs in a fairly capital- and cost-intensive environment."

The approach to managing data has created a groundswell of financial institutions adopting a similar strategy. "Washington Trust Bank, in essence, has become a case study we used for implementations at other financial institutions in the banking, finance and insurance industries," explains Tabacek. "With respect to application and data management, and business continuity, we are breaking new ground."

This ability to extract and apply data at such a precise level — a by-product of using Tivoli Storage Manager—also benefits IT-Lifeline in other ways. "The features of Tivoli Storage Manager clearly make it the only product on the market that gives us the capability of granular data management," says Tabacek. "Without it, we'd have no differentiating factor in the marketplace."

The assurance of recovery

But perhaps the greatest benefit gained by Washington Trust Bank is simply the peace of mind that any lost data can be recovered. "I will tell you that my first six months here, I was concerned about some of our significant client-server applications and our ability to restore those in the event of a significant failure," Brockett explains. "And I had good reasons to be concerned about that." Data is now transferred immediately offsite to the IT-Lifeline facility, so backup data is as current as possible if needed. And IT-Lifeline is even used to provide full redundancy to some critical systems in the event of a disaster.

"I was — and still am — of the belief that backup, recovery and storage technologies require more expertise than most midmarket businesses have on staff," Brockett adds. Outsourcing the functions to IT-Lifeline in effect creates an auxiliary staff with the skill set to ensure the best possible outcomes. The IT-Lifeline Continuity Center is available 24 hours a day to help restore critical operations, ensuring personnel are always available to help—even if the bank's technical staff is facing adversity or disaster of some nature. But it is also the nature of IT-Lifeline's own infrastructure that allows them to offer such assurances.

"We're using an end-to-end IBM solution," Tabacek explains. "One nice thing about that is the support that IBM provides, which is unparalleled. If we have a problem, it will be resolved quickly—no finger pointing, no questions." He adds that IBM hardware and software products are integral to the stability of the IT-Lifeline environment. "Hardware and software from IBM form a foundation that can be integrated with other extremely valuable IBM products," he says. "And this scalability of the environment also allows us, as a business, to operate more efficiently and at a lower cost."

"I was concerned about some of our significant client-server applications and our ability to restore those in the event of a significant failure."

— *Jim Brockett*
Senior Vice President and CIO,
Washington Trust Bank

Brockett says his company was familiar with the IBM product sets IT-Lifeline employed in the solution, as well as IBM's experience in the financial sector. "There was already a level of comfort there with IBM, and IT-Lifeline's deep understanding of the Tivoli products meant that even if we had liked another product, we trusted what this solution could provide."

Tabacek adds that the IBM products they use also provide an edge during client walkthroughs of their facility. "Our customers see IBM hardware and software in our data center as an asset."

Setting expectations

A surprising outcome of the IT-Lifeline solution is the enhanced understanding shared between Washington Trust Bank's executive and IT staffs. "There is a gap between what executive management sees or expects at the time of recovery after some sort of adversity," explains Tabacek, "and how IT engineers see things and are capable of performing." Using their IBM infrastructure, IT-Lifeline says they are now able to establish more realistic expectations. "We have demonstrated superior recovery capabilities, so we can now set executive expectations to that proven benchmark."

Far-reaching impacts

Predictability of costs, a shift in the management and use of its data, and the assurance that recovery of data can be managed in a timely, cost-effective manner. "At the end of the day, we're creating more than just a plain-Jane, vanilla backup product," concludes Tabacek. "It's designed to gain operating efficiencies in a production environment." He believes the infrastructure IT-Lifeline built using Tivoli Storage Manager will have far-reaching effects across the financial sector.

As for Jim Brockett, he agrees that the partnership with IT-Lifeline has been a positive experience. "It's hard to get too excited about disaster recovery, backup and restore," he says, laughing. "But I can tell you, I sure sleep better at night."

For more information

To find out more about IBM Tivoli software products, visit:
ibm.com/tivoli

To learn more about IT-Lifeline, visit:
www.itlifeline.net

For more information on Washington Trust Bank, visit:
www.watrust.com

G507-2092-00

Lotus® software

ARPEL dramatically lowers licensing costs and improves collaboration with a portal and mail solution from IBM

Overview

■ *The Challenge*
Reliance on e-mail to structure the publication of documents on industry issues led to versioning problems; lack of a document library limited access to information

■ *The Solution*
IBM® WebSphere® Portal Enable, IBM Lotus Notes® and Domino® Version 7, IBM Lotus® QuickPlace® and IBM Lotus Sametime® software running on an IBM eServer™ xSeries® server

■ *Key Benefits*
• *The portal facilitates collaborative content creation and streamlined publication of documents*
• *The portal provides centralized access to published documents*
• *At ARPEL, the move to IBM Lotus Notes and Domino helps reduce software licensing costs by about 50 percent*

Established in 1965 and based in Uruguay, the Regional Association of Oil and Natural Gas Companies in Latin America and the Caribbean, or ARPEL, fosters knowledge sharing among 30 state-controlled and privately owned oil and gas companies in Latin America and the Caribbean. Regional outfits, including PETROBRAS, PDVSA and PEMEX—and global giants, such as ExxonMobil, REPSOLYPF, BP, Shell and CHEVRON—turn to this nonprofit energy association for help in addressing shared economic, environmental and social concerns.

Collaboration requires central arena for creating and sharing documents

Until 2004, ARPEL relied on e-mail, specifically Microsoft® Exchange and Outlook, to help members create, edit and view industry-related documents. Unfortunately, the reliance on e-mail to structure the complex publishing operation hindered the ability of members

to produce documents in a timely and accurate manner. "We lacked a shared document repository and place to work," explains Hernan Vázquez, IT manager at ARPEL. "As a result, we never knew if we were viewing or working on the right version of a document."

In order to improve document creation and management, ARPEL went looking for an IT solution that could encourage collaboration. "With the hope of fostering more effective collaboration, we decided to implement a portal," adds Vázquez. "So we began evaluating portal products from Microsoft and IBM. Ultimately, we decided to go with IBM WebSphere Portal Enable because it just seemed to be a very mature product with a lot of features we could use."

IBM WebSphere Portal leads to more effective collaboration and knowledge sharing

ARPEL implemented its business portal using WebSphere Portal Extend running on a single IBM eServer xSeries 335 server. Today, the portal welcomes more than 2,000 users. "The portal makes for much more effective knowledge sharing," explains Vázquez. "It acts like a real-time link between all the member companies. Members create and edit documents in a single location, and a document library makes the finished materials easy to find."

ARPEL relies on IBM Lotus QuickPlace to structure individual publishing projects, helping to ensure version control and effective document management. "We have a Lotus QuickPlace room for each subject area, such as environmental, health, safety, crude oil refining and automotive issues," explains Vázquez. "And within each of those rooms, we grant people appropriate editing and viewing privileges."

The ARPEL portal contains a virtual library that members and the public can use to find and view documents on critical issues. "The virtual library is a custom application that was built for the portal," Vázquez explains. "Within the library, there are public areas that are accessible by any interested party and private areas that are available only to ARPEL members. The virtual library enables people to find the documents they are looking for more quickly."

The ARPEL portal also features a collaboration center that includes IBM Lotus Sametime instant messaging to foster real-time knowledge sharing. "Through the collaboration center, members can see if other members are online and collaborate in real time," explains Vázquez. "We are also working on integrating Sametime with Asterisk open source PBX software to help increase collaboration among members whether they are in the portal environment or not."

Moving to IBM Lotus Notes and Domino
ARPEL replaced its Microsoft Exchange messaging software with IBM Lotus Notes and Domino Version 7 messaging at the same time it implemented its portal. Now the full-featured messaging and collaboration capabilities of Lotus Domino are delivered through the portal. "Lotus Domino supports

individual mailbox backup and restore, which represents a big advantage for us," says Vázquez.

Aside from offering important functionality, the tight integration between Lotus Notes and WebSphere Portal promises to improve collaboration. "The integration between our messaging and portal software helps improve productivity," explains Vázquez. "For instance, people can use the portal to meet other ARPEL members access geographic borders."

ARPEL sees higher productivity and lower costs
Among the many benefits of the ARPEL business portal, Vázquez singles out improved productivity for member constituents. "With a virtual library that has one centralized view of pertinent documents, as well as QuickPlace workspaces for collaboration on publishing projects, the portal helps our members do their jobs more productively because they always know where to go for information."

Plus, with the decision to switch to Lotus Domino, ARPEL has dramatically reduced its software licensing costs. "By relying on a complete platform from IBM, we've been able to eliminate our reliance on Microsoft Exchange," Vázquez explains. "As a result, ARPEL has reduced its software licensing costs by as much as 50 percent. That represents a huge cost savings."

For more information
Please contact your IBM sales representative or IBM Business Partner, or visit our Web site at:
ibm.com/software/lotus

For more information about ARPEL, visit: arpel.org

G225-4463-00

Global Data Vaulting and Avitar help companies effectively protect business data.

Global Data Vaulting, Inc. (www.gdv.ca) is a leading Software as a Service (SaaS) provider of fully managed, automated online data protection, archiving and recovery solutions for critical data. The company's services include business continuity evaluations, backup and recovery strategies, and project management assistance.

Overview

Avitar Solutions, Inc.
Farmingdale, NY, USA
www.avitarsolutions.com

Industry
- Information Technology

Employees
- 6

Products
- IBM Tivoli® Storage Manager
- IBM System x™

Business Partner
- Global Data Vaulting, Inc.

"Working with IBM and Global Data Vaulting, we've been able to help small-to-medium-sized businesses improve business continuity at a fraction of what it would traditionally cost."

— Charles Tramantano, President, Avitar Solutions

Challenge

Since 1992, Avitar Solutions has partnered with businesses to devise and integrate world-class enterprisewide IT solutions that help optimize business performance and profitability. Today, data-driven threats such as data corruption, theft and loss are more costly than ever. Because of this, Avitar wanted to ensure that its clients could rapidly recover information when needed. Avitar had deployed Veritas software at client sites to help automate backup processes, but found that its customers required extensive training to use the software. As a result, Avitar employees were frequently called away from other business-critical projects to handle backup processes and verify that data was being appropriately backed up. To improve service delivery while helping clients minimize risk, Avitar needed a cost-effective alternative that would enable its staff to focus on other business-critical needs.

Solution

Avitar teamed with IBM Business Partner Global Data Vaulting (GDV) to provide a fully managed online data backup solution that could be delivered as a service. This model enables the company to offer a robust enterprise-class solution while providing a cost-effective alternative to traditional packaged applications. Through GDV's secure backup service, Avitar can help its clients reduce the risks associated with data loss and more efficiently address compliance with regulatory data retention requirements. Using IBM Tivoli Storage Manager, GDV centralizes and automates data protection processes from its data center in Toronto, Canada. This includes providing secure scheduled backups of changed data, monitoring scheduled events to ensure completion, recovering data when needed and archiving information according to business policies. As a result, Avitar customers have increased the frequency of their backups while reducing backup costs by up to 40 percent. In fact, for just $3 a day, one Avitar client can now back up critical data each hour, instead of nightly, considerably reducing its risk in the event

of data loss. At the same time, Avitar executives can better focus on managing client infrastructures while providing a value added service that enhances customer satisfaction. This is helping Avitar cement customer relationships and increase revenue. Because the resiliency and responsiveness of this service is of paramount importance, GDV uses IBM System x technology as the platform for Tivoli Storage Manager software.

Benefits

- Able to provide enterprise-level backup and recovery services for as little as $3 a day
- Reduced backup and recovery costs by up to 40 percent
- Increased revenue through greater customer satisfaction and loyalty

"We've helped our clients considerably reduce the risks of data loss and more effectively comply with regulatory data retention requirements by using IBM Tivoli storage management solutions."

— Jeffrey Beallor, President, Global Data Vaulting

SWC10068-USEN-00

Clear C2, Inc., chooses IBM Lotus Domino servers and IBM WebSphere Portal to enable its CRM solution to mid-size companies

Clear C2, Inc., a leader in customer relationship management, uses IBM Lotus Domino servers and IBM WebSphere Portal modules to develop C2CRM, a browser-based CRM solution to help mid-sized companies improve productivity, save costs, increase sales and profits and build strong customer relationships.

Challenge

In this fiercely competitive marketplace, companies are working harder than ever to maintain strong partnerships with their customers. Effective inter-departmental collaboration is crucial, with the ultimate goal of presenting consistent customer interaction with all employees responsible for customer satisfaction and retention.

Clear C2, Inc., which offers workflow automation, e-commerce and customer relationship management software, wanted to build a comprehensive middle-market CRM solution to integrate sales, marketing and customer service into one seamless, collaborative operation. An IBM Premier Business Partner, headquartered in Coppell, Texas, Clear C2 enabled its C2CRM solution using IBM Lotus Domino servers and IBM WebSphere Portal software modules. Clear C2 participates in IBM PartnerWorld® Industry Networks and is optimized in the automotive and fabrication and assembly industries.

Solution

C2CRM offers a rich graphical experience in a simple-to-use Web browser interface that leverages the collaboration and communication features of the Lotus Domino server platform and the customizable single-point access to Web content and applications provided by WebSphere Portal.

By enabling C2CRM to run on IBM Systems i, p and x, C2CRM gives customers the ability to harness the combined power of its five solutions that provide a complete customer loyalty solution: relationship management, sales management, customer service, marketing management and analytics and knowledge management.

Benefits

C2CRM allows customers of Clear C2, Inc., to:

- Increase organizational efficiency and profitability
- Provide a secure, collaborative tool across the company
- Shorten sales cycle and boost sales
- Strengthen customer service and loyalty

Overview

Clear C2, Inc.
Coppell, Texas
www.c2crm.com

Products
- IBM Lotus® Domino servers
- IBM WebSphere® Portal
- IBM Systems i™, p™ and x™
- C2CRM™

C2CRM™
Clearly Different. Clearly Better.

"IBM continues to deliver the power and flexibility that CRM application vendors such as Clear C2, Inc., need to innovate and enhance their offering. No other technology manufacturer combines the hardware architecture and the operating system with middleware like IBM does."

Mickey Patton
President and CEO
Clear C2, Inc.

IBM

Global Data Vaulting delivers disaster recovery services for as little as 3 USD a day with IBM Tivoli software.

Overview

- *Challenge*
  Help clients decrease the time and cost of recovering from service outages and disasters
- *Solution*
  A fully-managed secure backup service based on IBM Tivoli® Storage Manager family software
- *Benefits*
  Enabled delivery of enterprise-level business continuity services to small and medium-sized businesses for as little as 3 USD a day; reduced client recovery times from days to under 30 minutes; improved governance

With limited budgets and personnel spread thin, many small and medium-sized businesses struggle to backup and protect critical data in the event of a disaster. It's a challenge that is helping drive the adoption of Software as a Service (SaaS) for disaster recovery.

With SaaS, companies no longer need to purchase and deploy an application and its supporting infrastructure. The SaaS provider simply delivers the application functionality via a subscription model over the Internet, with the customer renting the service for a monthly fee.

"The Software as a Service model provides companies with the staffing and technology needed to help ensure business continuity in the event of an outage or data loss. And working with IBM, we can deliver an enterprise-class solution that was previously out of reach for most small and medium-sized businesses."

– Jeffrey Beallor, President, Global Data Vaulting

"Maintaining hundreds of versions of backed up data can create a management nightmare for companies. Tivoli software simplifies the process immensely to strengthen governance and improve risk management."

– Jeffrey Beallor

Consider the success that IBM Business Partner Global Data Vaulting (GDV) has experienced. GDV is a leading SaaS provider of fully managed, automated online data protection, archiving and recovery solutions. Through its Secure Managed Backup Service based on IBM Tivoli Storage Management software, GDV can offer companies a comprehensive disaster recovery solution for as little as 3 USD a day.

"The Software as a Service model provides companies with the staffing and technology needed to help ensure business continuity in the event of an outage or data loss," says Jeffrey Beallor, president, Global Data Vaulting. "And working with IBM, we can deliver an enterprise-class solution that was previously out of reach for most small and medium-sized businesses."

Near-miss drives change

For a Canadian property management firm with a 25-year history of service, the use of GDV services and IBM Tivoli software for a small monthly fee helped avoid a disastrous situation. With three employees managing more than a hundred properties in the greater Toronto, Canada area, one of the last things the firm's staff had time to do was ensure that data was being backed up properly. However, when thieves stole the company's servers, staff faced the daunting task of having to piece together client records. Luckily, police recovered the computers before the company's revenue or reputation was impacted.

This near-miss drove the firm's founder to leverage GDV's Secure Managed Backup service. It was a decision that soon proved its value.

"Six months after we began working with Global Data Vaulting, our offices were robbed again and our servers were never found," recalls the company's founder. "However, this time, we were covered. GDV was able to restore our data to temporary systems within 30 minutes of the loss so we could resume operations."

Easily responding to and recovering from any disruptive event

GDV's use of IBM Business Continuity solutions, including IBM Tivoli Storage Manager software and IBM System Storage Archive Manager software, helps ensure that data is backed up and archived according to each client's policies. The progressive incremental methodology used by Tivoli Storage Manager, which only backs up new or changed versions of files, helps speed data backup and recovery processes so that operations can resume in less than an hour.

During the backup process, client data is encrypted by Tivoli Storage Manager and then transferred via a virtual private network to GDV's tier 1 data center. To strengthen the responsiveness and resiliency of its service, GDV uses IBM System x technology as the platform for Tivoli Storage Management solutions.

IBM Tivoli software provides GDV with the flexibility to deliver a wide-range of business continuity solutions. For example, a large Canadian retailer uses GDV's service to support its goal of high service availability. If one of the company's servers goes down, the retailer can temporarily switch operations to GDV's data center to minimize interruption to its operations. Additionally, the service enables the retailer to easily maintain 120 days of transactions for governance requirements.

"Maintaining hundreds of versions of backed-up data can create a management nightmare for companies," says Beallor. "Tivoli software simplifies the process immensely to strengthen governance and improve risk management."

Likewise, GDV's Secure Managed Service has enabled a leading Canadian bankruptcy firm to reduce the time and cost of ensuring the integrity of financial transactions. "Using Tivoli Storage Manager, we've been able to take Software as a Service and adapt it to different industries for their particular needs,"

says Beallor. "Companies don't have to lay out money for the infrastructure. They can rent the technology from us on a temporary basis or on a long-term basis to suit what they need. In the case of the bankruptcy law firm, this has provided tremendous cost savings."

According to Beallor, GDV's SaaS offerings will continue to evolve thanks to IBM. "IBM offers leading-edge hardware, software and infrastructure technologies to help us launch and efficiently run SaaS solutions," adds Beallor. "For example, IBM solutions will soon enable us to run and restore data in a virtualized environment so that in the event of a disaster, the data is available immediately."

For More Information

Contact your IBM sales representative or IBM Business Partner, or visit us at: **ibm.com**/tivoli

You can get even more out of Tivoli software by participating in independently run Tivoli User Groups around the world. Learn about opportunities near you at **www.tivoli-ug.org**

For more information about Global Data Vaulting, visit: *www.gdv.ca*

IBM®

IBM

Monotype Imaging heightens employee productivity when it bolsters the protection of critical digital assets and files.

Overview
Monotype Imaging Woburn, Massachusetts, USA www.monotypeimaging.com
Industry • Computer Services
Product • IBM Tivoli Continuous Data Protection for Files, Version 2.2
IBM Business Partner • Broadleaf Services

Monotype Imaging

"By leveraging IBM technology and the assistance of Broadleaf Services, we've ensured that none of our intellectual property or employee files will be accidentally lost again."

—Robert Klages, Director of IT, Monotype Imaging

With a staff of 200, Monotype Imaging supplies fonts and font technologies to enhance the communications of customers around the world. The company concentrates on printer imaging, display imaging and creative professional services.

Challenge

Monotype Imaging lacked a backup strategy for the source codes and digital fonts its employees were creating on their laptops and PCs. Employees would often accidentally lose data, which led to a drop in productivity and company efficiency. To protect its business-critical digital assets, Monotype Imaging needed to implement a robust backup solution.

Solution

Leveraging IBM Tivoli® software and the competencies of IBM Business Partner Broadleaf Services, Monotype Imaging substantially bolstered the protection of its key fonts and source code files. IBM Tivoli Continuous Data Protection for Files, Version 2.2 software performs quiet and steady backups in real time, optimizing bandwidth by saving only changed files. With backups being steadily conducted by the Tivoli software, employees no longer have to duplicate their efforts to recover from lost work.

In addition, the new solution features point-in-time restore capabilities, which help employees maintain data integrity in the face of viruses or data corruption on their PCs.

Benefits

• Helps maintain company efficiency by ensuring that critical digital assets are protected across the entire PC environment

• Reduces data loss, which helps improve employee productivity and satisfaction

• Relieves the burden on IT staff to frequently search for lost files and restore PCs from viral infections

One-on-One

with Nexsys
An IBM Premier Business Partner

Nexsys accelerates sales with Business Partner Innovation Centers

IBM Premier Business Partner Nexsys operates two Business Partner Innovation Centers in Latin America. These centers, based in Colombia and Peru, have helped the value-added distributor increase its IBM sales significantly. They have also strengthened the firm's recruitment efforts as it attracts more Business Partners with enhanced support centralized in the centers. In this interview, Mario Jarmillo, director of Business Development for Nexsys, talks about how these centers are helping to expand the value in what the value-added distributor delivers to Business Partners and their clients.

Why did you open your Business Partner Innovation Centers?

We wanted to enhance the support we provide our Business Partners and make it easier for them to sell IBM-based solutions. Clients were looking for different ways to prove and understand the products that they were buying. The Business Partner Innovation Centers give us a new way to address this requirement and, at the same time, to capture new clients and markets.

What do you showcase in your centers?

We showcase all IBM software brands with particular emphasis on WebSphere and Tivoli products. We have two technical specialists in these brands in Colombia. We have a solid base of Business Partners specializing in WebSphere. In the Tivoli brand, we are developing new Business Partners that can focus on security and storage solutions to strengthen our market share in these areas.

What's the value of the Business Partner Innovation Center to your Business Partners and their clients and prospects?

The centers serve as a key differentiator for us as a value-added distributor. No other value-added distributor has the ability to deliver proofs of concept and proofs of technology in real time and in a real environment.

We strongly believe that the Business Partner Innovation Centers influenced this growth. Why? Because of the enablement our Business Partners have received through the centers.

Now our partners are more confident offering IBM solutions and the clients are able to see the functionality of the products.

We also have proven that when a client goes to the Business Partner Innovation Center, the sales cycle can go from six to three months. In integration-related solutions and in storage solutions, we have reduced the sales cycle from six months to four months. We are sure that it is one of the best maturation strategies in today's business environment.

They also are a key factor helping us enable our Business Partners. For instance, we have achieved an impressive number of new certifications through the centers. Our value as an IBM VAD is backed up by the center through a broad range of support such as demand generation and training delivered through the Business Partner Innovation Centers.

Define your objective in opening the centers you operate.

The objective was to accelerate the sale and deployment of our Business Partners' solutions and services together with the underlying IBM software that supports client needs.

Business Partner Innovation Centers help us realize this objective by offering a defined mixture of pre- and post-sales support for our Business Partners in conjunction with appropriate IBM software products/ offerings. This includes marketing and technical briefings; demonstrations; test drives; design consultations; proof of concept support; product installation/ implementation assistance; client training/customized workshops; post sales client support.

So it is easier to close business?

Yes, recently we made a match with all the software sold and the clients that came to our Business Partner Innovation Centers. We found that almost 40 percent of the software sold by our Business Partners has been influenced by the centers. When the Business Partner Innovation Center is combined with the right account plan, the close rate rises.

What opportunity areas are growing fastest for you?

We've seen the fastest growth in IBM Express products due to the size of the Colombian market. Another big area that's growing in our market is business process management solutions. Colombia, Ecuador and Perú are countries with significant growth in business integration, and security and storage solutions.

What feedback do you receive from your Business Partners on the centers? Why are these centers important to them?

Our Business Partners see the centers as an excellent pool of resources and tools that satisfy their enablement and teaming requirements. The centers also help our Business Partners feel more secure offering new products because they have greater familiarity with the products through training and enablement we provide. This support is critical to them.

> *We also have proven that when a client goes to the Business Partner Innovation Center, the sales cycle can go from six to three months.*

Discuss enablement you provide – specifically, Solutions Builder Express. How does this help your Business Partners become more successful?

Solutions Builder Express gives our Business Partners an opportunity to apply the best practices from IBM to real clients. It makes it easier and faster to deliver solutions to clients with all of the enablement resources available through SBE. It is especially valuable to Business Partners working with small and medium businesses across our region where almost 90 percent of the opportunity is in SMB.

PartnerWorld®

ibm.com/partnerworld

WITHOUT BOUNDARIES

Q **Provide an example of business won as a result of your Business Partner Innovation Centers.**

A One of our Business Partners was interested in developing a business intelligence proof of technology with former Informix clients. They were clients with data integration and data analysis needs, so we helped him to develop an IBM-based proof of technology.

During the proof, the client began to understand how IBM tools could help them in a real business environment. This came from the hands-on experience enabled by the innovation center. One of the clients was so sold on the IBM-based solution that on the third day of the proof he printed and signed his purchase order during a break. Now this customer is one of the biggest success stories here in Colombia. We also have many other different success stories that have been influenced by our Business Partner Innovation Centers, such as collaboration, portal and e-commerce solutions.

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WITHOUT BOUNDARIES

IBM®

SGA Business Systems builds collaborative solutions that maximize potential of Lotus platform

"By building one hundred percent on Lotus Notes and Lotus Domino, our development costs are always much less than the competition. With Notes rapid development capabilities, we do things in hours or days that usually take days, weeks or even months with other technologies."

*Wayne Scarano,
president,
SGA Business Systems, Inc.*

SGA Business Systems, Inc., founded in 1984, is a provider of customized collaborative solutions for businesses of all sizes. It applies IBM Lotus Notes and IBM Lotus Domino in innovative ways to create cost-effective, leading-edge solutions that improve a wide range of critical business processes.

Challenge

Many companies still handle their collaboration and communication needs by using a mix of applications and platforms that aren't integrated, don't communicate with each other, require excessive training and are costly -- resulting in an environment that is inadequate and often detrimental to business success.

By applying a broad vision to IBM Lotus Notes and Lotus Domino software, SGA Business Systems, an IBM Premier Business Partner based in Hillsborough, New Jersey, designs, deploys, manages and supports customized collaborative solutions that fit most needs -- all on a single integrated and secure platform.

Solution

SGA can enable companies to run their key operations entirely on IBM Lotus Notes and IBM Lotus Domino. That means one easy-to-use platform for electronic mail, calendars, address books, instant messaging, customer relationship management, project collaboration, human resources, time, travel and expense management and almost any other business process a company requires. SGA provides its solutions at no cost , with the customer paying for solution customization, training and ongoing support.

SGA participates in IBM PartnerWorld® Industry Networks and is optimized in the financial markets and insurance industry networks. SGA gets access to joint marketing and sales programs, as well as technology developments.

Benefits

SGA collaborative solutions provide companies with:

• Improved efficiency and productivity through information sharing

• Advanced replication capabilities that allow employees to work offline securely

• Cost savings from using one integrated platform

• Rapid development tools to meet demand quickly

• Security and disaster recovery

IBM

WorldWinner delivers twice as many games each day with IBM Informix Dynamic Server.

Overview
WorldWinner   *Newton, Massachusetts, USA*   *www.worldwinner.com*
Industry   • *Online Games*
Employees   • *40*
Products   • IBM Informix® Dynamic   Server 9.4 and 10

World Winner ®
It's Only A Game. Until You Play It.™

"Informix Dynamic Server has helped make us the predominant site on the Internet for skill-based game tournaments. We're seeing such extreme performance improvements that our speeds are now serving as a benchmark in the industry."

— Joe Bai, Chief Information Officer, WorldWinner

Providing the most popular skill-based games, including SCRABBLE® Cubes, Bejeweled 2, Zuma and Luxor, and a wide range of tournament options, WorldWinner brings together people who love to play games and thrive on the thrill of competing for cash and prizes. The company hosts more than 1,600 concurrent games and 600,000 games per day, a 100 percent increase from just one year ago.

Challenge

In March 2006, WorldWinner was acquired by FUN Technologies, which also owns SkillJam, another leading provider of online game competitions. Since this acquisition, registered players from SkillJam and its partner sites have been migrated to the unparalleled WorldWinner tournament platform, creating a global powerhouse that offers the industry's best collection of games and largest network of players — almost 30 million worldwide. The secret to WorldWinner's success comes from not only offering the industry's most popular games, but also delivering exceptional speed, response and availability.

Solution

Since 2001, IBM Informix Dynamic Server (IDS) database has helped drive the company's business, from handling heavy online transaction processing loads to supporting process replication, backups and recovery so that its online games are continuously available. IDS has helped deliver top-notch performance. It has provided the flexibility and scalability to enable WorldWinner to add games and offer special tournaments and events without having to buy new hardware. The company is currently upgrading to Informix Version 10 on a 64-bit Linux® operating system platform to deliver over 100 percent more games per minute.

Benefits

- 100 percent increase in number of concurrent players and games per day — without upgrading hardware
- 20 percent reduction in time required for tournament Web-site developers to bring new products and services to market
- Less than 2 second loads for service-critical pages
- Lower cost per unit capacity than alternatives

SWC10001-USEN-00

IBM

Howard Miller launches a new e-commerce site with IBM hardware and software, driving profitability and keeping overhead low.

Overview

Howard Miller Company
Zeeland, Michigan, United States
http://store.howardmiller.com

Industry
- Consumer Products

Hardware
- IBM System i5 520 Expres Configuration

Software
- IBM DB2 Express
- IBM WebSphere Commerce Express, Version 6

IBM Business Partner
- PreferredPartner/NetSphere Strategies

HOWARD MILLER

"We were able to get the new Web site up and running in a short time and in a cost-effective manner, which helps us drive sales quickly and realize a faster return on investment."

—Howard Miller

Founded in 1926, Howard Miller has been crafting fine wood furnishings for over 80 years. Its offerings include the world's finest clocks and display cabinets as well as the industry's first collection of wine and spirits furnishings. This family-owned company employs more than 1,500 people at 11 manufacturing and distribution plants worldwide.

Challenge

Howard Miller had been using homegrown tools to support and run its Web site, which led to difficult and cumbersome management and support for only a limited number of Howard Miller dealers. The company wanted to launch a true e-commerce solution so that it could sell tabletop clocks directly to consumers in relation with its current brick-and-mortar retailers.

Solution

Howard Miller worked with IBM Business Partner PreferredPartner/NetSphere Strategies to launch a new business-to-consumer (B2C) Web site based on IBM WebSphere® Commerce Express, Version 6 software running on an affordable IBM System i5™ 520 Express Configuration and featuring an IBM DB2® Express data server that stores the company's customer and transaction information.

The comprehensive solution addresses Howard Miller's production, staging and development environment needs—all without requiring the company to purchase additional licenses, which saves costs as the client continues to build its e-commerce site and supporting environment.

Howard Miller leveraged the "starter stores" included with the WebSphere Commerce Express platform to get its production store up quickly and the product management tools to easily create, update, delete and modify the attributes and prices of catalog entries.

Benefits

- Enables the company to expand Web-driven sales in relation with its brick-and-mortar retailers

- Provides scalability in a reliable environment to support future growth

Mercury Consulting solves client's integration riddles with innovative IBM support tools

Sunstar Corp. began manufacturing and marketing rubber glue for bicycles in 1941. Five years later, it applied its paste-filling technology to develop toothpaste in a metallic tube. Consumers around the world welcomed this innovation as an alternative to tooth powder. Today, a world leader in oral care products, the Japan-based company prides itself on what its chairman calls its "one and only uniqueness" deriving from Sunstar's heritage.

But at Sunstar Butler, a Chicago-based subsidiary of the parent company, uniqueness in the form of three disparate IT systems was proving to be a problem. Enter Mercury Consulting Corp., an IBM Premier Business Partner based in Schiller Park, Illinois. The systems integrator unified standalone systems that made it difficult for Sunstar Butler's sales force to access critical information, inhibiting productivity and impeding responsiveness to customers.

After years of false starts integrating the systems, Sunstar Butler saw Mercury Consulting solve its complex integration riddle in just six weeks.

Overview

■ *IBM Business Partner:*
 Mercury Consulting Corp.

■ *Client:*
 Sunstar Butler

■ *IBM PartnerWorld Offerings:*
 IBM PartnerWorld Express
 Advantage
 –Solutions Builder Express

Sreenivas Angara, a solutions architect at Mercury Consulting, says its success can be attributed to IBM WebSphere Business Integration (WBI) Server Express, while the accelerated implementation was made possible through IBM Solutions Builder Express (SBE). As part of the IBM PartnerWorld Express Advantage program, SBE offers an innovative set of technical support and implementation resources.

Says Angara, "We became aware that WBI Server Express potentially offered exactly what was needed at Sunstar Butler, and so we went

efforts with other integration products and consultants were, in retrospect, "stumbles" in their multi-year quest for business-process integration.

Fortunately, Littlefield's earlier decision to adopt IBM Lotus Notes®/Domino® as the first building block in a sales-force automation program set the stage for their current success. Mercury Consulting's long-standing expertise working with IBM Lotus technologies also played a prominent role.

"Since switching to Notes/Domino in 2004, our field sales force had really

IBM Lotus Notes/Domino platform, running on a second IBM iSeries server, tracks the sales-call activity of Sunstar Butler's sales representatives around the U.S. A third database, on a Windows/Intel platform, holds prospect information and is refreshed quarterly by a third-party market-research firm.

According to Steve Kuck, a principal at Mercury Consulting, conventional approaches to integrating such disparate systems usually involve building a new user interface and "putting a spaghetti bowl" of hardware and software switches in the middle. WBI Server Express, by contrast, is "phenomenal " in its simplicity and effectiveness, Kuck explains, and, like other IBM Express Advantage offerings, it is "very affordable for mid-size manufacturers."

"SBE was invaluable in getting us up to speed in an actual deployment situation."

to work on an implementation framework. SBE was invaluable in getting us up to speed in an actual deployment situation." In fact, a time table that once may have required a minimum of three months was cut in half thanks to SBE and Mercury's integration expertise.

Synchronization was key

For Sunstar Butler, the confluence of IBM's advanced integration technologies and the ready skills of Mercury Consulting couldn't have happened at a better time. Ed Littlefield, manager of information technology for Sunstar Butler, says he and his staff realized that previous

come to depend on the collaboration and workflow features of that platform," says Littlefield. "So I said to the Mercury people, 'Wouldn't it be great if we integrate our backroom operations and the Domino database, so if something happens in, say, order processing, the information on that event becomes immediately available to our people in the field'."

Synchronization was the key — synchronization, that is, of disparate data bases, all residing on different systems. The company's legacy ERP system runs on the IBM System i5 and holds information on current customers and sales activity. An

Symphony of simplicity

Simplicity, not to mention effectiveness, was music to Littlefield's ears. "We have a small staff here," he says, "and our previous messaging vendor said we'd have to install six more Wintel machines, each performing a different server function, in order to accomplish what we wanted to do."

Mercury Consulting's IBM-based solution consolidates everything Sunstar Butler sought to achieve on two existing iSeries servers, keeping what Littlefield describes as the "legendary availability you get with those machines."

"The sales team is really excited about the information they now have available to them," Littlefield says. "At our last meeting, in fact, the room erupted in applause when we demonstrated how a sales rep — with the ERP system now integrated with Notes — can immediately give a customer the status of an order shipment. They can do that because our ERP system is directly connected to the order-tracking system. So now shipping info is also available to every field rep via Notes." The improvement in sales-force productivity is also significant. "The sales team can prepare their day with greater effect," says Littlefield. "They can open a view by zip code and then select the accounts or prospects they want to visit for the day and stage their call activities accordingly. Future enhancements may include the addition of mapping technology that will take the staged calls and prepare an optimized route plan."

A Sunstar Butler sales rep can typically make 10 to 15 visits to customers or prospects per day, depending on the territory. "If a sales rep can add one or two more calls in a day by virtue of better planning support, it's fair to say there's a 10 percent gain in productivity just in that area alone," he notes.

What makes WBI Server Express so effective? Mercury's Kuck says the technology is "just outstanding. But, beyond that, it's the simplicity. This is a pure integration tool. It does not

involve working through a Web portal, which would take something like this to another level of complexity."

That's fine with Littlefield and the Sunstar Butler sales force. "We operate across the U.S.," Littlefield says, "and that includes some pretty remote areas — including areas where it's often hard to get decent cell phone connection. In these circumstances, a solution that demands steady, reliable Internet connectivity wouldn't have worked as well. In our business, all the field rep needs to be able to do is hook up his laptop or tablet PC once or twice a day to replicate to the Domino data base."

He adds that the support received through the resources of IBM Solutions Builder Express was "vital in getting it all down fast." He cited, in particular, the step-by-step assistance available from solution experts in the SBE support team; the technical implementation guides; the deployment checklists; and the real business scenarios that could be demonstrated online.

Kuck says all of that support was a key factor in "enhancing our reputation as process integrators."

For more information on IBM PartnerWorld Express Advantage and Solutions Builder Express, visit www.ibm.com/partnerworld. To learn more about Mercury Consulting, go to http://www.mercurycc.com.

IBM

DeVry, Inc., improves project oversight of its higher-education companies with portfolio management

Solution from IBM and Three Olive Solutions helps project managers reduce cycle time and improve efficiency, productivity

Overview

The Challenge

To provide portfolio management and utilization tools to maximize use of limited IT resources and facilitate achievement of strategic goals

The Solution

IBM DB2® Universal Database® Express Edition, IBM eServer® xSeries ® running Linux™, IBM Software as Services™, IBM WebSphere® Application Server – Express and Portfolio Intelligence™ from Three Olive Solutions

The Benefit

- *Reduced project cycle time*
- *Improved efficiency and productivity*
- *First time IT management can confidently discuss projects and resources*

DeVry University is one of the largest universities in the United States. It was founded in 1931 in Chicago by Dr. Herman DeVry as DeForest Training School to prepare students for technical work in electronics, motion pictures, radio and later television.

Now known as DeVry, Inc., after the merger of DeVry Institutes and the Keller Graduate School of Management, it is a classic example of vigorous, but measured growth through acquisitions. The acquisitions include the Bell and Howell Education Group; Becker CPA Review, now Becker Professional Review; Ross University, one of the largest medical and veterinary schools in the world; and Deaconess College of Nursing.

Meanwhile, each division within DeVry, Inc., has been expanding and moving into new areas, such as DeVry University offering a bachelor's degree program in game and simulation programming.

If DeVry helps students deal with an increasingly complex technical world, it does so by harnessing the power of information technology to meet the needs of students, faculty and administration. The scope of its operations is staggering: 80 locations throughout the United States and Canada, DeVry University Online, a student population of 46,000, the construction of six to eight new sites each year and undergraduate programs in virtually every imaginable technical career field, from network and communications management to biomedical engineering technology.

> *"IBM attracts a lot of attention, and it does a lot to promote Business Partners. They are not trying to compete with us."*
>
> Steve Chamberlin,
> president and CEO,
> Three Olive Solutions

IBM is a 'roll-up-your-sleeves' partner and helps get issues resolved, says Business Partner CEO

Benefits
• Improved awareness of various projects
• Reduced time in completing projects
• Improved efficiency and productivity
• Added information about projects, resources

Getting to the front of the line

Because DeVry has a critical need for technology to carry out its mission, it is no wonder that many growth projects were in constant competition for scarce IT resources. Bob Kropidoski, IT director, business technology, at DeVry, said, "Obviously, there was pressure from various groups to push their own projects to the front of the line. As a result, existing projects got pushed back, and some just fell off the charts," Kropidoski continued. "We used to manage our portfolio of projects with spreadsheets and file folders and, literally, on the back of the door, in one of the offices where we had a whiteboard."

To meet the IT needs, DeVry turned to IBM and Three Olive Solutions, an IBM Business Partner, headquartered in Elmhurst, Illinois. The main component is Portfolio Intelligence from Three Olive, which enables DeVry to automate its operations through integration and workflow across the entire project lifecycle.

Included in the solution is IBM WebSphere Application Server—Express, a cost-effective solution providing fast and productive development, deployment and management of dynamic Web sites, and IBM DB2 Universal Database Express Edition, a low priced full-functional relational database. Also included is IBM eServer xSeries running Linux, a flexible operating system using open standards, which allows for choice, flexibility and security.

Because it is a Software as Services solution from IBM, meaning a Web-based hosting service, it didn't require a major investment in IT or staff training. Software as Services provides clients access to business functionality remotely as a service. Costs are lower because they are aligned with usage, minimal up front expense, rapid implementation and reduced risk.

Kropidoski knew he wanted a system that DeVry could "grow into." He saw immediately that Portfolio Intelligence from Three Olive was what he needed. The entire system went online over the 2005 New Year's weekend.

Three Olive held a couple of consulting sessions with DeVry, then on Friday before the New Year, DeVry sent over an updated set of data. On Tuesday, Three Olive delivered a customized training session to DeVry's key portfolio administrators, and they were off and running – generating their first project reports in just two weeks.

A reduction in overall project cycle time

The system is turning in impressive results at DeVry. Kropidoski said he sees a reduction in overall project cycle time and an improvement in his department's overall efficiency. He also is able to give his clients more information about where their projects stand at any point in time.

"Our IT team works on everything from supporting our wide area network (a telecommunications network dispersed across the United States) to maintaining our administrative and instructional applications," Kropidoski said.   "In addition

to supporting the operational systems associated with business activities, we must also ensure that we are supporting the events associated with higher education, including student admissions, registration, Title IV Financial Aid delivery, instruction and grading. This diversity creates a strong need for applying the correct resources to the correct situations."

Walking in with confidence

Most importantly, Kropidoski can now walk into the firm's monthly steering committee meetings with confidence. These are key meetings with the chief information officer, senior level vice presidents and business managers. He now knows exactly what's being worked on and where the projects are in the pipeline.

"Maybe the most important improvement to our operations is the ability to discuss what's coming down the pipeline next, and how that may impact our bandwidth to handle existing projects," Kropidoski said. And the steering committee meetings are much more interactive now because business managers have the data they need from Portfolio Intelligence, so they can see a clear picture of what's being worked on and where the resources are being deployed, and this helps them pick better projects.

The next steps

DeVry is enthusiastic about the business value that Portfolio Intelligence brings to the organization. Kropidoski said he next wants to use Portfolio Intelligence to measure the success and value of completed projects. "We'll go back to see if we met all the criteria: are we generating revenue, have we broken anything, did it come in on time?" Right now, the DeVry CIO is using it and often comes to Kropidoski with follow-up questions.

"DeVry needs to keep pace with curriculum changes required by our industry partners in order to remain competitive," said Kropidoski. "As a result, our ability to manage and work on the correct projects is essential to our success."

"A roll-up-your-sleeves" partner

At the start, Portfolio Intelligence ran on non-IBM platforms. But when the firm became an IBM Business Partner in October 2004, Three Olive was nominated to participate in the IBM Innovation Center in Chicago, and officials used that occasion to port Portfolio Intelligence to IBM platforms, including IBM eServer xSeries running Linux, and IBM WebSphere and IBM DB2 middleware.

Steve Chamberlin, president and chief executive officer of Three Olive, said the IBM Innovation Center did a lot of the work in porting the Three Olive offering. "They were a roll-up-your-sleeves partner and helped get issues resolved."

Three Olive was founded in 2003 by Chamberlin and Bob McMurray. They wanted to develop software solutions to help executives and managers of small and medium sized companies become effective leaders within their organizations. Its flagship offering, Portfolio Intelligence, an on-demand project portfolio management solution, was released into production in April 2004.

Key Components of the DeVry Solution

Software

- IBM WebSphere Application Server -- Express
- IBM DB2 Universal Database Express Edition
- Linux operating system
- Portfolio Intelligence from Three Olive Solutions
- IBM Software as Services

Hardware

- IBM eServer xSeries

"We used to manage our portfolio of projects with spreadsheets and file folders and, literally, on the back of the door . . . "

Bob Kropidoski,
IT director,
business technology,
DeVry, Inc.

Three Olive participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries -- or serves small, medium or large companies -- IBM has the technology and resources to help members more effectively meet their clients' needs.

Three Olive is a member of the education and learning and fabrication and assembly networks and is "optimized" in each, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are automotive, banking, electronics, energy and utilities, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

"A ticket into the future"

"IBM Business Partner programs are rich in benefits," Chamberlin said. "Like, getting us connected to fabrication and assembly industry groups. IBM attracts a lot of attention, and it does a lot to promote Business Partners. They are not trying to compete with us. They put together the infrastructure, and then help us sell our products."

And, Chamberlin has another kudo for IBM – its work in Service Oriented Architecture (SOA), which is a cornerstone of the future for Three Olive. SOA is an application

framework that takes everyday business applications and breaks them down into individual business functions and processes called services. SOA enables companies to build, deploy and integrate those services independent of applications and the computing platforms on which they run – making business processes more flexible.

"This is a ticket into the future," Chamberlin said of SOA. "IBM middleware is already built on the firm foundation of SOA principles, and that enables Portfolio Intelligence to integrate better with other services across customer enterprises to give them more flexible, efficient solutions."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or, you can visit us at: **ibm.com**/e-business

For more information about ISV resources from IBM PartnerWorld®, visit: **ibm.com**/partnerworld/ industrynetworks

To learn more about Three Olives Solutions, visit: 3olivesolutions.com

To learn more about DeVry: visit devryinc.com

IBM

Queen's School of Business boosts student satisfaction with customized, collaborative e-learning.

"Leveraging IBM tools, we can provide our students with an innovative and team-based business education that will prepare them for the professional world."

—Bob Cavanagh, Director of Technology, Queen's School of Business

One of the world's premier business schools, Queen's School of Business strives to teach its students the skills they need to prosper in the professional world. With a progressive approach to education, the school offers degrees at the undergraduate, MBA, MSc and PhD levels.

Challenge

Quick to adopt innovative approaches to education, Queen's School of Business had been offering its students a collaborative e-learning solution based on a third-party software application. Unfortunately, the platform wasn't user friendly and couldn't be easily customized to support changing student and pedagogical needs. To foster a more effective e-learning environment, the school needed to implement an intuitive and flexible platform.

Solution

Leveraging an IBM Lotus® Domino® platform, Queen's School of Business implemented a new e-learning solution that supports its entire business program. IBM Lotus Sametime® software enhances the functionality of the e-learning platform, providing students with instant messaging capabilities that facilitate teamwork without physical meetings and make communication with professors more convenient.

With IBM Lotus QuickPlace® software, students can easily collaborate on course projects – regardless of physical location – by creating Web-based virtual work spaces. Students can even use the software to enlist the help of external resources such as alumni volunteers or industry executives.

IBM eServer™ xSeries® servers provide the power necessary to support the new e-learning platform.

Benefits

• Helps boost student satisfaction levels by providing a user-friendly design

• Elevates student and faculty productivity by using an enhanced collaboration functionality

• Provides a flexible e-learning platform that can easily be customized to meet the changing needs of students

IBM®

G225-4469-00

Wheaton College Career Services reaches more students, alumni at less cost with IBM Express Portfolio solution

Solution from Mesa Technology and IBM improves productivity, efficiency by reducing employee recruitment time

Overview

The Challenge

Career services department at a top private college wanted a reliable, scalable, low cost solution to reach more students with job listings and share listings with its alumni and in near real time

The Solution

An automated, integrated Web solution based on IBM Express Portfolio of solutions. Designed and implemented by Mesa Technology, an IBM Business Partner

The Benefit

• *Greatly increases weekly job postings*

• *Extends department's reach to alumni worldwide*

• *Reduces employee recruitment time from weeks to hours*

• *Achieves ROI in the first six months*

Founded in 1860, Wheaton College is a private interdenominational liberal arts college located in Wheaton, Illinois. Ranked 51st out of 217 Best National Liberal Arts Colleges by "U.S. News and World Report" magazine, approximately 2,900 students attend the college and another 35,000 alumni live around the globe.

Despite its impressive ranking, the school's College Career Service Department was out of step with what today's Web-savvy college students expect -- information on demand, 24 by 7, over the Internet. The department manually posted job openings, notices for career fairs and interview schedules on a bulletin board. "The whole system was outdated, inconvenient for students and alumni, and difficult to manage," recalled Ita Fischer, career services director at Wheaton College.

To more easily reach students and alumni, Fischer decided to seek out the services of IBM to help Wheaton College replace its arcane bulletin board system with an easy-to-access, Web-based solution that would ensure timely job postings. The new Web system also needed to include a dynamic calendar to post all career-related campus activities, including company recruitment schedules and career fairs.

"Our goal was to post jobs and career events in near real time—within four hours of receiving them—on a Web site that wouldn't go down and could grow," Fischer said. "With IBM's reputation for adaptable, scalable and reliable solutions, they were our first choice."

> *"With IBM's reputation for adaptable, scalable and reliable solutions, they were our first choice."*
>
> Ita Fischer,
> career services director,
> Wheaton College

Wheaton College is saving $15,000 to $20,000 in annual administrative resources, including labor and paper costs

Benefits

- Cost savings of $15,000 to $20,000 in annual administrative resources, including labor and paper costs, and improved productivity.

- More responsive, near real-time solution attracts more job postings, from 5-10 per week to an average of 10-15 per day.

- Improves reach to job prospects by at least 250 visits per day -- including visits from alumni around the world.

- Open platform easily integrates with other platforms, enabling greater interaction between alumni organizations and the college computing systems.

- More students find jobs worldwide at less cost than before the Express solution.

- Alumni seeking Wheaton students for jobs can now hire easier and faster; recruitment time cut from weeks to days.

- Pays for itself in approximately six months.

Open Express solution 'talks' to any platform

Wheaton turned to Mesa Technology, an IBM Business Partner and Web solutions provider, headquartered in Chicago, Illinois, to design and build a platform based on IBM Express Portfolio technology--specifically, IBM WebSphere ® Application Server-Express middleware and IBM DB2 Universal Database™ Express software.

Built on Java Server Pages and Java technologies, the Express Portfolio of solutions run on an IBM eServer xSeries® 330 featuring the open Red Hat Linux™ V9.1 operating platform. The openness of the solution was vital. "The college and alumni association have a disparate mix of applications and databases that need to talk with the department's new system," said Bernie Leung, president of Mesa Technology. "The Express Portfolio of solutions gave them the ability to communicate with any other platform."

Fischer doesn't worry about the Web-based bulletin board experiencing downtime either. The DB2® Express software, which allows Wheaton personnel to quickly update job opportunities and remove out-of-date postings, features self-managing capabilities. "This Express Portfolio solution takes care of itself and is easy to use. Anything that makes life simpler is always better."

One year after the project launched, Fischer said, job postings have soared from 5 to 10 a week to 10 to 15 new postings a day, on average. "Before, employers had to fill out a lot of paperwork and send in a listing; now it's much easier online. Our database is experiencing incredible growth." Student and alumni interest in the college's job postings has increased significantly with the Web-based interface as well. Without advertising, traffic to the Web site averages 1,000 visitors per day; 25 percent of those visits are Wheaton College's alumni from around the world looking to hire Wheaton students.

"Before, employers had to fill out a lot of paperwork and send in a listing; now it's much easier online. Our database is experiencing incredible growth."

Ita Fischer, career services director, Wheaton College

The Express Portfolio of solutions is saving the college $15,000 to $20,000 in annual administrative resources, including labor and paper costs. Fischer said the six-month return on investment has been so impressive, the college plans to expand the Web site to include chat rooms, classified ads and Study Abroad program. "WebSphere Application Server-Express has the development tools that make it easy for us to build and manage the Web site," Leung noted. Added Fischer, "The Express Portfolio solution is helping more students and alumni find and fill jobs faster and easier—at less cost to the college, and that's the best bottom line we could ask for."

Mesa Technology participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries—or serves small, medium or large companies—IBM has the technology and resources to help members more effectively meet their clients' needs.

It is an "optimized" member of the education and learning industry, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are automotive, banking, electronics, energy and utilities, fabrication and assembly, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

For more information

Please contact your IBM sales representative or IBM Business Partner.
Or, you can visit us at: **ibm.com**/e-business

For more information about ISV resources from IBM PartnerWorld®, visit:
ibm.com/partnerworld/industrynetworks

To learn more about Mesa Technology, visit:
mesatechnology.com

To learn more about Wheaton College, visit:
wheaton.edu

Key Components of the Wheaton College Solution

Software

*   IBM WebSphere Application Server- Express
*   IBM DB2 Universal Database Express V8.1
*   Red Hat Linux V9.1

Hardware

*   IBM eServer xSeries 330

Services

*   Mesa Technology for Web design and implementation

"WebSphere Application Server-Express has the development tools that make it easy for us to build and manage the Web site."
Bernie Leung,
president,
Mesa Technology

PowerStream powers up enhanced customer service with IBM solution.

Overview

■ **Challenge**
   Provide customer self-service capabilities on Web site to enhance customer service and improve productivity

■ **Why IBM?**
   IBM offered high-performance, flexible and scalable architecture to support new Web-based applications

■ **Solution**
   Easy-to-deploy e-business application modules running on IBM hardware and software and SilverBlaze CAPRICORN

■ **Key Benefits**
   24x7 customer access to account information; increased efficiency for customer service representatives; improved customer service

Using IBM WebSphere software, an IBM @server i5 server and SilverBlaze CAPRICORN, PowerStream was able to quickly and cost-effectively power up its new Web site.

As the power provider for approximately 215,000 residential and business customers in Ontario, Canada, PowerStream Inc. is the fourth largest utility in the province. Owned by two of the four municipalities it services, PowerStream is a local distributor of electric power that prides itself on being a good neighbor by acting as an innovative and socially responsible leader. The utility is also committed to providing customers with efficient energy service through operational efficiencies.

"The IBM iSeries solution offered us a cost-effective, highly reliable and comprehensive single package to help us quickly build and deploy our enhanced Web site."

— William Schmidt, Director, Information Technology, PowerStream Inc.

Driving efficiencies with Web self-service

PowerStream's new Web site gives residential and business customers the convenience of 24x7 access to their accounts and usage history, as well as information about energy conservation.

To further its commitment to innovation and efficiency, PowerStream sought to enhance customer service by providing round-the-clock self-service capabilities as well as energy conservation and other power-related information on its Web site. The initiative would also improve customer service by allowing representatives to focus on solving more complex customer issues.

"Providing our customers with more options for conducting business with us was a key driver behind the development of our new Web site," says Brian Bentz, PowerStream president and CEO. "Since our customers lead busy lives, we wanted to give them different ways of accessing their account information during and outside normal business hours."

Easy-to-deploy solution provides room to grow

PowerStream wanted to make sure that the solution it chose would have the scalability and flexibility to handle future Web initiatives, as well as provide line-of-business users with a way to easily create and manage site content. PowerStream also needed automated integration with its customer information system (CIS) to securely display customer account information over the Internet.

PowerStream deployed a series of ready-to-use e-business application modules called CAPRICORN from IBM Business Partner SilverBlaze atop a robust solution powered by IBM that comprises an IBM @server® i5 server, IBM WebSphere® Application Server – Express for iSeries™ and IBM DB2® Universal Database™ for iSeries. "The IBM iSeries solution offered us a cost-effective, highly reliable and comprehensive single package to help us quickly build and deploy our enhanced Web site," says William Schmidt, director, information technology, PowerStream. "CAPRICORN's Java-based library is based on IBM e-business design patterns and best practices, which ensures high application performance and provides us with a scalable and flexible architecture."

SilverBlaze's e-business suite provided "drop-in-and-go" applications for customer self-service. A CAPRICORN data integration engine connects the modules to existing back-end systems, while a content management module provides an intuitive browser-based interface and a template-driven presentation framework that allows PowerStream employees to easily create customized Web pages and submit them for publishing approval.

Integration between the Web clients and PowerStream's core business applications is accomplished through the IBM middleware solution residing on an IBM @server iSeries 520. CAPRICORN runs as an application on WebSphere Application Server – Express and leverages data from DB2 Universal Database. CAPRICORN's data integration engine transfers customer information between PowerStream's back-end applications and DB2 Universal Database. The mainframe-type reliability and security of DB2 Universal Database, along with the automation of database administrator tasks and the scalability of the database, ensure that PowerStream has a dependable solution that will keep the utility's IT costs low. "IBM DB2 Universal Database is so reliable and easy to maintain that we don't even have to think about it," says Schmidt.

IBM Business Partner Mid-Range Computer Group hosts the site and provides high availability to PowerStream.

Powering more efficient customer service
PowerStream's new Web site went live in August 2005 and is delivering the level of service customers have come to expect with online access to information. Customers can view and print copies of bills, review invoices, payments, late payment penalties and any other account charges, as well as examine their energy consumption history.

Web self-service capabilities allow customer service agents to focus on providing superior customer service, rather than answering basic usage and billing inquiries.

Key Components

Software

- IBM DB2 Universal Database for iSeries
- IBM WebSphere Application Server – Express for iSeries, Version 5.1

Hardware

- IBM @server i5 520

IBM Business Partners

- SilverBlaze Solutions, Inc.
- Mid-Range Computer Group

"With IBM and SilverBlaze, we have a high performance solution that increases our efficiency, acts as a customer relationship management tool and provides the flexibility we'll need as we engage in future Internet projects."

– William Schmidt

"With IBM and SilverBlaze, we have a high-performance solution that increases our efficiency, acts as a customer relationship management tool and provides the flexibility we'll need as we engage in future Internet projects," concludes Schmidt.

For more information

Please contact your IBM sales representative, or IBM Direct at: 1 800 IBM-CALL.

Visit our Web site at:
ibm.com/servers/eserver/iseries
ibm.com/websphere

For more information on PowerStream, visit:
www.powerstream.ca

For more information on SilverBlaze, visit:
www.silverblaze.com

For more information on Mid-Range Computer Group, visit:
www.midrange.ca

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Quintana Capital Group invests in Web presence with solution from IBM and Ixion

Quintana Capital Group, L.P. is a private equity fund based in Houston, Texas, with long-standing roots in the energy business. In 2006, the group formed Quintana Energy Partners, L.P, a new fund to make investments across the oil, natural gas, coal and power industries.

To give the overall energy industry and potential portfolio companies a useful tool about Quintana for the newly-formed fund, leaders turned to IBM and Ixion, L.L.C., an IBM Business Partner, to build a Web site complete with extranet portal for ongoing communication with investors.

The solution, designed and implemented by Ixion, uses the IBM WebSphere® Portal Express platform, IBM System i® and the Linux® operating system.

Now, with an updated communication infrastructure in place, the fund is able to manage information exchange quickly and easily and is well positioned for continued success. In addition, employee workload has been reduced.

"We're able to reach more people than we were able to previously and to provide more detailed, relevant information to fund participants," said Loren Soetenga, chief operating officer of Quintana Capital Group.

Quintana and Ixion credit IBM WebSphere Portal Express for a major role in the solution's success. "The simplicity of WebSphere Portal Express was one of our key decision drivers, and we've been impressed with how intuitive the software is to utilize," Soetenga said.

IBM WebSphere Portal Express provides collaboration, document management, Web content management, presence awareness and instant messaging in an easy-to-deploy solution. Built on open standards, the WebSphere Portal Express package includes Lotus® Sametime®, Lotus Web Content Management, Lotus Quickr™, DB2® Express and WebSphere Portlet Factory for application development.

With $650 million in capital commitments, Quintana Energy Partners was established to support

proven energy and power and service-oriented management teams looking to start or grow new companies. The fund was designed to explore a variety of investment ideas throughout the energy field -- from exploration to oilfield service, from coal to power opportunities.

As Quintana began building a portfolio of investments, management realized a Web presence would be critical for ongoing success. Prior to the Web site, all communication to industry groups and portfolio companies had been handled by phone, e-mail and face-to-face meetings.

"The simplicity of WebSphere Portal Express was one of our key decision drivers."

Loren Soetenga,
chief operating officer,
Quintana Capital Group, L.P.

"It was important to provide our potential investments with quick, easy access to professionally-presented information," Soetenga recalled. "We needed to modernize our information with a Web site, one that would be available 24/7. Just as importantly, we wanted to establish a long-term tool for communication with our investors."

Focused on fund operations for Quintana, Soetenga engaged Ixion to recommend and implement a solution. "Outsourcing the project allowed us to retain executive control without expending unnecessary effort," Soetenga said. "We needed an expert to guide us through the technology options and help us make informed decisions."

WebSphere Portal Express emerges as ideal platform

After conducting a joint needs assessment and further understanding the fund's goals, Ixion architects recommended IBM WebSphere Portal Express.

"Based on our experience with numerous platforms, we felt IBM WebSphere Portal Express was the ideal technology to help Quintana market its fund and establish an ongoing platform for communication," said Steven Gerhardt, client manager for Ixion L.L.C. "Not only is WebSphere easy to deploy and manage, but it's also scalable and can grow in lockstep with the fund. Combined with IBM's reliability and flexible pricing structure, it became the clear first choice."

With the platform selected, Ixion presented multiple design concepts to the Quintana team and began building the site.

"Our first objective was to design and deploy the Web site itself so Quintana could begin using it as a marketing tool," Gerhardt said. "Leveraging the power of WebSphere Portal Express, we knew we could easily deploy the portal extranet in a second phase."

In accordance with the project plan, the Quintana Capital Group Web site was launched in September 2007. The portal extranet was completed the following month.

Improved communication, reduced effort

The Web site, which contains essential company information available to all users, is complemented by the portal which offers qualified users secure access to specific financial data. Through a single sign-on, qualified users can view and download investment-specific data.

The portal replaces a cumbersome e-mail and spreadsheet process, and provides investors a consolidated view of critical financial documents. To add or update Web content, an administrator can simply copy and paste text into an authoring template and publish to selected site areas. The software includes built-in workflow capabilities so content can be routed for approval automatically before being published live on the site. The portal document manager tool is similarly structured for ease of management.

Ixion participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. Ixion is "optimized" in the energy and utilities industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

Gerhardt said, "Being an IBM Business Partner and participating in IBM PartnerWorld Industry Networks have helped Ixion increase its business and improve our reputation for dependability, thoroughness and credibility. IBM provides us with

technical and marketing assistance that enhances our relationship with our customers."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm**.com

For more information about ISV resources from IBM PartnerWorld, visit: **ibm**.com/partnerworld/industrynetworks

For more information about Ixion, L.L.C., visit: ixiononline.com

For more information about Quintana Capital Group, visit: www.qeplp.com

IBM®

Southside Electric Cooperative sparks new efficiencies with IBM SOA solution.

Overview

■ **Challenge**

Provide utility employees with accurate and consistent information, enabling them to dispatch service units more quickly and efficiently, and better serve customers

■ **Why IBM?**

Prolifics' deep experience working with SOA solutions, backed by IBM at the highest level, a trusted software provider with a proven solution that works on any platform with any software

■ **Solution**

Information gathered from the field is updated across systems in real time, using SOA technology and the Qualcomm satellite mobile data solution, eliminating the manual data-transfer processes that previously impeded growth and customer service

The process to complete a member's service request takes 67% less time with the IBM and Prolifics service oriented architecture solution integrating Qualcomm's mobile data solution with SEC's existing back-office applications.

■ **Key Benefits**

SOA technology enabled the utility to implement a mobile workforce management system that lets crews track service orders, enter their time and mileage, locate other co-op vehicles, review service orders, enter major storm data in real time to provide a better view of materials used and damage per county in an effort to be prepared for FEMA reporting; projected 67% reduction in turnaround time for service orders and 30% increase the number of collections SEC can complete per day

"We made our decision to work with Prolifics because of its expertise in SOA and because the Prolifics solution was backed by IBM, a trusted software provider and an organization that we found understood the concept of 24x7 availability."

– Linda Easter Davis, Information Systems Supervisor, Southside Electric Cooperative

Key Components

Software

- IBM WebSphere® Message Broker for Multiplatforms
- IBM WebSphere MQ
- IBM WebSphere Business Integration Adapter
- Linux®

Servers

- IBM System i™

IBM Business Partner

- Prolifics

"Prolifics was instrumental in creating a valuable interface for Southside Electric Cooperative using IBM WebSphere software. The new interface has resolved the accuracy of this information and has dramatically improved the availability of data to all areas of the company."

– George Felts, Manager of Operations, SEC

Soaring housing costs in urban areas of Virginia have attracted residents to less costly rural parts of the state. That growth has put a strain on the utilities that provide electricity and related services in rural locations.

Southside Electric Cooperative (SEC) is a case in point. SEC is a member-owned rural electric utility that provides electricity services to portions of 18 counties, 6 towns and a city in southern Virginia. The utility, incorporated in 1937, also provides energy audits, heat loss/heat gain estimates, safety and billing programs and security lighting.

During the last five years, SEC has seen significant growth. The Cooperative needed to find a way to maintain high customer service levels while dealing with the rapid growth. Otherwise, SEC risked having dissatisfied customers. Even worse, the company faced the possibility of leaving customers in the dark—literally.

To maintain a high level of customer service as well as to conduct day-to-day business, SEC utilized a number of mission-critical applications—running on different platforms, purchased from different vendors and utilizing disparate databases.

However, data integrity issues plagued the utility, and the problem was magnified as the company looked to implement a mobile workplace solution for its linemen.

Siloed systems lead to inaccurate data

Because the disparate applications were not connected to each other, SEC employees had to manually enter data from one system into another during scheduled transfers. This process could take several days, required the keying of redundant data and often led to inaccurate and inconsistent information. There were also problems in the field, where linemen still relied solely on paper-based service orders and data entry clerks to update the systems upon project completion. With this labor-intensive method, crew members could receive only a static number of orders per day. Furthermore, the paper-based system meant that orders were inevitably misplaced and, in some cases, never completed or had to be recreated and sent out again.

"We were suffering from disparate and error-prone data," says Linda Easter Davis, information systems supervisor, Southside Electric Cooperative. "We wanted to utilize real-time integration to provide employees with accurate and consistent information, enabling them to dispatch service trucks more quickly and efficiently, and to better serve customers, who are our member-owners."

Plugging in a service oriented architecture

In 2001, SEC management set out to build a real-time integrated system. However, the technology needed to make this a reality didn't yet exist. The utility had to settle for temporary fixes until IBM Business Partner Prolifics started working with SEC, having come together with the company at a National Rural Electric Cooperative conference. Prolifics introduced the company to the power of IBM WebSphere Message Broker software and service oriented architecture (SOA) technology. The solution promised to provide what no other could—a proven technology enabling real-time integration and re-use of existing assets. "We made our decision to work with Prolifics because of its expertise in SOA," says Davis, "and because the Prolifics solution was backed by IBM, a trusted software provider and an organization that we found understood the concept of 24x7 availability."

Teaming with Prolifics, SEC integrated its six databases and many applications using WebSphere Message Broker, IBM WebSphere MQ and IBM WebSphere Business Integration Adapter software. By using the WebSphere Message Broker tool, SEC was able to keep using its legacy systems without the need for recoding. The IBM SOA solution, running on an IBM System i platform with the Linux operating system, provides process and data flows across systems and presents a unified interface on the front end. Qualcomm OmniVISION delivers a mobile solution integrating data in real time between the field and the office. WebSphere MQ acts as the robust, resilient messaging backbone linking all the systems and providing assured delivery of information. With support for more than 80 different platform configurations, WebSphere MQ enables more to be integrated into a customer's SOA.

"Prolifics was instrumental in creating a valuable interface using IBM WebSphere software," says George Felts, manager of operations at Southside Electric Cooperative. "The new interface has resolved the accuracy of this information and has dramatically improved the availability of data to all areas of the company."

Tested, proven solution

Prolifics' dedicated experts were able to implement the robust integration platform from architecture and design to deployment and knowledge transfer in under four months. "SEC is now reviewing expanding the integration project with a new outage-management system and IVR," says Davis. "Additionally, SEC looks to enhance our user environment and gain single sign-on capabilities leveraging IBM WebSphere Portal software."

Real-time integration provides employees with accurate and consistent information, enabling them to dispatch service units more quickly and efficiently, and to better serve customers.

"Thanks to IBM, Prolifics and Qualcomm, our SOA and integrated mobile data solution bringing the office and field together is the single most important business improvement we have worked on in the 20 years I have been here."

–Linda Easter Davis

"The Prolifics/Qualcomm/ Southside Electric Cooperative partnership has benefited our members in many ways. Customer service has improved due to the increased efficiencies realized through the optimum blending of new and existing technologies."

– Jeff Edwards, President/CEO, Southside Electric Cooperative

"We are also considering using IBM Business Modeler to improve our business process management," continues Davis. "There are three phases to our Business Modeler implementation. Phase I can deploy a view of the business procedure to our users, which would enhance the training and understanding of our procedures. Phase II would allow us to augment our business processes by entering data so we could see any bottlenecks as well as cost. Phase III uses data processed through the broker to display real-time activity on the business process. For example, if members call in to check on the status of their work order, the Call Center CSR would actually display the workflow for those particular work orders, highlighting the status. We are considering implementing these phases over a three– to five–year period. SOA opens the door for better data decisions as well as providing better information for our members.

"WebSphere has three basic components: messages, adapters and a broker," Davis explains. "Messages are the data. Adapters are used to retrieve the data from a database and send it to the broker as well as sending it from the broker back to the database. The broker sits in the middle between all databases and is pro-grammed to know what data needs to be sent to what database. There are different adapters for the different types of databases. Once configured, this process moves the data as it changes on any of the databases in real time. IBM SOA technology is tested and proven and works on any platform. Once the data is sent to the broker, it can be sent to any of SEC's databases to keep data consistent and accessible without relying so heavily on a vendor to provide data for a simple spreadsheet. SEC controls the broker and its data, not an outside software vendor.

"Eliminating the point-to-point integration we once used simplifies the data man-agement," continues Davis. "As other software is developed for electric utilities, we have the option to review it and determine if that's the best solution for SEC. The complicated point-to-point integration and cost involved with changing software is no longer an issue. Using the broker, you simply remove the existing software and replace it with the new and create that one integration back to the broker. The broker continues to send the data to the other applications in the format they need. NRECA's Multispeak has helped us because many electric cooperative software vendors have created Web services. We simply use those Web services to move our data through the broker. We have worked with Daffron, Hunt Technologies, Milsoft, Miner and Miner and Qualcomm. We appreciate their support of our SOA and look forward to working with other vendors in the future."

Cutting service turnaround time by 67 percent

By having an integrated, centralized view of the systems needed to respond to a service request, SEC has saved time, improved the productivity of its employees and boosted customer satisfaction. WebSphere Message Broker software and SOA technology enabled the utility company to implement a mobile workforce management system that lets crews track service orders, fill out time sheets, locate other co-op vehicles and review service orders—all from the cabs of their trucks. Information gathered from the field is updated across systems in real time, eliminating the manual data-transfer processes that previously beleaguered SEC. The solution integrates each application to function as if it has a single database and provides employees with consistent, accurate and up-to-date information.

"The Prolifics/Qualcomm/Southside Electric Cooperative partnership has benefited our members in many ways. Customer service has improved due to the increased efficiencies realized through the optimum blending of new and existing technologies," says Jeff Edwards, SEC president and CEO.

The automatic updates enable technicians as well as customer service representatives to have the most correct information while on the job. Further, SEC was able to move from a 12-step paper-based metering process

to a five-step paperless system, reducing the turnaround time for service work by 67 percent. Technicians are able to complete more service orders. SEC estimates that these greater efficiencies will help decrease average service order requests by 70 percent—from a maximum of one week to two days or less. SEC also reports a 30 percent increase in the number of collections that it can complete per day, accelerating cash flow.

Without the need for redundant data entry across multiple applications, the utility has been able to reallocate resources to more critical tasks. The SOA environment has enabled the organization to handle the unexpected, allowing the company to be more agile. As Davis sums up, "Thanks to IBM, Prolifics and Qualcomm, our SOA and mobile data solution bringing the office and field together is the single most important business improvement we have worked on in the 20 years I have been here."
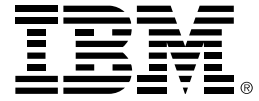
For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:
ibm.com/websphere

For more information on Southside Electric Cooperative, visit:
www.sec.coop

WSC14018

IBM

3B Dataservices leverages IBM WebSphere and DB2 to build unique ERP solution with seamless data access

3B Dataservices, Ltd., an IT systems developer specializing in customized applications for a wide range of businesses, uses IBM WebSphere® Application Server - Express and IBM DB2 Universal Database to build iNfinite Answers, its unique enterprise resource planning (ERP) solution. iNfinite Answers helps give small and medium-sized businesses powerful information management capabilities.

Challenge

Most conventional ERP systems fail to make data truly accessible on demand because they integrate multiple databases and modules in a complex manner that precludes instant, seamless access to information and tools. Furthermore, most systems delete data over time, severely limiting users' ability to work with older, potentially invaluable information. 3B Dataservices, an IBM Business Partner that participates in IBM PartnerWorld® Industry Networks and is optimized in the fabrication and assembly industry, set out to build a better system.

Solution

Using innovative engineering and the power of the IBM System i™ platform, 3B created iNfinite Answers, an ERP solution with a single database where all data is created, executed and forever stored. By putting all information in one seamless database, iNfinite Answers ensures that the most accurate data is always available instantly and indefinitely.

IBM WebSphere Application Server – Express allows 3B Dataservices to develop its solution in stable legacy code and Web enable it with ease. The DB2 Universal Database embedded in System i is crucial to the solution's success, since iNfinite Answers maintains tremendous data history.

Benefits

By utilizing a single database, iNfinite Answers:

- Improves productivity by at least 50 percent
- Cuts system maintenance costs by 50 percent
- Provides exceptional ease of use
- Provides instant access to any tool and data user needs
- Stores all data in perpetuity

Overview

3B Dataservices, Ltd.
Saint John,
New Brunswick, Canada
www.infiniteanswers.ca

Products
- IBM WebSphere® Application Server – Express
- IBM DB2® Universal Database®
- iNfinite Answers from 3B Dataservices

iA
iNFINITE ANSWERS
by: 3B Dataservices Ltd.

"We wouldn't be where we are today without IBM. We couldn't have developed iNfinite Answers without IBM technology, nor could we market it effectively without all the resources provided to us through IBM PartnerWorld Industry Networks."

Ron Bunn,
vice president,
3B Dataservices, Ltd.

IBM Express Runtime and Gillani iDistribute bring real-time performance to ROL Manufacturing

Overview

■ **The Challenge**
Integrate the complex financial and distribution systems from four independent divisions of a major North American automotive parts manufacturer to provide real-time operational information—and maintain business continuity throughout the project

■ **Why IBM?**
IBM Express Runtime offers Business Partners and customers a pre-integrated and preconfigured solution that includes world-class application server, database server and Web server software with a management console, development tools and deployment wizards

■ **The Solution**
ROL Manufacturing deployed financial and enterprise resource planning (ERP) modules from IBM Business Partner Gillani iDistribute running on IBM Express Runtime

■ **Key Benefits**
• Distribution management system provides real-time information
• Integrated financial and ERP modules help increase efficiency, reduce labor
• Solution tools help reduce development time and simplify deployment
• Enhanced performance of new architecture helps improve response time

The next time you drive to the grocery store or shopping mall, take a moment to look around the parking lot before you walk inside. If you live in North America, there's a good chance that at least half of the cars in that lot are using a part made by ROL Manufacturing.

Founded in 1962, ROL manufactures original equipment and aftermarket parts for the automobile industry. The ROL family of companies includes ROL Exhaust, the largest North American manufacturer of aftermarket exhaust accessories; ROL Gaskets; Marwil Products; and ROL Industrial, a tier-one supplier to manufacturers of boats and recreational watercraft.

ROL is successful because it can meet the strict technical needs of manufacturers and aftermarket technicians, as well as deliver a broad spectrum of products at competitive prices. "Our goal is to provide a product for any application that our customers might consider," says Ralph Callisto, vice president of IT for ROL Manufacturing. "Our exhaust products are a great example. We have thousands of part numbers covering hundreds of car and light truck models."

With four divisions pumping out more than 120,000 SKUs over three separate distribution networks (one in the United States, one in Canada and one in Mexico), ROL teams must constantly coordinate and track an enormous volume of rapidly changing product and financial information to keep the business flowing smoothly. "We want to be able to fill orders right away while keeping our operating costs low," explains Callisto. "That means delivering the right number of parts to the right location at the right time."

"IBM Express Runtime saves us time, which means that we can serve more customers more effectively and devote more resources to product development."

—Atif Ahmed
Sales Director
Gillani

The fact that the ROL divisions operate almost completely independently makes coordination even more challenging. Previously, each division managed its operations through its own financial and ERP systems. Every night, these systems connected to the central ROL financial and distribution systems and uploaded transaction data in batches. ROL staff accessed the product and financial data with customized, text-based applications.

The infrastructure worked, but it generated extra labor. Any task that involved several divisions required extra steps: orders and payments from a single customer would be divided up by ROL office staff and sent manually to the various divisions. ROL executives also found it difficult to get a real-time view of company operations, which hindered strategic planning efforts. "Depending on the data, we might be off 24 or even 48 hours," says Callisto. "To compensate, we had to build in larger margins of time or materials during our planning sessions, which would increase our operating costs."

Finding a solution

Executives at ROL wanted to increase efficiency by consolidating the company's operations—including all of its divisions—on a single, real-time financial and supply chain management platform. "We are adding more users, so we wanted a more responsive system with greater capacity," says Callisto. "We also wanted a graphical interface and the ability to more directly access our data for real-time analysis, using either a Web application or office applications."

The ROL Manufacturing IT team evaluated several options, including solutions from Oracle and SAP. However, those packages came loaded with features that, even though the ROL team knew it would never use them, drove up the overall cost.

Instead, the ROL team turned to IBM Business Partner and distribution management specialist Gillani and its iDistribute application, which is based on IBM Express Runtime. "The strength of the supply chain management features in the Gillani offering really stood out," says Callisto. "It was a much better fit for our business than anything else we saw. We were also familiar with the underlying technology from IBM and very comfortable with that platform."

Gillani iDistribute is a flexible and robust solution that addresses the challenges of businesses with complex distribution needs. With a suite of integrated modules that cover every aspect of distribution management from ordering through replenishment, iDistribute can deliver fast and accurate transaction processing, responsive budgeting and forecasting and fast execution for real-time reporting. "Gillani iDistribute can support the deep level of product detail critical to manufacturing operations," says Atif Ahmed, sales director for Gillani. "The suite is tightly integrated, giving customers a single, real-time view of their entire business from any module."

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The iDistribute application is based on IBM Express Runtime, which combines IBM WebSphere® Application Server - Express and Informix® Dynamic Server (IDS) Express. IBM Express Runtime is an integrated tool that helps reduce both costs and deployment labor and helps IBM Business Partners deliver compelling products and services.

ROL Manufacturing planned to transition to iDistribute in stages, beginning with the financial modules. At its Dallas headquarters, Gillani technical staff installed iDistribute and the Financial Management modules on a two-processor IBM System x™ server running Linux®. The Gillani team then sent the server to ROL Manufacturing in Laval, Quebec, where the ROL team integrated it into their network. "When we got the box from Gillani, all we had to do was some minor tweaking, which saved us a lot of time," adds Callisto.

The ROL team spent three months setting up the data architecture for the new system, then transferred the company's financial data into iDistribute with help from Gillani technical experts. "We were actually quite a small team, but with the guidance that we received from Gillani, we didn't need to be any larger. That helped us be efficient with our budget," says Callisto.

New systems help ROL Manufacturing boost efficiency

With iDistribute powered by IBM Express Runtime, ROL Manufacturing has enhanced its efficiency by more closely integrating its central and divisional financial services. "Our system connects automatically to the divisional finance systems and pulls their information in, which saves time," says Callisto. "iDistribute also automates a number of processes that were manual, including accounts receivable and accounts payable transactions."

The ROL team expects to see further productivity improvements as the company moves toward its goal of maintaining a single database that is updated by all the divisions directly. "Having fewer touch points reduces errors and means that our central office staff can focus on more strategic projects," explains Callisto.

IBM Servers and IBM Express Runtime drive performance

The ROL IT team has seen significant performance improvements thanks to the IBM System x server running IDS Express Server in IBM Express Runtime. "Running on the IBM architecture, the response time that we achieved with iDistribute was impressive," says Callisto. "IBM and Gillani are helping us both improve the productivity of our central office staff and prepare for future expansion as we add more users."

"Gillani iDistribute on IBM Express Runtime helps us make better decisions and improve our operating efficiency, which ultimately improves our profit margin."

—Ralph Callisto
Vice President of IT
ROL Manufacturing

Gillani iDistribute delivers real-time supply chain vision

With Gillani iDistribute, the data in the ROL Manufacturing systems now reflects the current situation instead of what was happening a day ago. "Having real-time financial data makes us much more effective during the planning process because we don't have to compensate for data that might be a bit behind," says Callisto. He expects the situation to improve even more as the company rolls out the ERP modules of iDistribute, which will link the ROL divisions more closely and help improve supply-chain visibility. "Gillani iDistribute on IBM Express Runtime helps us make better decisions and improve our operating efficiency, which ultimately improves our profit margin," he adds.

IBM Express Runtime helps reduce acquisition costs and simplify deployment

With IBM Express Runtime, Gillani can deliver world-class IBM middleware to its customers at a significantly lower cost than if the company were to assemble the solution from individual parts. "The IBM Express Runtime package delivers tremendous value to Business Partners, which we can pass on to our customers," says Ahmed. "Basing iDistribute on IBM Express Runtime gives us a real competitive advantage."

IBM Express Runtime also helps reduce the time that it takes for Gillani to set up an iDistribute system by 80 percent. Using the IBM solution, IBM Business Partners can create an image that automatically installs Linux, the supporting IBM middleware and their application in one process. "Previously, performing the basic installation of iDistribute took a week, but with IBM Express Runtime, it only takes one day," says Ahmed. "IBM Express Runtime saves us time, which means that we can serve more customers more effectively and devote more resources to product development."

As ROL Manufacturing continues to implement iDistribute, Callisto is looking forward to further efficiency gains. "The changes that we are making will have a far-reaching impact," says Callisto. "With IBM and Gillani as our partners, we are improving both our operational efficiency and our ability to forecast distribution requirements, which makes us a better supplier, and better able to serve our customers."

For more information

For more information about IBM Express Runtime, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/webservers/expressruntime

Tivoli software

iRise brings automation and audit readiness to BRE Properties

IBM Business Partner
iRise

Client
BRE Properties

IBM Tivoli solution components
- IBM Tivoli Identity Manager Express

" We were looking to obtain pristine user lists to better prepare for audits and for internal best practices, and Tivoli Identity Manager Express helped us achieve just that."
— *Steve Jensen,*
Vice President,
Information Technology,
BRE Properties

The challenge

IBM Business Partner iRise recently brought secure, centralized systems management online for BRE Properties, a publicly-traded real estate investment trust that develops and manages apartment communities in supply-constrained Western U.S. markets. iRise was initially consulted to automate IT systems and implement a central user management system. When BRE's business processes were fully analyzed, however, another opportunity presented itself.

In order to satisfy audit requirements under Sarbanes Oxley, BRE's IT staff was spending significant resources on highly manual audit processes across its information systems. Staff had to manually compile lists of employees and their system privileges for reporting purposes, or to ensure changes were made when privileges were terminated or modified. "BRE's processes to satisfy auditors and find gaps in their data were functional, but very manual," explains Kory Wilson, iRise account manager for consulting services. "The process was extremely time consuming — often taking days to reconcile lists from various sources." A secure, automated solution would not only centralize its user management systems, but also streamline the company's reporting process to better meet audit demands.

The solution benefits

iRise also knew that meeting this mid-sized company's price point would be a primary component of any winning equation. With this in mind, IBM Tivoli Identity Manager Express emerged as the ideal solution for BRE. Designed to deliver all the features of larger enterprise solutions at a price mid-sized business can afford, IBM Tivoli Identity Manager Express is one of a series of Express offerings helping smaller companies compete effectively in today's marketplace. Easy to install and deploy, and with all the functionality of IBM's enterprise identity management solution, Tivoli Identity Manager Express could deliver on all of BRE's business requirements.

Tivoli Identity Manager Express enabled BRE to automate the user provisioning process, including approvals and account creation, as well as the user de-provisioning process to mitigate the risk of invalid accounts and privileges. These were critical points for the audit process, with generation of quarterly reports made much easier through the solution's reporting capabilities. "With our old, manual process, invariably something would fall through the cracks — such as a consultant that was given temporary access — and it would come back to bite us," says Steve Jensen, vice president of information technology for BRE Properties. "So now we are saving days of work, and doing reports monthly instead of quarterly. We have cleaner lists and I don't have to spend as much time with the auditors to explain why something was missed." Wilson adds, "With Tivoli Identity Manager Express polling the user lists and doing the reconciliation for them, it's really streamlined the process and increased the accuracy."

Wilson asserts that Tivoli Identity Manager Express delivers both time and cost savings, making it an unbeatable option for smaller companies searching for industry-leading identity management solutions. "IBM is ahead of the game... because of its price point and quick ROI, and I don't think there is a lot of competition in the SMB market as far as the functionality the Tivoli product gives," he explains. "It is essentially the same engine used by some of the largest enterprise companies in the world, and yet IBM has factored it down to a price point that is the mid-sized businesses can use. We absolutely would — and do — promote Tivoli Identity Manager Express in the Growing Mid-Market Business space. It is one of the few products that delivers exactly what it promises."

For more information
To find out more about IBM Tivoli software products, visit:
ibm.com/tivoli

For more information on the IBM Business Partner iRise, visit:
www.irise.com

IBM

CompuCredit Corporation boosts staff productivity when it simplifies its software build processes with IBM Rational software.

Overview

CompuCredit Corporation
Atlanta, Georgia, United States
www.compucredit.com

Industry
- Financial Markets

Products
- IBM Rational Build Forge Enterprise Edition

COMPUCREDIT
transforming information into value

"The Rational Build Forge software saved us from needing to hire additional personnel, and it improved our staff's efficiency. As a result, the Rational software helped us achieve ROI in less than three months."

—Kevin Whiddon, release manager, CompuCredit Corporation

CompuCredit Corporation provides, markets and services branded credit cards. Since 1996, it has worked with national credit bureaus to develop risk-evaluation systems that identify specific groups of consumers, enabling CompuCredit to offer tailored credit lines and pricing to its customers.

Challenge
CompuCredit's in-house software-build processes required numerous interdependent components, many staging environments and multipart data-management processes. Additionally, the company's release team was overwhelmed with managing processes, initiating builds, troubleshooting issues and controlling quality.

CompuCredit tried to use open source software to manage its build and release processes, but it was too difficult to operate and maintain. The company needed to replace its open source application with a reliable solution that would help it minimize the complexity of its end-to-end development process.

Solution
CompuCredit turned to its long-time technology provider IBM to deliver the right solution. Following a proof of concept from the IBM Rational® team, the client swapped its open source tool for IBM Rational Build Forge Enterprise Edition software.

The Rational Build Forge solution facilitates reliable, high-performance software builds by providing more-agile development and streamlined delivery capabilities. The software enables CompuCredit to improve quality, speed production cycles and increase productivity across globally dispersed development teams.

Using Rational Build Forge software, the client created a truly automated release system, which can grow with the company and minimize overhead costs. And it positions CompuCredit's release team to better meet the challenges of developing new products.

Benefits
- Improves customer service and the productivity of the release team
- Helps the client better manage product information and become more flexible in its software development
- Reduces the amount of hands-on work required to create new software releases

WebSphere. software

IBM

Cámara de Comercio de Bogotá improves business processes by implementing SOA.

CAMARA
DE COMERCIO DE BOGOTA
Por nuestra sociedad

"We have been able to consolidate our business processes by implementing an SOA."

Jaime Moreno R.
Vicepresidente de
Operaciones e Informática

For more information, visit
ibm.com/websphere

The challenge

Cámara de Comercio de Bogotá (CCB) wanted to streamline its business processes and development in order to adapt more quickly to changing business conditions. It also wanted to leverage the Internet to offer services to its members and the general public.

The solution

CCB decided to implement its business processes based on a service oriented architecture (SOA) to integrate its business flexibly using repeatable and reusable business services.

They began the transformation with IBM WebSphere® and IBM Rational® business integration software to analyze and model processes based on their current business model. It then identified and cataloged potential services and agreed on interfaces for the components required to support its business going forward.
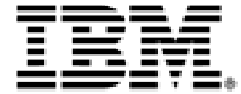
Subsequently, CCB used WebSphere and Rational tools to define its new IT architecture. They also designed, tested and validated the new service components. Even more, they could now define reusable interfaces, model new business processes, and discover, mediate, and orchestrate services into these processes. WebSphere Process Server run time is used to execute the processes.

CCB now uses WebSphere software to make its products and services available via the Internet, and it runs all of its IBM business integration applications on pSeries® servers running the Redhat® Enterprise Linux® Advanced Platform version 4 operating system.

The benefits

CCB will:
- reduce the time to market for new services and be able to respond more quickly to its member companies.
- save development time and costs with reusable software components.
- continue to implement proven best practices in its development as it expands its portfolio of products and services.
- lower cost and improve service by delivering Internet self service across a low-cost business channel.

WSC10159COEN-00

Lotus® software

IBM helps peace officers' association improve communication and collaboration

Craig Haarmeyer, Information Services Specialist, California Correctional Peace Officers Association

 • Increased system uptime
  and decreased service calls
  help lower the total cost
  of ownership.

The long arm of the law can reach only
as far as its communication network
permits, but now the California
Correctional Peace Officers Association
can reach a little farther. A private,
not-for-profit association representing
correctional peace officers working
in the California correctional system,
the CCPOA is one of the largest
professional associations in the state.
With a membership of over 30,000
officers, CCPOA is headquartered
in Sacramento and has several field
offices supporting its 160 employees.

*"We've been incredibly
satisfied and impressed
with IBM and Informix,
so we decided to consider
a solution based on IBM
Lotus software."*

 *–Craig Haarmeyer,
  Information Services Specialist,
  California Correctional Peace
  Officers Association*

CCPOA seeks to correct its messaging and collaboration capabilities

As recently as 2003, it was the CCPOA internal messaging system that was in need of a few corrections. Based on Microsoft® Exchange, the system was difficult to access, hard to integrate and very unreliable. "Microsoft Exchange was unstable and inflexible," says Craig Haarmeyer, information services specialist at CCPOA. "And because it is proprietary and platform-dependent, we were limited in terms of accessibility and integration."

In fact, the Microsoft Exchange server was so unstable that it began to pose a significant drain on productivity and morale. "I never got any sleep," explains Haarmeyer. "I'd be in bed or taking my kids to school and my phone would ring—I would have to walk somebody through the procedure of restarting the server. It was ridiculous. It got to the point where we would just cross our fingers and reboot."

Additionally, many of the CCPOA staff members were often working on the road—and when they were outside the office, they had no way to access the messaging system through the Web or their PDAs. "Our senior staff couldn't function in the field the same way they could inside the office," says Haarmeyer. "Most importantly, they couldn't access their e-mail or calendars once they left the office."

Also, because Microsoft Exchange could not integrate with the association's IBM Informix® membership database, CCPOA had to rely on manually generated e-mail distribution lists for communication with its members. "We'd have people in our membership department entering and updating the database," explains Haarmeyer. "And then we'd have other people creating e-mail distribution lists by hand, and   then different people editing contact information. It was time-consuming, error-prone and inefficient."

2

CCPOA puts the cuffs on platform-dependent messaging and collaboration

After experiencing the pain of the proprietary Exchange-based messaging, Haarmeyer decided it was time for a new, platform-independent collaborative application. In particular, he wanted one that could be accessed from the Web and PDAs, integrate with the association's Informix database and run on a variety of operating systems, including Linux or UNIX®. He considered pursuing an open-source solution but wanted to be sure that the new system would be supported well into the future. "As an organization, we rely more and more on e-mail and calendaring functionality," explains Haarmeyer. "Because we depend on it so much, we wanted something with greater support than the open-source options."

Because he was pleased with the IBM Informix system already in place at CCPOA, he contacted PreferredPartner.com, an IBM reseller, to discuss potential IBM-based solutions. "We've been incredibly satisfied and impressed with IBM and Informix," says Haarmeyer, "so we decided to consider a solution based on IBM Lotus software."

CCPOA and PreferredPartner.com brought in GreyDuck Technology, an IBM Advanced Business Partner and Service Provider specializing in Lotus Notes and Domino messaging solutions. "When GreyDuck explained the benefits of an architecture based on Lotus Notes and Domino, we realized that it is much more than just a messaging platform," explains Haarmeyer. "We could integrate our messaging infrastructure with our other database systems and take advantage of the Domino rapid application development environment to write custom applications."

IBM Lotus Domino Collaboration Express delivers powerful messaging and calendaring

With help from GreyDuck, CCPOA migrated 160 users from Microsoft Outlook and Exchange to IBM Lotus Notes and Domino. Lotus Notes and Domino provides CCPOA's employees with e-mail, calendaring and scheduling capabilities. GreyDuck also introduced IBM Lotus Domino Web Access, which allows mobile CCPOA staff to access the messaging environment through a Web browser. The Lotus solution is deployed on two IBM eServer xSeries servers running on the Red Hat Linux operating system.

"Our users are delighted at how much more powerful the Lotus software is compared to what we were using before."

–Craig Haarmeyer,
Information Services Specialist,
California Correctional Peace
Officers Association

3

> *"In many ways, the transition to Linux would not have been possible without the robust messaging and scheduling functionality in Lotus Domino Collaboration Express. In fact, Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange."*
>
> *–Craig Haarmeyer,*
> *Information Services Specialist,*
> *California Correctional Peace*
> *Officers Association*

CCPOA employees were very impressed with the extensive out-of-the-box functionality in Lotus Domino Collaboration Express. "Our users are delighted at how much more powerful the Lotus software is compared to what we were using before," says Haarmeyer. "For example, the scheduling capability is very powerful. You can invite various parties and identify the best dates and times to schedule a meeting based on a view of their mutual availability. You can check on the availability of rooms and manage resources such as projectors. It's really much better than Exchange."

Custom applications help keep members connected

Lotus Domino Collaboration Express is a powerful platform for deploying collaborative applications. GreyDuck used the Lotus Connector LotusScript® Extension to develop a custom Lotus Domino application that integrates with the organization's Informix database, facilitating the automatic creation of e-mail distribution lists. With this capability, CCPOA can now communicate much more efficiently and effectively with its membership. In particular, the association can create targeted e-mail distribution lists that are accurate and up-to-date. "By delivering the right message to the right people at the right location, we can better serve our members," says Haarmeyer.

GreyDuck also implemented connectivity software that allowed traveling employees access to their e-mail and scheduling applications using a BlackBerry or other portable device. "Now, no matter where our employees are, they are connected," says Haarmeyer. "People out in the field can access e-mail, calendaring and scheduling functionality with ease using either a Web browser or a BlackBerry."

GreyDuck also customized Lotus Notes calendaring for CPPOA with special group calendaring features. "In one view, you can see the various entries in people's calendars," says Haarmeyer. "And we can create different calendar views for different groupings of people."

4

IT staff can finally sleep at night

Lower administration costs have been a major advantage of switching to Lotus Domino Collaboration Express, and this new messaging and collaboration platform has facilitated a further cost-saving measure. "In addition to switching from Microsoft Exchange to Lotus Domino, we also switched from Microsoft Windows® to the Linux operating system, which has saved a lot in licensing and support costs," Haarmeyer explains. "In many ways, the transition to Linux would not have been possible without the robust messaging and scheduling functionality in Lotus Domino Collaboration Express. In fact, Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange."

Still, of all of the benefits he has realized, Haarmeyer is especially pleased with the stability and reliability of the Lotus Notes and Domino messaging system. Not only has it increased uptime and reduced service calls, lowering the total cost of owner-ship of the system, it has also allowed Haarmeyer to rest easier. "The system has gone down only twice in the past two years," he says, "and both times were due to power failure. I can finally sleep at night!"

For more information

For more information, contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/software/lotus

"Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange."

—Craig Haarmeyer,
Information Services Specialist,
California Correctional Peace
Officers Association

5

STARRS works together to protect the public in the St. Louis region

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Overview

■ **Business challenge**

To respond to mandates from the Department of Homeland Security more effectively, the St. Louis Region formed the St. Louis Area Regional Response System (STARRS), a collaborative working group of first responders, experts and other stakeholders. STARRS is tasked with creating ways to better protect the public and improve the efficiency and effectiveness of emergency response, while working with industry to execute the projects it devises.

■ **Solution**

Building on concepts generated by STARRS committees, IBM has implemented a variety of solutions to fulfill the critical needs of delivering police, fire and EMS services to the public more effectively. The first two are the STARRS Virtual Emergency Operations Center and the STARRS Patient Tracking System.

■ **Key benefits**
- Allows first responders to collaborate seamlessly and transparently
- Provides immediate access to critical information
- Integrates a wide variety of information types
- Offers easy expandability
- Captures critical patient information on-scene and transmits it to hospitals
- Helps make emergency response efforts faster and more effective
- Improves EMS productivity 10-15 percent

Working together on a regional basis

The terrorist attacks of 9/11 emphasized just how important working together can be. Collaboration between police, fire, EMS, various governmental jurisdictions, agencies such as FEMA, the private sector, the military and the public is of overwhelming importance. However, because these diverse groups are separated by a variety of boundaries, in the past they have rarely been able to cooperate closely.

Driving innovation through seamless collaboration and information sharing

Business Benefits

- Allows a large number of jurisdictions and first responder agencies to collaborate seamlessly and transparently

- Provides immediate access to critical information to geographically dispersed personnel

- Reduces comparable response times from 72 hours to approximately one hour

- Integrates a wide variety of information types

- Offers easy expandability thanks to service oriented architecture

- Captures critical patient information on-scene and transmits it to hospitals

- Lessens patient processing time dramatically

- Helps make emergency response efforts faster and more effective

- Improves EMS productivity by 10-15 percent

"So this nurse thought, 'What if we could secure all of that before the patient even gets here?' In hindsight, it seems so obvious, but it took some robust technology to make it happen. It's a great example of how technology can be used to help us save lives."

– Monroe Yancie, chief paramedic, St. Louis Fire Department

First responders from different agencies can literally be standing near one another, yet be unable to communicate. Worse, they could be talking to different command centers that may not be basing decisions on the same information.

Breaking down the organizational, cultural and technological barriers that stand in the way of first responder collaboration is no easy task. And in the region surrounding a major city, the problem is compounded. There are many different organizations and agencies, all of which have to communicate and work together in a crisis, yet they all answer to different local, county, and even state governments.

Many parts of the country are still grappling with the challenges posed by the need to get these diverse groups to work together. Funding can be hard to get, and it's tough to get everyone in a region to agree on the best way to spend the money.

The St. Louis region, which encompasses parts of two states and includes eight counties, has come up with an innovative way to pool resources and get everyone working together. In order to be better prepared in the post-9/11 world, the St. Louis Area Regional Response System (STARRS) was formed. Its task is to create jointly conceived, jointly funded projects that benefit all of the agencies and citizens in the entire region.

STARRS creates special committees, made up of first responders, stakeholders and experts, to tackle problems such as interoperability. These committees define specific needs and outline the capabilities that solutions must have, always bearing in mind that any solution must benefit the entire region.

The advantages of this unusual approach are manifold. Since STARRS is comprised of those who actually use the solutions that the group devises, those solutions can be designed better from the outset. And since funding and resources are shared and the solutions must benefit all in the region, more robust and effective systems can be created than would be affordable otherwise. The end result is better preparedness and better service to the public.

A virtual command center

One of the premier projects to have come out of the STARRS concept is the Virtual Emergency Operations Center (VEOC), which takes the Emergency Operations Center concept that is already in widespread use nationwide, and extends it regionally. "When you look at first response on a regional level," says Mike Smiley, deputy director of the Office of Emergency Management for St. Louis County, "the challenge is one of sharing information. We have this patchwork of agencies, but we all have to be on the same page, working together."

The STARRS VEOC solution uses a Web-based incident management package called E Team. The STARRS Emergency Operations Center (EOC) Workgroup knew that the VEOC software would have to be integrated with existing databases and systems from other jurisdictions to maximize its utility, and IBM was chosen as the best technology partner to perform the integration work.

In keeping with the STARRS concept of sharing resources, the VEOC project encompasses the entire region. "The solution has tied all eight of the EOCs in the region together," notes Smiley. "By doing so, we share data almost instantaneously as we work simultaneously on an area-wide issue. The EOC software enables each of the jurisdictions to be more effective and responsive locally, but it's our ability to share information and resources that makes us all far more capable in a regional sense."

The platform incorporates IBM Rapid Response, a packaged incident management solution built on IBM WebSphere® and Lotus® collaboration software. This provides a portal to the E Team incident management software and serves as the common platform for integration of other databases and information sources.

The flexibility and seamlessness of the solution was a key factor, according to Smiley: "It's completely transparent. Before, we had a network of contacts, but there were gaps and it was all we could do to reach out and get the information we needed. Now, we get it automatically because it's put out there in the normal course of doing our jobs."

What makes the STARRS VEOC unusual is its IT foundation: a service oriented architecture (SOA) that enables rapid evolution through the easy incorporation of new processes and technologies as they become available. With SOA, the VEOC is not tied to any particular technology or organizational structure. The entire system is modular and highly flexible.

IBM Rapid Response is the key element that ties all of the region's systems together, according to Nick Gragnani, executive director of STARRS. He stresses the importance of having a single point of access. "There are several different software packages out there that provide VEOC functions. There are various other software applications in use as well, but on their own they're not well integrated. What we were looking for was a service oriented architecture. That's what Rapid Response gives us. It ties all these different software tools together into a suite, and we can access all of them through a single portal."

Key Components

Software

• IBM DB2® Express

• IBM Lotus Sametime®

• IBM Tivoli® Directory Integrator

• IBM WebSphere Portal Express

Hardware

• IBM System x™

• Symbol handhelds

• Panasonic laptops

Services

• IBM Global Business Services

Business Partner

• E Team

Why it matters

The St. Louis Area Regional Response System (STARRS) exemplifies an unparalleled spirit of cooperation, bringing together first responders throughout the St. Louis region to create solutions that better protect the public — sharing resources while benefiting all. Prime examples of solutions that STARRS has created are the Virtual Emergency Operations Center, which enables first responders throughout the region to access shared information and incident management tools along with shared resources, and the Patient Tracking System, which enables EMS responders to more efficiently and rapidly gather and transmit critical patient information to hospitals from the scene of an incident.

A new tool for patient tracking

The second STARRS-generated IBM project in the region is the Patient Tracking System (PTS). Designed to help EMS and regional hospitals track patients and their status from the site of an incident much more effectively, it supplants the old method of having EMS responders literally call the hospital using a cell phone to pass information about incoming patients.

With PTS, EMS responders carry barcoded ID bracelets and a hand-held device. At the scene of an accident or other incident, the patient is assessed and the ID bracelet attached. The needed information, such as injury, severity, gender and age is entered into the device and transmitted to the hospital wirelessly, along with the barcode ID. When the patient arrives, the hospital scans the barcode so that the patient is accurately tracked.

"This system saves time and eliminates a source of possible error," says Monroe Yancie, chief paramedic for the St. Louis Fire Department. "One of the issues we face is volume. We handle about 65,000 calls a year, and transport around 45,000 patients per year. The scale of the information challenge is considerable."

IBM Global Business Services gathered requirements, helped design the solution, and then implemented the IBM and partner technology across eight counties and provided the overall management expertise, user training and ongoing technical support.

The system is in the early stages of deployment, so the information captured is limited. In the future, it will be able to obtain the information encoded on standard ID cards such as driver's licenses. This kind of information might include organ donor status, blood type, name and address.

"The origins of this system show the value of asking those who are on the frontline to come up with solutions," Yancie says. "The basic idea actually came from a hospital emergency department nurse. They were scrambling to get all of the necessary information about patients coming in, and it was a bottleneck. So this nurse thought, 'What if we could secure all of that before the patient even gets here?' In hindsight, it seems so obvious, but it took some robust technology to make it happen. It's a great example of how technology can be used to help us save lives."

For more information

Please contact your IBM representative or IBM Business Partner.

Visit us at:

ibm.com/innovation

ODC00375-USEN-00

The Sue Jeffers for Governor campaign leverages a large-scale solution on a small-scale budget with IBM Information Management software.

"We needed a new tool to sort through data on millions of voters, and the DB2 Express-C 9 data server was the perfect solution ... especially with our limited campaign budget!"

—Sue Jeffers, Minnesota gubernatorial candidate

Sue Jeffers was a challenger for the Republican Party's nomination to run for Minnesota governor in the 2006 election. Jeffers is an outspoken leader on issues such as private property rights, business regulations and economic issues.

Challenge

As a candidate hoping to become the Republican gubernatorial nominee, Jeffers wanted to reach select groups of registered voters for more targeted campaigning. The Sue Jeffers for Governor organization tried to sort through more than three million voter registration records in a file that was too large for its existing database. With limited campaign funds available, the committee needed a new, easy-to-use database that could efficiently manage the voter profiles without breaking the budget.

Solution

The IT consultant for the Sue Jeffers for Governor campaign installed an IBM DB2® Express-C 9, Version 9.1 data server to store and manage the voter records. The IBM data server—available free of charge unlike Microsoft® solutions—was hosted on the Fedora Core 4 operating system, based on the Red Hat Linux® platform.

After installing the Express solution, the IT consultant imported the 3.6GB of voter registration files in just four hours. The organization leveraged the DB2 Performance Optimization Feature and multidimensional clustering table capabilities for optimum information management and customized the data server to best suit the campaign's purposes. With the IBM solution in place, volunteers could manage campaign data and quickly run requested queries for the campaign manager.

Benefits

• Reduces data-query runtime from 25 to 2 minutes

• Provides a cost-effective, customized and optimized database solution to sort millions of important registered voter records

• Allows campaign volunteers to easily manage campaign data, enabling them to spend more time on mission-critical tasks

IBM

Electronic health record solution from IBM and BlueWare brings big city technology to rural hospital

BlueWare

Its budget is low and its needs are great, but that hasn't deterred Beacham Memorial Hospital from its mission to deliver the highest quality of care to its patients.

With 105 employees, including medical, administrative and support personnel, this 37-bed facility services the acute care needs of primarily geriatric patients in the rural area that surrounds Magnolia, a small city in southwestern Mississippi.

Among the challenges faced by Beacham has been compliance with the Health Insurance Portability and Accountability Act (HIPAA), which mandated the adoption of national standards that require all hospitals to take steps to safeguard against misuse and ensure the confidentiality of patient information.

Beacham also sought to make patient records available electronically, saving time for physicians and staff.

The hospital turned to IBM and BlueWare, an IBM Business Partner,

to implement the BlueWare Wellness Connection solution running on an IBM System i™ with IBM DB2® Content Manager.

"The hospital administration realized that the most effective way to become HIPAA compliant was to move from paper to an online system," said Emmett Hennessey, a certified information technology specialist and member of the hospital trustee board.

And, the solution increased dramatically the time physicians and staff can retrieve lab results, patient history and other information. "It's a no-brainer. A doctor can use his or her laptop to look up patient information and even use the e-signature capabilities to digitally sign papers, orders and prescriptions whether they're at the hospital, in their office, at home or traveling," Hennessey noted.

Wellness Connection uses electronic imaging to collect data and images from various sources and places it into secure, electronic patient record folders. The stored information can be

retrieved using a Web browser from any location, but only by those with a need to know and are granted access.

"The teaming of IBM and BlueWare is helping Beacham Memorial Hospital provide a level of care to patients in a rural area that is equivalent to that which is usually seen only in big cities. We are proud to be a part of it."
Rose Harr,
president and CEO,
BlueWare

Initially implemented in 2003, the BlueWare and IBM solution includes an upgrade from the hospital's AS/400® to an IBM System i5™ 520 with DB2 Content Manager for i Series to manage the digitized and electronic documents.

"We appreciated the fact that all we needed was a hardware upgrade, and that DB2 Content Manager would allow us to use existing patient information from our accounting database without having to recreate all of that data," Hennessey said.

"BlueWare and IBM delivered what we needed both in product quality and pricing," Hennessey said.

Rose Harr, president and chief executive officer of BlueWare, said, "Because it is so scalable, the IBM platform can meet the needs of the smallest to the largest customers. Together with IBM, we were able to offer Beacham Memorial Hospital a robust, yet affordable electronic health record system that rivals other much more costly systems."

The hospital plans are a multi-step process that will take several years to totally complete. "But, because we implemented this solution early on, Beacham is already way ahead of the game in reaching HIPAA compliance, relative to other small hospitals," Hennessey said.

Beacham had already recognized the need to increase efficiency in its information retrieval methods. Founded in 1938, the hospital record-keeping had been based on the use of paper for charts, lab reports, patient records and any other documentation that needed to be accessed and acted upon.

With a limited staff, physicians were often frustrated by delays in getting lab results, patient history and other pertinent information they needed

immediately, especially during off hours when clerks were not available to manually track down documentation in file cabinets and folders.

"The greatest benefit for this hospital has been in patient welfare," Hennessey said. "Plus, the staff now has secure, 24/7 access to information, no matter where they are."

Though information retrieval is now easier for those who are granted access, the security of that data is no longer an issue. The close proximity of Beacham to other medical offices and being open to the general public meant paper charts and records were far too open to exposure. With the information stored online in a secure environment, patient confidentiality is assured.

"The hospital has increased efficiency and security without incurring significant IT or manpower expense -- just a hardware upgrade and the addition of one staff member for scanning documents," Hennessey said. "The return on investment is well worth it."

Teaming with IBM is integral to BlueWare success

BlueWare is a Premier IBM Business Partner and participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. BlueWare is "optimized" in the healthcare and life sciences industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

"Working with IBM and participating in the IBM Business Partner program has

been integral to our success," said Harr. "In this case, the teaming of IBM and BlueWare is helping Beacham Memorial Hospital provide a level of care to patients in a rural area that is equivalent to that which is usually seen only in big cities. We are proud to be a part of it."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com**/partnerworld/ industrynetworks

To learn more about BlueWare, visit blueware.us

To learn more about Beacham Memorial Hospital, visit beachammemhos.com

IBM®

Convergence CT helps healthcare providers evaluate treatment plans fast with the IBM Balanced Warehouse.

Overview

Convergence CT
Honolulu, Hawaii
www.convergencect.com

Industry
- Healthcare

Products
- IBM Balanced Warehouse™ D5000
  - IBM DB2® 9 Warehouse software
  - IBM System x™ 3650
  - IBM System Storage™ EXP3000

"The power and responsiveness of IBM Balanced Warehouse is helping us and medical facilities around the world identify the best ways to treat cancer, diabetes and other life-threatening diseases"

— Lambert Onuma, President and Chief Executive Officer, Convergence CT

Convergence CT is a premier provider of highly secure, HIPAA-compliant data warehousing solutions and analytics that help healthcare and life science organizations improve the quality and efficiency of treatment.

Challenge

Through its clinical data warehouse, Convergence CT helps medical and life sciences organizations gather and analyze huge amounts of patient data to determine which treatments work best, which drugs are most effective and which hospitals save the most lives and why. When the company was charged by the American Medical Group Association (AMGA) to help AMGA member organizations evaluate the effectiveness of patient care within their institutions, Convergence CT needed to deliver a pre-tested, pre-optimized solution that could pull data from a variety of locations—desktop databases, datamarts, legacy systems, and practice management and ERM applications.

Solution

Convergence CT implemented its analytics solution on the IBM Balanced Warehouse D5000. The solution comes pre-configured with DB2 Warehouse software, IBM System x3650 server and IBM System Storage EXP3000, making it easy for Convergence CT to install its clinical data warehouse at client sites. IBM Balanced Warehouse was selected because it offered a high-performance, scalable and secure platform for storing a growing amount of sensitive information. Additionally, it provided an affordable approach with low acquisition and use costs. With DB2 9 technology, IBM Balanced Warehouse provides the embedded technologies, such as deep compression, that help Convergence CT exceed the performance of existing data warehouse solutions at client institutions. The advanced analytics software enables healthcare providers to easily perform ad hoc queries and complex analytics across terabytes of detailed clinical data. Integrated administrative tools enable Convergence CT to easily manage the offering.

Benefits

- Accelerates time to results by providing a proven clinical data model and advanced analytics environment
- Organizes data into a single, analyzable data model which includes clinical as well as operational data
- Improves access to key patient and provider insights by enabling automated and ad hoc queries and complex analytics with terabytes of detailed clinical data
- Provides an affordable approach through low acquisition, management and use costs, making it more accessible to more medical institutions
- Delivers ROI within 90 days

IMC14011-USEN-00

IBM

Davalen helps IBM WebSphere Portlet customers become more productive quickly with the right training tools and skills

Davalen™

"Teaming with IBM has helped Davalen empower its customers to get the information they need in the context of the tasks they are doing by supplying the right portal workflow engine. This solution gives them the ability to manage content across a range of formats and flexible deployment options."

Dave Jacob,
managing partner,
Davalen, LLC

Davalen, a leader in delivering advanced instructor-led IBM technical education and enterprise IT solutions, provides training, architecture, co-development and mentoring to IBM WebSphere Portlet customers.

Challenge

The marketplace has long recognized the value of portal solutions in increasing user productivity. However, the adoption of Java™ 2 Platform, Enterprise Edition (J2EE)-based portal technologies has been slowed by the steep learning curve developers face to learn it and immediately be able to create applications on a portal platform. After years of teaching Java developers how to create Web sites built on IBM WebSphere Portlet, Davalen created a program which helps these portal developers get up to speed more quickly.

Solution

Davalen used a combination of technology and training to address the needs of new portal developers in creating WebSphere Portlet-based applications. A Premier IBM Business Partner and optimized in the healthcare and life sciences industry of IBM PartnerWorld® Industry Networks, Davalen enhanced IBM WebSphere Portlet Factory offerings to develop its one-of-a-kind WebSphere Portlet Factory Top Gun education series.

Combining advanced instruction with hands-on labs and discussion, the courses help the developer to create portals after completing the sessions. These courses focus on design patterns, techniques and business application case studies based on business and technical issues common to most WebSphere and WebSphere Portlet applications.

Benefits

Davalen, LLC education and training in WebSphere Portlet allows customers to:

- Simplify the development, deployment and change management process
- Flatten the steep learning curve of the program to quickly and effectively add value to the investment in WebSphere Portlet Factory

IBM

Tivoli® software

Terason minimizes risk of data loss with continuous data protection solution.

Overview

■ **Challenge**
Ensure critical business documents on employee laptops and desktops are backed up and easily accessible in case of accidental deletion, virus or system failure

■ **Why Become an On Demand Business?**
IBM provided a simple, affordable and easy-to-deploy solution ideal for small and medium-sized businesses

■ **Solution**
An automated, real-time backup and recovery solution that provides multiple levels of data protection

■ **Key Benefits**
Achieved comprehensive data protection for uninterrupted operations; reduced recovery processes from days to minutes; improved staff productivity

» **On Demand Business defined**
An enterprise whose business processes — integrated end-to-end across the company and with key partners, suppliers and customers — can respond with speed to any customer demand, market opportunity or external threat.

ON DEMAND BUSINESS™

Terason improves employee productivity by protecting business data with IBM Tivoli software.

For small businesses, backing up business documents can be a time-consuming and cumbersome process. However, as the cost associated with data loss increases, many companies are finding that dependable data protection is vital to their operations.

"While our core competency has nothing to do with data backup technology, it is an important piece of how we get our business done," explains Mark LaForest, senior vice president of operations for Terason, a diagnostic ultrasound technology company. "A data protection process has to be in place like the telephone system and it has to be reliable."

"It's much easier to sleep at night knowing that Tivoli software is in place to back up our data."

–Mark LaForest, Senior Vice President of Operations, Terason

Multiple levels of data backup provide high-level availability and protection

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Key Components

Software

- IBM Tivoli® Continuous Data Protection for Files

IBM Business Partner

- Broadleaf Services, Inc.

"Tivoli Continuous Data Protection for Files has really raised the bar on the kind of protection that is available to the SMB marketplace, which traditionally hasn't had access to this type of advanced functionality."

—Jim Tenner, President, Broadleaf Services, Inc.

Terason, a division of Teratech Corporation, delivers portable ultrasound equipment that has set new standards for image quality, ease of use, size and cost. Its systems are used routinely in the fields of vascular surgery, interventional radiology, endocrinology and nephrology. Since 2000, Terason (*www.terason.com*) has shipped thousands of ultrasound systems to clinicians and OEM partners.

Because its systems are mobile, Terason product developers regularly take their notebook computers into various clinical settings when testing and demonstrating the company's products. As a result, important business documents were often located on laptop computers in the field as well as on desktop systems in the company's offices. Each of the company's 60 employees was responsible for backing up his or her work to Terason's main server every night. Once data was transferred to this server, Terason's lone IT administrator copied the data to tape for offsite storage.

This process was manually intensive and depended on each person backing up data in a timely manner. If a file became corrupted or was lost through a hardware failure or accidental deletion before it had been saved to the server, employees would have to recreate the file from scratch. In some cases critical documents, such as purchase orders, had vanished through accidental deletion, resulting in a direct monetary loss. If the data had been backed up, it often took a few days until the IT administrator could locate the proper tape to restore the document.

"Most data losses are really just file losses, accidental erasures or corruption of documents," says Jim Tenner, president of Broadleaf Services, an IBM Business Partner specializing in data storage and protection solutions. "To avoid the productivity losses that can result from this, companies need to back up data on desktops and laptops as it changes."

Protecting key corporate information

To protect crucial corporate data and improve staff productivity, Terason needed a simple, affordable and real-time data protection solution that could ensure that all documents on employee desktops and laptops were backed up all the time. The solution had to be automated and transparent to end-users so that they could focus on product development and sales instead of administrative issues. And it had to be easy to manage, requiring little involvement from the company's IT administrator.

In response, Broadleaf Services implemented IBM Tivoli Continuous Data Protection for Files software as part of a comprehensive data protection initiative at Terason. In just five minutes per workstation, the software was installed and in production. In total, the solution oversees about 350 gigabytes of business data and supports 60 employee workstations. "We found no other solution in the marketplace that could do what we needed," says LaForest. "Additionally, Tivoli Continuous Data Protection was reasonably priced and the return on the investment was immediate."

Adds Tenner, "Tivoli Continuous Data Protection for Files is particularly attractive for small and medium-sized businesses (SMBs) like Terason because it is very easy to deploy and automates the backup process for desktop and notebook systems. It has really raised the bar on the kind of protection that is available to the SMB marketplace, which traditionally hasn't had access to this type of advanced functionality."

Minimizing recovery times

With Tivoli Continuous Data Protection for Files software, Terason can now:

- *Automatically back up files from network and desktop computers to a central location.*
- *Maintain copies of files in a local cache so that employees can restore documents quickly without IT support.*
- *Retain multiple versions of files so that users can recall documents for a specific point in time in the event an error must be retracted.*
- *Back up only changed files to minimize network transfers.*

Now every time employees save new documents or update existing files on their desktop or laptop computers, the software creates a copy directly on the machine's hard drive as well as sending a copy to Broadleaf's ARCHEON data protection service, which stores it on a dedicated file server at Terason's headquarters. If an employee is not connected to the network, the software places the file in queue to be uploaded as soon as the employee logs in again. Data from this file server is then automatically transferred to an offsite location through Broadleaf's ARCHEON service, enabling Terason to realize multiple levels of data protection, both onsite and offsite. Best of all, the entire process is invisible to employees. If the backup process is interrupted—such as when an employee shuts down a notebook to catch a flight—the software's smart replication capabilities simply resume the backup process exactly where it left off when the employee restarts the system.

> *"Tivoli Continuous Data Protection eliminated the time our developers have to spend backing up their data and searching for lost files. It also eliminated the time that our IT administrator has to spend supporting these processes."*
>
> *—Mark LaForest*

By also storing backup copies directly on the employee's system, Tivoli Continuous Data Protection for Files provides a high level of availability to minimize recovery times. Using the software's drag and drop capabilities, Terason employees can easily restore any version of a file they need. This frees Terason's IT professional, who previously handled this task, to focus on other infrastructure needs. "Our developers no longer need to worry whether their data is backed up and the user-driven graphic interface makes it very simple for staff to roll back to a prior iteration of a document," says LaForest. "Tivoli Continuous Data Protection software helps them recover data quickly so they can keep working."

Staying focused on the business

By replacing an ad-hoc backup strategy with a centralized, structured and automated solution, Terason has protected its important business files from accidental deletion, hardware failures and virus attacks. Documents that previously could take several days to restore can now be restored in just minutes. This has resulted in productivity improvements from both the business and IT perspectives.

"Tivoli Continuous Data Protection eliminated the time our developers have to spend backing up their data and searching for lost files," says LaForest. "It has also eliminated the time that our IT administrator has to spend supporting these processes."

And just as important, executives no longer worry about whether the company's business documents are protected. "It's much easier to sleep at night knowing that Tivoli software is in place to back up our data," LaForest says.

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:
ibm.com/tivoli

For more information about Terason, *visit: www.terason.com*

For more information about Broadleaf Services, Inc. visit: *www.broadleafservices.com*

IBM

EIM Controls reduces costs and streamlines pricing processes with Web-based portal

Overview
EIM Controls, Inc. Missouri City, Texas www.eim-co.com
Industry • Manufacturing
Employees • 100–125
Products • IBM® Lotus® Domino® Enterprise Server • IBM Lotus Notes® • IBM WebSphere® Portal Express
Business Partner • Ixion LLC

EIM CONTROLS

"By empowering distributors with the most up-to-date information possible using IBM WebSphere Portal Express, we've gained newfound agility to adapt to market forces."

*— John Drisko,
Technical Manager,
EIM Controls, Inc.*

EIM Controls has been manufacturing high-quality valve actuators since 1949. Today, EIM products can be found at work on every ocean and continent, in applications ranging from water treatment to guided missile cruisers.

Challenge
Updating and publishing new product selection guides and price lists was a difficult, costly, cumbersome and error-prone process for EIM management. By automating the product configuration and quotation process for its global network of distributors, EIM could more flexibly and less expensively update the selection guides and help increase the accuracy of the quotation process.

Solution
IBM Business Partner Ixion developed a sizing and price quote tool using IBM Lotus Domino Enterprise Server and Lotus Notes software. Through a simple wizard process comprising drop-down selections and limited data entry, users can identify the best actuators for a customer's business requirements. The solution matches the input to product data in the Lotus Domino database and presents the user with the optimum three actuator choices and pricing information.

Ixion selected IBM WebSphere Portal Express software to provide a portal that gives distributors access to the EIM quote tool. Distributors can now simply log on to a secure Web site to identify actuators and create price quotes using the five-step wizard process. All entries and changes are saved through the portal, allowing distributors to review and refine job quotes as necessary. The final price quote can be exported to a spreadsheet or printed directly from the portal.

Benefits
- Because EIM no longer has to publish extensive product manuals, it will realize significant savings in printing, distribution and labor costs

- Price quotes can be updated in the Lotus software whenever needed, providing EIM the agility to quickly adapt to fluctuating material costs

- With the distributor portal in place, EIM employees can improve efficiency and focus on business-critical job tasks rather than helping distributors navigate complex product catalogs

- Data entered by the distributor during the quotation process automates the order entry process, eliminating the need for separate order entry forms

IBM

WebSphere® software

Forest2Market harvests benefits of innovation with IBM solution.

Overview

■ **Challenge**
Provide logging industry with pricing service enabling more efficient purchasing practices and dependable supply chains

■ **Why IBM?**
IBM Premier Business Partner Shared Vision demonstrated scalable, reliable online system using IBM components

■ **Solution**
Real-time, Web-based information service providing most recent pricing for timber purchases, bringing price stability to logging industry

■ **Key Benefits**
Ability to bring new services to market within 14 weeks to outstep the competition; reliability of service with no outages in past six years; cost-effective service resulting in affordable product for logging industry; reduction in time required to perform administrative function from 8 hours to 15 minutes

The value of logs cut and delivered is much higher than the price of standing timber and now, thanks to IBM, companies can find information on both prices using the Forest2Market information service.

In answer to the age-old question, a tree that falls in the middle of the forest does make a sound. It's "ka-ching." Thanks to a pricing service called Forest2Market which serves the logging industry in the southern U.S., buyers of timber can determine the value of trees in a particular geographical area, giving every tree its correct price according to the market. Building its online service with IBM components and aided by IBM Premier Business Partner Shared Vision, Forest2Market has transformed a market with no pricing mechanism into one that can be traded with confidence.

"We matched a sound business idea with rock-solid IBM technology and flawless execution by Shared Vision. Not once has any part of the solution — server, software or code — failed. The total cost of maintenance of the solution is less than we ever expected."

— Peter Stewart, President and CEO, Forest2Market

Key Components

Software

- IBM DB2®
- IBM WebSphere® Application Server
- IBM WebSphere Commerce Express

Server

- IBM System x™ 335 server

IBM Business Partner

- Shared Vision Group, Inc.

"WebSphere Application Server handles the volume of requests for information with 24x7 reliability. It stays up and running to keep the service always available."

– Michael von Bodungen, CTO, Shared Vision

Needing accurate information

From billion-dollar forest products corporations to small construction companies, those who buy and sell logs need accurate information on pricing. But this information did not exist before Forest2Market, based in Charlotte, North Carolina, brought its interactive Web site live. A buyer might send out a bid at $20 per ton and get no responses. Increasing the bidding price, the buyer would get a flood of offers, assume that prices were rising, and end up buying excess and unwanted inventory.

"There was an inability to predict prices going forward and to really understand the current market," says Peter Stewart, president and CEO, Forest2Market. "This turned into anxiety about supply. It was difficult to implement a smooth and efficient supply chain for companies depending on wood products."

Building a solid foundation

For Forest2Market, the initial solution was as simple as publishing real-time prices that buyers were paying as soon as they had struck their deals. The companies providing the information were contractually bound to reveal this information to Forest2Market as part of their membership in the information service. In addition to buying and selling information, Forest2Market developed value profiles of the logs by collecting information on 18 criteria that drive price such as size, quality, the accessibility of the terrain and its distance from main roads.

The ideal medium for this service was the Internet, with its ability to publish information in real time. The only question was how to achieve the vision using Internet technology. Forest2Market wanted to bring its product to market in less than 15 weeks to outstep potential competitors, and it wanted to focus its attention on branching into new products, not learning about IT infrastructure.

Issuing an RFP for the technology and expertise to bring its vision to life, Forest2Market was approached by IBM Global Services, which introduced the company to Shared Vision Group, Inc., an IBM Premier Business Partner. A specialist in helping small-to-medium size companies achieve the benefits of e-commerce, Shared Vision built a solution based on IBM WebSphere Application Server, IBM WebSphere Commerce Express and IBM DB2, all running on an IBM System x 335 server.

In just 14 weeks, Shared Vision put the start-up venture on the Internet, and Forest2Market was on its way to bringing price and supply-chain stability to the forest products industry. Of the technology and experts that came together to bring the sapling business to market, Stewart says, "We matched a sound business idea with rock-solid IBM technology and flawless execution by Shared Vision. That was the essence of our success. Not once has any part of the solution — server, software or code — failed. And Shared Vision came in within budget, helping us create an affordable service for our customers. The total cost of maintenance of the solution is less than we ever expected."

Better results for timber businesses

This Web-based solution allows real-time access to forest product companies, timber investment management organizations, regional consulting companies and private land owners. With just a click of a button, clients can track all timber prices specific to their mill or timberland. Clients can also track employees' purchasing effectiveness relative to current timberland value and access company profiles that will enhance business results.

Forest2Market.com allows clients to focus on buying and selling timber, not spend valuable time assessing the market. It can be used to provide detailed market information to track bidding behavior of competitors and others who buy timber. Within minutes, clients can evaluate their buying and selling performance against their competitors by determining the price for which tracts similar to theirs have sold in recent days, weeks, months or years. This administration tool alone changes an 8-hour administrative task into a 15-minute Internet function. "We were the first ones to come up with the ability to collect the price of an actual transaction from both buyers and sellers, figure out the standard with which to collect the information and then put it in a database and give people access to it," says James Wood, chief information and administrative officer for Forest2Market.

"Because we already have an infrastructure we're not always starting from scratch. When we work with IBM, we get the results we want, and that the customer wants, for building a business into the future."

– Michael von Bodungen

IBM technology stands the test of time

Shared Vision wrote proprietary code for the application using Java™ 2 Platform, Enterprise Edition (J2EE)-compliant technology. Java objects send SQL code to the database to populate charts on the screen or Excel spreadsheets. Says Michael von Bodungen, chief technical officer of Shared Vision, "WebSphere Application Server handles the volume of requests for information with 24x7 reliability. It stays up and running to keep the service always available." Shared Vision also used some features of WebSphere Commerce Express to support payment processing for publications ordered through the site. "DB2, which we set up six years ago to manage the business-critical data for the project, is still running with scarcely a change," says von Bodungen.

The original application tracks the prices of standing trees. Reusing some of the same code that powers the original application, Shared Vision recently developed a new benchmark service for Forest2Market that collects the price of logs on the truck passing over the scales before entering the paper or saw mill. The cost of harvesting and transporting the wood is figured into these values, giving buyers and sellers more insight into the pricing of the commodity.

"Because we already have an infrastructure we're not always starting from scratch," says von Bodungen. "When we work with IBM, we get the results we want, and that the customer wants, for building a business into the future, which lets all of us hear a little more 'ka-ching.'"

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:
ibm.com/websphere

For more information on the Forest2Market, visit:
www.forest2market.com

For more information on Shared Vision, visit:
www.sharedvision.com

GC38-0751-01

KMT Waterjet Systems links global operations with IBM Lotus Notes and Domino solution.

Overview

■ **Challenge**

Avoid disruption to business operations during six-month transition to ownership by KMT and enable ongoing collaboration between U.S. and German offices

■ **Solution**

Integrated collaboration solution with instant messaging and Web conferencing capabilities for collaboration among employees, vendors and partners of newly formed business unit

■ **Why IBM?**

The workforce was familiar with IBM Lotus® Notes®; IBM's per-user software licensing fit the company's budget and growth plans; the powerful application development environment of Lotus Domino® Collaboration Express supports creation of new custom applications

■ **Business Benefits**

Collaboration system supporting 170 employees deployed in four months, two months ahead of deadline; per-user licensing saves 15% with no training costs compared to Microsoft Exchange/ Outlook; custom application power of Domino supports addition of workflow application

An innovative pioneer in the field of aqua-jet cutting technology, KMT Waterjet provides equipment for a range of manufacturing operations.

When Swedish firm Karolin Machine Tool (KMT) bought Ingersoll-Rand's Waterjet business unit, it acquired a leader in waterjet cutting technology. Cutting materials as diverse as ceramic alloys and food products with a high-pressure jet of water offers substantial advantages, including reduced temperature, precision cuts and minimal waste, and is inherently environmental friendly. In light of these benefits, it's not surprising that waterjet cutting technology has grown to a $180 million market in 2003.

"Our messaging system needed excellent replication capabilities to support our mobile users who frequently lack a high-speed Internet connection."

—Stan Sloan, IT Manager, KMT Waterjet Systems

Key Components

Software

- IBM Lotus Domino Collaboration Express
- IBM Lotus Instant Messaging and Web Conferencing

Business Partner

- GreyDuck Technology

The acquisition by KMT in October 2003 resulted in a new business unit called KMT Waterjet Systems. The transition plan called for six months to fully integrate both workforces and their technology infrastructures. During the transition, KMT Waterjet Systems retained the use of Ingersoll-Rand's IT infrastructure. KMT Waterjet Systems had to deploy a messaging system to handle current needs and provide a platform for continued growth. For Stan Sloan, IT Manager for KMT Waterjet Systems, the challenge was formidable. "It was more than just e-mail; we needed a complete set of collaboration tools," remembers Sloan. With a complete infrastructure to build, Sloan was working with a tight budget and needed to save money wherever possible. By turning to IBM for a solution based on IBM Lotus Notes and Domino technology, KMT Waterjet Systems met their deadline while realizing a substantial savings over competing solutions and meeting the company's budget and productivity targets.

Specifying a comprehensive solution

The challenge facing Sloan was to provide communications services for 170 employees located in Baxter Springs, Kansas; Bad Nauheim, Germany; and small sales and service offices worldwide. "Our messaging system needed excellent replication capabilities to support our mobile users who frequently lack a high-speed Internet connection," Sloan recalls. "We needed collaboration tools to communicate across the entire organization without having to wait for phone calls." While most users worked at desktops, Sloan also had to support an increasingly mobile sales staff with laptops and Blackberry personal digital assistants (PDAs). He went shopping for a solution that would integrate easily into the company's infrastructure and fit its budget – in short, he needed to replicate the capabilities of the existing environment and add support for remote users, all at a small-business price point.

Sloan's experience with Notes at Ingersoll-Rand had been highly positive, but he was concerned that the application would be too expensive for KMT Waterjet Systems. After evaluating the available solutions, Sloan narrowed the choice down to Microsoft Exchange and Lotus Domino Express. He liked the integration between Microsoft Outlook and Microsoft Office, but preferred Lotus Domino Express based on its ease of use, replication features and security.

Digging deeper, Sloan discovered that Lotus Domino Express was designed expressly for small and medium-size businesses (SMBs) such as KMT Waterjet Systems. Lotus Domino Express offers three versions to give SMBs the flexibility they need to tailor a solution to their particular needs. He identified Lotus Domino Collaboration Express as the version best suited to KMT Waterjet Systems because it includes not only a full range of messaging and collaboration features but also the powerful Domino application development environment for creating and integrating new applications.

Sloan ran the numbers and received a pleasant surprise. Where Microsoft charges for each server running Outlook, Collaboration Express is licensed per user, which offers substantial cost savings for SMBs. "The per-user licensing of Collaboration Express sealed the deal. I pay for the number of clients using the system, not the number of servers," says Sloan. "I had expected the Lotus solution to be more expensive than Microsoft Outlook, but it turned out to be about 15 percent less."

Sloan's cost analysis showed that savings also extended to training and support. Because his user base was already familiar with Lotus Notes, there were no training costs with Collaboration Express. And the ease of integration with other application servers meant that Sloan could count on a relatively fast and painless system integration process. When he added it all up, the winner was Lotus Domino Collaboration Express.

Sloan worked with IBM Business Partner and Lotus Notes integrator GreyDuck to install, configure and implement their Lotus Domino Collaboration Express system and migrate the user community from Ingersoll-Rand's Domino environment to the new KMT Domino environment with no interruption in service to any end user. To support faster and more personal interactions between their international locations, Sloan opted for real-time collaboration with Lotus Instant Messaging and Web Conferencing. KMT Waterjet Systems switched over from the legacy Lotus Notes system in four months, two months before the deadline. The installation took place simultaneously in the company's two main offices in Kansas and Germany with no significant problems.

Supporting a fast-paced, diverse operation

As expected, the training requirements were minimal and the changeover went smoothly. Within the first month of use, KMT Waterjet Systems was operating at maximum efficiency, with few reports of problems from employees. Most of the KMT Waterjet Systems workforce accesses Lotus Collaboration Express from the desktop, but a small community of mobile users connect from laptops and Blackberry devices.

The capabilities of Lotus Instant Messaging and Web Conferencing have paid dividends from the start. According to Sloan, "The chat feature of Lotus Instant Messaging and Web Conferencing is the most-used feature of the system, especially when local users are dealing with the facility in Germany." Employees in different continents use instant messaging to save time working out operational problems. KMT Waterjet Systems also uses Lotus Instant Messaging and Web Conferencing for company-wide training and employee communications, saving on travel costs and increasing operational efficiency.

The collaboration features of IBM Lotus Domino Express help KMT Waterjet ensure that each customer receives the water jet product that is best suited for its individual manufacturing process.

"The per-user licensing of Collaboration Express sealed the deal. I had expected the Lotus solution to be more expensive than Microsoft Outlook, but it turned out to be about 15 percent less."

–Stan Sloan

KMT Waterjet Systems has found other ways to extend the flexible collaborative capacities of its new Lotus Notes infrastructure. It will soon become the basis for a new workflow management application, developed by GreyDuck, for incoming new product requests, replacing an inefficient legacy system based on faxes and manual data entry. New product requisitions from the sales force contain a range of information – who, what, where, why, how – that must be transmitted to engineering, operations, finance and other departments within KMT Waterjet Systems. The IT team, supported by GreyDuck, used the custom application power of Domino to integrate this new application into the KMT Waterjet Systems infrastructure. The workflow application is in initial testing, with final deployment scheduled in 60 days. Sloan expects the new workflow application to significantly reduce errors in processing incoming new product requests.

Looking to the future

Business is booming for KMT Waterjet Systems, as shown by double-digit first-year growth in sales and headcount, along with a record number of systems shipped. These upward trends are expected to continue. To meet the inevitable challenges of sustained rapid business expansion, management has mandated a daunting list of enhancements to the IT infrastructure. Planned projects include deploying a complete customer relationship management (CRM) system using Lotus Domino and updating the existing enterprise resource planning (ERP) system. Sloan is unfazed: "I've used Lotus Domino at Ingersoll-Rand and KMT Waterjet Systems and have been happy with the results in both places. Lotus Domino is a good fit for KMT Waterjet Systems."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at
ibm.com/software/lotus

For more information about
KMT Waterjet Systems, visit:
www.kmtwaterjet.com

For more information about
GreyDuck, visit: *www.greyduck.com*

IBM ®

G227-4040-00

Lotus software

Nutra-Flo drives global business with robust collaboration platform

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Overview

- **The Challenge**
  Relying on e-mail when working with teams around the world resulted in slow response times and version-control errors on business-critical documents

- **Why IBM?**
  IBM offers a robust, easy-to-manage collaboration platform that transforms the inbox into an integrated workspace and offers innovative team collaboration

- **The Solution**
  IBM® Lotus Notes®, Lotus® Domino® 8 and Lotus Sametime® software integrated with IBM Lotus Quickr™ team places creates a complete global collaboration environment

- **Key Benefits**
- *Lotus Quickr team spaces help increase accuracy and efficiency by means of centralized document libraries and version control while reducing the impact of large attachments on e-mail systems*
- *Lotus Notes and Domino 8 collects collaborative applications in a single customizable interface and conveniently groups communications, helping to improve staff productivity*
- *Built-in RSS and blogging capabilities provide cutting-edge communication tools for richer, more timely information access and sharing*
- *Lotus Sametime instant messaging and Web conferencing help increase productivity*

It's no secret that we are what we eat—but what about our crops and livestock? Since 1928, Iowa's Nutra-Flo Company has developed high-performance nutrients to make sure distributors, agridealers, farmers and ranchers around the world are feeding crops and animals only the best. Supported by continuous research, the company's cutting-edge products help its customers remain competitive in an ever-changing marketplace.

Although the company's Nutra-Flo Protein and Biotech Products division has a reputation for quality and innovation that extends around the world, its IT systems were ill-prepared for the demands of global business. "As a medium-sized company, IT wasn't a focus area beyond our own office,"

"With Lotus collaboration capabilities, we can better harness the value-added information that comes as a result of collaboration—and we can continue to stay on the cutting-edge of our industry."

—Eric Lohry
President
Nutra-Flo Company

"Lotus Notes and Domino 8 has given us affordable access to cutting-edge communication tools that previously fell outside our IT expertise."

—Eric Lohry
President
Nutra-Flo Company

explains Nutra-Flo President Eric Lohry. "But growing relationships with overseas distributors made it obvious that we needed tools that could help us turn partnerships into real collaboration."

Collaboration is especially critical to Nutraferma, the company's latest and most extensive joint venture. Nutra-Flo is working with Genebiotech, a Korean biotechnology firm, to create a high-tech soy facility in North Sioux City, Iowa—the first of its kind in the United States. "Relying on e-mail to communicate with the Asia Pacific region meant a lot of wasted time—they were asleep while we were awake and vice versa," says Lohry. "We needed to increase productivity with a more effective way to work with a dispersed team."

Nutra-Flo also found itself mired in document management challenges resulting from its new global project. Product registration issues and planning for the Nutraferma plant necessitated lengthy trips overseas and generated vast amounts of paperwork. "The volume of technical, construction, registration and sales information was overwhelming," says Lohry. "Without a central place to store, exchange and search these crucial documents, we risked version control issues and expensive project slowdowns."

Lotus Notes and Domino 8 fosters collaboration inside and outside the office
Lohry and his team saw an upgrade to Lotus Notes and Domino 8 software as an opportunity to give Nutra-Flo the latest tools for supporting global collaboration. Lotus Notes and Domino 8 can help Nutra-Flo staff work more productively, access information more easily and collaborate more effectively than ever before.

The Lotus Notes 8 client features a new customizable interface, which can boost productivity by giving Nutra-Flo team members access to many of the tools they need in one place. In addition to integrated instant messaging, the new release of Lotus Notes includes Lotus Symphony productivity tools for creating documents,

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spreadsheets and presentations. There is also tight integration with document management capabilities. Improved communications management allows users to group and quickly find all interactions with a given person, whether they occurred via e-mail, instant message, calendar entry or shared document. "The conversation threads add a whole new level of organization to my inbox," says Lohry. "Less time spent searching allows me to spend more time on action items."

With Lotus Notes and Domino 8 software, Nutra-Flo can now better support its workers regardless of location. Team members on the manufacturing plant floor or those who fly regularly to Asia Pacific, Europe or South America can use RIM BlackBerry mobile devices to access critical business information and stay in touch with head-quarters. "Beyond remote access to information, Lotus Notes 8 saves us time by allowing us to easily synchronize contacts from three different address books—a process that we used to do manually," adds Lohry. "I can now connect with my team from anywhere business takes me."

Web 2.0 features incorporated into Lotus Notes and Domino 8—including RSS feeds and blogs—offer Nutra-Flo employees cutting-edge communication tools for richer, more timely information access and sharing among teammates. In the future, Nutra-Flo could use these capabilities to better communicate with customers and partners. For the Nutraferma project, the company is using an internal blog to track project status; workers can simply read recent posts to get the latest news. Nutraferma is also syndicating the blog's content via RSS feeds, enabling team members to get updates automatically by subscribing to the feed and using the RSS reader built into the Lotus Notes client. The RSS feeds and internal blogs help eliminate mass mailings and the recipient list maintenance they require. "We easily customized the standard Lotus Domino blog template to create a unique communications tool, and we didn't need IT support to do it," says Lohry. "We've even extended that capability to external blogs that allow us to interact directly

> *"The conversation threads add a whole new level of organization to my inbox. Less time spent searching allows me to spend more time on action items."*
>
> *—Eric Lohry*
> *President*
> *Nutra-Flo Company*

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with customers outside our normal distribution channels. Lotus Notes and Domino 8 has given us affordable access to cutting-edge communication tools that previously fell outside our IT expertise."

Real-time communication enables close interaction for globally dispersed team

Lotus Notes 8 software features an integrated Lotus Sametime client for instant messaging and presence awareness, and licenses for the full Lotus Sametime product mean Nutra-Flo can take advantage of Lotus Sametime Web conferencing. With these capabilities, Nutra-Flo can stay in contact with its Korean partners without the time delay issues of e-mail and can communicate more effectively in between face-to-face meetings. Plus, instant messages are now saved within the e-mail database, so users can view chat histories from within the Lotus Notes 8 client.

"Instead of wasting time watching my inbox or leaving a voice mail, I can simply click to see if a team member is present online and then open an instant messaging session to connect," explains Lohry. "Plus, team members can carry this capability with them on mobile devices, so they can stay connected with colleagues via instant messaging even when in the field. For example, Sametime enabled me to check on production issues with the plant while I was on a recent trip to Thailand." With Lotus Sametime Web conferencing, Nutra-Flo can save travel costs to the Asia Pacific region. "Web conferencing allows us to stay in touch with partners around the world without being there in person, and owning this capability means we don't have to rely on an external service," says Lohry.

Lotus Quickr offers central global resource for critical documents

Nutra-Flo chose IBM Lotus Quickr software to centralize documents related to the Nutraferma project and facilitate easier management of international product registration and shipping processes—while freeing information trapped in e-mail silos. Instead of e-mailing files back and forth or working from a local version on the desktop, users store common files in Web-based Lotus Quickr software. Integration with

> *"Beyond remote access to information, Lotus Notes 8 saves us time by allowing us to easily synchronize contacts from three different address books—a process that we used to do manually. I can now connect with my team from anywhere business takes me."*
>
> *—Eric Lohry*
> *President*
> *Nutra-Flo Company*

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> *"Lotus Quickr has been indispensable to the development of our global operations. We finally have a truly collaborative work environment."*
>
> *–Eric Lohry*
> *President*
> *Nutra-Flo Company*

Lotus Notes allows large e-mail attachments to be added directly from e-mail, which can then be replaced by links to materials in the Lotus Quickr content libraries that lead recipients directly to the most up-to-date file.

Now Nutra-Flo employees and partners can download and upload files on demand, rather than waiting for an employee or business partner to e-mail the files. This saves the company time while providing a secure method for retrieving documents. Eliminating large attachments can also help Nutra-Flo relieve the storage strain on e-mail systems and reduce the need to back up redundant documents spread across multiple inboxes.

Because Nutra-Flo team members around the world develop documents that can reach up to 30 revisions, adopting a more efficient data management system was a top concern. With Lotus Quickr software, team members no longer risk working on an incorrect version or losing progress in an e-mail mishap—comments and changes by the entire team are captured in a central location. "Lotus Quickr has been indispensable to the development of our global operations," says Lohry. "The Nutraferma project manager can post updated files from the construction site and partners in Korea can respond immediately. We finally have a truly collaborative work environment."

When connection speeds are slow or non-existent, work doesn't have to stop— Nutra-Flo team members can access Quickr content using Lotus Domino Off-Line Services technology. "I was recently able to use Quickr offline in an Asian customer's office to locate a presentation, which had been updated in the United States while I was asleep," says Lohry. "All I needed to do was grab my laptop and I was ready to show the most recent version of the file without needing to connect again."

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Key to supporting Nutra-Flo's global efforts, Lotus Quickr is easy to set up and extend to partners around the world. "In a matter of days, we had set up Lotus Quickr to help us deal with global product registration," says Lohry. "After sending simple instructions to a representative in China, we were up and running on the other side of the world—without IT support or any phone calls at all."

Expanded capacity for collaboration fuels global success

Ultimately, Lohry feels that Lotus software helps Nutra-Flo focus more on its core business: the research that will drive product development and growth at home and abroad. "We no longer have to worry about how we collaborate," he says. "With Lotus collaboration capabilities, we can better harness the value-added information that comes as a result of collaboration—and we can continue to stay on the cutting-edge of our industry."

For more information

For more information on IBM Lotus, IBM Lotus Sametime and IBM Lotus Quickr software, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

For more information on Nutra-Flo Protein and Biotech Products, visit nfprotein.com

Lotus® software

Catholic Life Insurance brings its profound sense of community online

Overview

- **The Challenge**
  The static HTML Web site of Catholic Life Insurance did not lend itself to community building, and employees lacked the ability to update the Web site dynamically

- **Why IBM?**
  IBM offers a cost-effective and flexible platform for building a dynamic and interactive Web site

- **The Solution**
  IBM® Lotus® Domino® Utility Server Express software

- **Key Benefits**
  - New interactive Web site features offer customers a richer experience as well as more value and greater convenience
  - New content management system allows Catholic Life to quickly update its Web site
  - Improved site features and content management foster community building

Catholic Life Insurance brokers insurance and retirement products that make a difference—literally. In fact, Catholic Life refers to it as the "fraternal difference," because the Texas-based organization is 100 percent member-owned. And while sales of life insurance, individual retirement accounts and retirement annuities have propelled the organization to assets exceeding US$600 million, the organization is just as proud to promote volunteering and community building. Today, the fraternal organization welcomes 70,000 members of all faiths who perform community services valued at US$2.1 million annually—the worth of which extends far beyond monetary measurement.

So different is Catholic Life in the world of insurance and retirement product brokers that it credits community involvement as key to its enduring success. "We have a loyal clientele that can usually point to a parent or grandparent that was a member," explains Barbara Cheaney, vice president of marketing communications. "When you buy a product from us, you become a member, and there are several additional member benefits that you gain. But more than that, our members contribute to the volunteer side of our organization—giving back to the small, rural communities where most of our members are based. We're proud to be working towards building better communities."

"Now our online presence matches our offline emphasis on community building. Our new site is a terrific way to engage members and share our fraternal difference."

—*Tom Cortese*
Vice President of Information Technology
Catholic Life Insurance

Catholic Life builds a community-focused Web site

In order to foster interaction with its member community, Catholic Life made the decision to revamp its Web site. Instead of continuing with its static HTML site that was proving difficult to update and maintain, Catholic Life decided to implement a Web site that would feature interactive content. When it came time to build the new site, Catholic Life approached IBM Business Partner Titan Solutions Group. Since Catholic Life had a previous relationship with Titan, it was confident that the company could help turn the Web site into a vehicle for building community.

Ultimately, Catholic Life approached Titan because the fraternal organization saw a revamped Web site as a vital means to enhance its offline community building efforts. "We went with the Titan Solutions Group because we felt their knowledge of IBM products could help us build a Web site that would engage our members," says Tom Cortese, vice president of information technology at Catholic Life. "As a fraternal organization, we like to treat our members like family. And we realized that the Web site could act as an important vehicle for relationship building."

When it came time to pick a platform for the new Catholic Life Insurance Web site, Titan selected IBM Lotus Domino Utility Server Express. "Catholic Life wanted a Web site that would serve as a marketing tool to enhance their public image, and we thought Lotus Domino Utility Server Express was the right tool," explains Jason Brice, senior software engineer at Titan Solutions Group. "When we met with Catholic Life, we developed a set of requirements around their needs—they basically wanted a very robust content management system that would leverage their existing platform. Since Catholic Life had good experience with older versions of Lotus Domino, we decided the company should upgrade to the latest and greatest version in order to take full advantage of the development tools that come with it."

IBM Lotus Domino Utility Server Express offers an interactive Web presence

In order to help foster community, Brice set about using Lotus Domino Utility Server Express as a platform to build a better Web site for Catholic Life. "The old site was merely static HTML," he explains. "That presented a number of problems because if you changed something on one Web page, it tended to break the other pages. We wanted to build them a consistent Web site with consistent menus, headers and breadcrumb trails."

As a result, the staff at Catholic life decided to build a Web site with greater interactivity and more timely content. "In order for our site to offer more than just static content, we needed to revamp the way people access information and the way we add and edit content," explains Cortese. "Plus, we wanted to add new features and functionality that could help our members more easily find information and resources."

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In addition to building a more consistent Web site, Lotus Domino Utility Server Express promised to deliver improved functionality. "Catholic Life wanted search functionality," Brice continues. "And search functionality is basically built into Lotus Domino Utility Server Express. As a developer, you don't even have to think about it because it is in there—but to Catholic Life, it seemed like magic because they basically had search functionality overnight."

Catholic Life also wanted feature-rich tools to improve the customer experience. Once again, Lotus Domino Utility Server Express delivered. "From the customer side, we improved the site features in a number of ways," Brice explains. "We built a 'find an agent' tool that allows customers to enter their zip code to find a local sales agent. We added a mailing list sign-up feature and change of address capabilities. And we developed a financial calculator that helps customers evaluate their retirement savings."

Lotus Domino Utility Server Express delivers dynamic content management

In addition to improving customer functionality, Catholic Life Insurance also wanted content management tools that would allow them to update the Web site without requiring technical expertise. "Catholic Life wanted their marketing staff to be able to manage the content for the Web site dynamically," Brice explains. "For instance, every Fourth of July, Catholic Life hosts a big barbecue for its fraternal members, and the company hoped to share pictures from the party as soon as they were available. The staff needed to be able to update the Web site without having any knowledge of the HTML or JavaScript™ languages."

The content management feature allows more people to post and edit content and it helps preserve limited IT resources. "The content management system allows non-technical people to publish and edit materials to the site without the need for assistance from our IT staff," explains Cortese. "That is crucial because we have limited IT resources. Plus, the staff at Catholic Life can edit a wider variety of content, including multiple types of editorial materials and images."

Ultimately, Lotus Domino Utility Server Express was able to deliver the content management functionality that Catholic Life desired. "Rather than have a separate package like Macromedia Dreamweaver software, where employees would have to jump into the HTML coding, Catholic Life now has something that looks like a word processor, allowing employees to create content and make it look the way they want. Then Lotus Domino Utility Server Express translates that content into HTML," Brice explains. "Making changes to the old site was onerous because they had to track down one of the two people at Catholic Life that knew HTML, but now employees can make immediate changes to the site without having to worry about coding."

"One of the things I really like about IBM Lotus Domino Utility Server Express is that it is a very good platform for rapid prototyping. If you are gathering requirements and you want to give a customer a sense of what something might look like, nothing really rivals Lotus Domino Express."

—Jason Brice
Senior Software Engineer
Titan Solutions Group

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Lotus Domino Utility Server Express automates content approval workflow

In addition to permitting dynamic updates to the Web site, Lotus Domino Utility Server Express automates the workflow around the update process. "We built an approval cycle using Lotus Domino Utility Server Express," explains Brice. "Lotus Domino Utility Server Express lends itself to workflow automation, and Catholic Life wanted to have supervisors review content before it went live. A lower level person can now update content such as a press release and save it as a draft. Then a supervisor can approve it before it goes out to the live site."

Lotus Domino Utility Server Express offers easy development

While Catholic Life appreciates the new functionality it enjoys with Lotus Domino Utility Server Express, Brice values the ease of development made possible by the platform. "One of the things I really like about Lotus Domino Utility Server Express is that it is a very good platform for rapid prototyping," he explains. If you are gathering requirements and you want to give a customer a sense of what something might look like, nothing really rivals Lotus Domino Utility Server Express. There is no other tool that allows you to go as quickly from concept to code. As far as prototyping goes, Lotus Domino Utility Server Express is a dream for developers."

Lotus Domino Utility Server Express provides a new venue for community building

Brice believes that the new Catholic Life Insurance Web site will go a long way towards building the community that helps Catholic Life attract new business. "Now they have a much richer site," he explains. "They have a photo gallery with pictures from their events, and other features that contribute to the site's community feel. After all, how many insurance companies that you know of have a Fourth of July barbecue that people actually show up to? Now they can take that sense of community and put it on the Web. Hopefully that will allow them to drive more traffic to the site and garner more business."

All told, the staff at Catholic Life couldn't be happier with their revamped Web site. "Now our online presence matches our offline emphasis on community building," explains Cortese. Our new site is a terrific way to engage members and share our fraternal difference."

For more information

For more information on IBM Lotus offerings, please contact your IBM sales representative or IBM Business Partner, or visit: **ibm.com**/software/lotus

You can get even more out of Lotus software by participating in independently run Lotus User Groups around the world. Learn about opportunities near you at: lotususergroup.org

For more information about Catholic Life Insurance, visit: catholiclifeinsurance.com

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Lotus. software

Celina Insurance Group streamlines collaborative processes with agents to stay ahead of the competition

Overview

■ **The Challenge**
Increase competitiveness against larger insurance carriers by integrating independent agents into business processes and providing superior services and support

■ **Why IBM?**
IBM provides the ideal development and production environment for integrated, open-standards based applications that leverage the Web, foster collaboration and speed end-to-end business processes

■ **The Solution**
A collaborative extranet based on IBM® Lotus Notes® and Lotus® Domino®, IBM Lotus Sametime® and IBM DB2® software running on an IBM AS/400® server

■ **Key Benefits**

• Policy turnaround times reduced from weeks to days by integrating and automating business processes that span Celina and its agents

• Faster, better service to agents and their customers due to integrated systems and real-time collaboration

• Being "easy to do business with" secures agent loyalty—a competitive advantage

• 50 percent reduction in phone calls and costs due to instant messaging option, and 40 percent reduction in head count while maintaining the same volume of business due to streamlined processes

Celina Insurance Group, a mutual insurance carrier that provides property and casualty insurance to eight states in the midwestern United States, writes approximately US$80 million in premiums annually. A relatively small company of approximately 175 employees, Celina sells its policies through about 500 independent agencies that deal directly with the end customers. Since each of the agencies may represent up to 10 different insurance carriers, Celina's ongoing challenge is to win and sustain agent loyalty as it competes with often much larger rivals.

"The open and flexible, responsive environment we can provide to our agents and their customers with our Lotus extranet continues to make us competitive with much larger companies."

—*Rob Shoenfelt,*
Chief Information Officer,
Celina Insurance Group

Smart use of the Web enables competitive agent relationships

Celina made an astute decision in 1999 when it recognized the growing power of the Web and the implications for business. At the forefront of its industry in seeing the Web's potential, Celina decided to use the Web to make it easy for independent agents to do business with them, thereby increasing agent loyalty and improving services to both agents and end customers.

With the rapid application development and integration capabilities of Lotus Domino, Celina built an extranet using IBM Lotus Notes and Domino, IBM Lotus Sametime, IBM DB2, and an AS/400-based inquiry and transaction processing application. The resulting Resource Base of Information (RBI) application exposes information from Celina's insurance processing application to its agents. This allows agents to use a Web browser to access policy data and claims data, process payments, rate customers' credit and update policies, all via integration with the in-house insurance system.

Safeguarding the privacy and security of customer information was a prime consideration from the start, and the potent security features of Lotus Notes and Domino allowed Celina to deliver a security-rich solution. RBI requires every agent to authenticate through the Lotus Domino directory before gaining any access to information. To keep agents from seeing customer data belonging to other agents, RBI uses "reader names" to build privacy partitions. Further, the encryption capabilities in Lotus Notes and Domino and in Lotus Sametime provide Celina with peace of mind in knowing that confidential information going out over the Web has security protection.

Another early Domino application, known as Sales Automation For Everyone (SAFE), yields major benefits for serving the agents and helping to raise sales force productivity. SAFE provides Celina with information such as which agents work where, how much business agents generate, which agents are the largest producers, which competitors agents also work with, and what issues agents have had in the past or are having now. Using SAFE as an information management tool allows Celina to be more proactive in managing the agents and presenting them with good competitive offerings and selling situations. This helps contribute to higher morale and agent productivity.

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Ahead of its industry in its use of the Web, Celina continues to strengthen its position as a Web-based company. It has further streamlined business processes by extending them to agents across the Web. Real-time collaboration among Celina staff and agents has been firmly embedded in the culture, helping agents to provide fast, accurate service to their customers. By being able to respond dynamically to the needs of agents, and providing them with the tools necessary to close more business and keep customers happy, Celina has forged strong bonds with the agents—a distinct competitive advantage.

Innovative technologies help Celina maintain competitive advantage

Although Celina has done well in a field of competitors with significantly greater resources, the company realized that it needed to stay current with new technologies in order to maintain its advantage. Recently, after considering alternative solutions such as Microsoft®.NET and Java™, Celina chose to continue investing in Lotus software by upgrading to Lotus Notes and Domino 7 and Lotus Sametime 7.5. Rob Shoenfelt, chief information officer for Celina, explains: "The Lotus software, with its rapid application development environment, automated workflows, security-rich real-time collaboration and built-in integration with e-mail is a competitive differentiator for us. The open and flexible, responsive environment we can provide to our agents and their customers with our Lotus extranet continues to make us competitive with much larger companies."

Recently, Celina worked with an IBM Business Partner, Teamwork Solutions of Columbus, Ohio, to develop a new automobile rating application for the agents that makes use of Web 2.0 technologies—asynchronous JavaScript and XML (AJAX), Dynamic HTML and JavaScript™. These technologies all help improve the look and feel of applications to enhance the user experience over the Web. JavaScript uses the client to do more of the work, thus reducing server workloads and increasing the responsiveness of applications so they can react to user actions more quickly. AJAX and Dynamic HTML can perform a lot of actions that the user doesn't have to see in the background, such as saving information or interacting with back-end systems. These efficiencies help shrink user wait times, which can accelerate business processes.

"The agents appreciate that they can instantly connect with their Celina underwriter—or anyone else in the company—at the click of a button. We have even had a competitor call us to find out how we do that."

—Rob Shoenfelt,
Chief Information Officer,
Celina Insurance Group

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The new automobile rating application generates auto insurance quotes for Celina's agents. An agent keys in the customer information on a simple, intuitive screen, which automatically sends the information to a rating engine that then produces a quote. As soon as the customer accepts, the application turns the quote into a policy without any re-keying into the backend insurance system. This streamlined process eliminates the need for many prior screens and the need for data operators to key in everything by hand, as was the case in the past. This speeds the application process, helping to improve customer service and satisfaction.

Similarly, an electronic underwriting application streamlines related processes from end to end. When agents submit policies to Celina, those that require the attention of an underwriter are automatically forwarded to an underwriter queue, and those that do not require this attention can be processed immediately. This solution includes a workflow application based on a Lotus Notes database that tracks each policy as it moves through the system.

Today, 90 percent of Celina's business is received electronically—a drastic change from 2002, when most forms were processed on paper. Being able to assist new customers online by accessing rates for insurance products in real time and providing instant quotes helps engage the customer. With this information available on the spot, customers can reach decisions more quickly. Additionally, both agents and customers can pay their bills online.

Business applications integrated with Celina's back-end systems and available through the Lotus extranet enable the independent agents to conduct nearly all their transactions over the Web. In addition to working with customer and policy data, updating policies, rating customer credit and processing payments, agents can now add comments to policies to help clarify issues for the underwriters. They can access manuals and documents electronically and even fax them to customers through Celina's fax server. They can order supplies, print out forms, generate reports or interact in any way they need with claims adjusters and underwriters.

"Because Lotus has helped us tightly integrate the agents into our business processes and collaborative environment, their lives are easier— that's a competitive differentiator."

–Rob Shoenfelt,
Chief Information Officer,
Celina Insurance Group

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The integration of Lotus Sametime into Web-based applications enables real-time, contextual collaboration that simplifies agent interactions with Celina staff. Looking at a policy on the extranet, an agent can see the underwriter's name for the policy, then click on the name and initiate a chat session. When the chat session starts, the underwriter receives the policy number and a link to the policy enabling them to immediately view it—so both parties are looking at the same document online simultaneously. The agent can also initiate faxes to the underwriter and contact the claims adjuster associated with the policy. "Lotus Sametime creates a community," says Shoenfelt. "The agents appreciate that they can instantly connect with their Celina underwriter—or anyone else in the company—at the click of a button. We have even had a competitor call us to find out how we do that."

Policy Information			
Company:	NATIONAL MUTUAL INSURANCE CO.	Agent Number:	180200
Policy Number:	2200933-0	Policy Type:	Homeowners
Named Insured:	MARILYN TEST COMMENTS	Bill Plan:	Agt Mortgage
Phone:		Term:	11/30/2006 to 11/30/2007
Address:	103 MAIN ST ST HENRY, OH 45883	Associated Policies:	2200815-0
Status:	Active	Underwriter:	■ Cindy Woten If box to left of name is green, you can click on the name for instant chat.
Insurance Score:	F	Sub Producer Code:	Change
		Email Underwriter	Cindy Woten

Celina's Web-based policy applications allow agents to click on the underwriter's name to connect with them immediately via instant messaging.

Celina saves time and money while offering a flexible work environment

When Shoenfelt first made the decision to bring Lotus Sametime into the Celina environment, he was concerned that some people might not take to it. But his fears did not materialize: Lotus Sametime instant messaging was quickly embraced by everyone across the extended enterprise as a primary mode of communication. As an alternative to drawn out e-mail chains and phone tag, it has proven to be a huge time saver, actually raising productivity while reducing phone calls (and associated costs) by 50 percent.

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By replacing manual, paper-based processes with automated workflows and real-time communication, Celina has reduced its policy turnaround time from weeks to just days. And the company has been able to increase its throughput without hiring additional staff: many clerical tasks for Celina employees have dropped away, and as employees leave or retire, there has been no need to replace them. Celina has seen a 40 percent reduction in head count while remaining able to sustain the same volume of business.

Celina's Lotus extranet and instant messaging environment also enabled employees to extend the workday and keep more flexible hours. They can work at home more often, and many expect to be able to work from home at night. Because employees have the same access to people, applications and information at home as they do at work, it doesn't matter where they are located. This flexible environment has helped to attract younger people as employees. As Shoenfelt says, "Celina, Ohio is a beautiful city in the middle of nowhere, so attracting talent isn't always easy. With our Lotus solution, we have created a virtual environment that doesn't require an employee to be onsite. That makes our organization much more attractive."

Lotus tools help Celina rank with the best, according to independent agents

As a result of its technology leadership, Celina can better compete against much larger rivals. "The agents want the functionality that the larger companies provide and really don't care that we have less than US$100 million in annual sales. With Lotus, we can meet their expectations," says Shoenfelt "We have been ranked twice in the top five insurance carriers for best technology by the Ohio and Indiana Professional Insurance Agents (PIA) survey of 1,800 member agencies. Because Lotus has helped us tightly integrate the agents into our business processes and collaborative environment, their lives are easier—that's a competitive differentiator."

For more information

For more information on IBM Lotus software, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

For more information on Celina Insurance Group, visit www.celinainsurance.com

IBM

DOV Pharmaceutical adds global reach, cuts costs, lowers risks with advanced clinical trial management system

Solution from IBM and Winchester Business Systems improves collaboration, communication among researchers and managers

Overview

The Challenge

To quickly achieve global capabilities in managing complex clinical trials for new drug therapies

The Solution

IBM Lotus Domino Express 6.5.4, IBM Lotus Notes 6.5.4, IBM Lotus Sametime 6.5.1, IBM eServer xSeries, plus Protocol Manager, Version 7 and adWATCH-AE, Version 7 from Winchester Business Systems

The Benefit

Customer achieved immediate leap forward in global operational capabilities, with anticipated cost savings of $3 million by year-end 2006

Let's say your company is a growing U.S. biopharmaceutical and has potential drug therapies in development that may have strong applicability in overseas markets. Suddenly you're looking at managing clinical trials with patients, doctors and researchers at 50 different sites across the globe, in places like India, Israel and Guatemala, as well as in the United States.

A domestic clinical trial by itself (without global sites), is a complex and delicate process—keeping track of a host of activities and milestones, keeping them on time and in compliance with the stringent oversight of the U.S. Food and Drug Administration. A report by the Tufts Center for the Study of Drug Development has cited clinical trials as the main contributor to the upward cost

spiral in bringing a new prescription drug to market in the United States. The cost to bring a new drug to market now averages more than $880 million and extends over 10 to 15 years.

You've managed previous clinical trials using basic IT support and paper-based documentation: spreadsheets, conventional e-mail, faxes, overnight mail and the like. Now, the global coordination will be vastly more complicated, and any misstep could have costly consequences in delaying FDA approval.

"The extraordinary robustness of Lotus Notes and Domino and the IBM hardware once again justified our choice of this strategic solution platform."

Mike Regentz, managing director, Winchester Business Systems, Inc.

IBM PartnerWorld Industry Networks makes for tighter integration with Winchester for further evolution of specialized solutions

Benefits

- Rapid improvement in global management capabilities while lowering development and operational costs

- Improved internal and external coordination of delicate clinical trial processes

- Risk of human error lowered through automation of critical steps

- Reduced need for time and travel to collaborate, evaluate, and report

"Missed arrivals and past expiration dates are costly.....What we've basically done is eliminate many of the opportunities for human error."

AnnMarie Dodson,
director of information technology,
DOV Pharmaceutical, Inc.

Decisive wins

That was the challenge facing DOV Pharmaceutical, Inc., of Hackensack, New Jersey, in late 2004. DOV chose Protocol Manager™, a clinical trial management solution (CTMS) from IBM and Winchester Business Systems, Inc., an IBM Business Partner specializing in the healthcare and life sciences industry. Winchester, which was founded in 1989, is headquartered in Woburn, Massachusetts.

Meeting the challenge demonstrated how IBM and Winchester brought exactly the right focus to a customer problem and also led to marketplace wins for IBM and Winchester. IBM Lotus Domino® Express, Lotus Notes® and Lotus Sametime® have been implemented, and in the second quarter of 2006, Lotus Domino and Lotus Notes mail will replace Exchange and Outlook from Microsoft. Winchester's clinical software suite, Protocol Manager, Version 7 and adWATCH-AE, Version 7 were chosen by DOV over competitors, signifying that Winchester was able to provide a more complete solution.

The new CTMS was implemented in the spring of 2005, and after only a few weeks DOV managers were confident they were on track toward a positive return on investment by year-end 2006, with the ultimate goal of trimming $3 million off corporate operational and drug development costs in the same timeframe.

AnnMarie Dodson, DOV director of information technology, said, "The $3 million in anticipated savings derives from improved productivity among people collaborating more effectively across a variety of corporate operations and clinical trial processes. The automation and workflow improvements are obvious even at this early stage."

Pull versus push

"Pull" technologies are the heart of those improvements. As explained by Mike Regentz, Winchester managing director, "Conventional e-mail is an example of 'push' technology, where nothing happens until someone sends a message—pushes it down the line—to someone else. With 'pull' technologies, everybody in an organization can pull up the same trial documents at the same time and have collaborative online discussions."

Regentz continued, "Groupware may involve shared workspaces in which information can be created and used by all members of a group. Various groupware capabilities may maintain security and document integrity and, for everybody in the group, keep track of any changes, comments, to-dos, reminders, and so forth."

IBM Lotus Domino is also a rapid application development platform for new collaborative applications. Regentz said IBM Lotus is "the most robust, stable and scalable groupware there is," so Lotus Notes and Domino became the strategic platform on which Winchester would build and evolve its products.

The solution Winchester designed for DOV is a Domino-based clinical trials management system, called Protocol Manager. It helps manage time-critical information, regulatory documents, budgets and schedules about investigators, patients, clinical-trial staff and all related components of a clinical trial. The main components reside on three IBM eServer xSeries 346 systems.

Other important steps in the clinical trials process are case management and the tracking of adverse events (i.e., any negative or dangerous effect that may be experienced by a patient and caused by a drug or medical device). These steps are managed by adWATCH-AE from Winchester. adWATCH-AE is integrated into the clinical trial management process and automatically ensures that any adverse effect is noted and filed with the appropriate regulatory agency and the FDA. In the system previously used at DOV, adverse-effect reports had to be done manually in a time consuming process always subject to human error.

Instant messaging proves itself

More benefits of the Lotus Notes and Domino product set emerged during the application development and deployment phase. As Dodson explained, "We saw the Winchester team using Lotus Sametime instant messaging for quick communications and the Web conferencing capabilities to collaborate and demonstrate how everything worked. We were impressed. Obviously this same tool could be used for collaboration among DOV employees and our contractors around the world. It's secure and amazingly effective."

Then there was e-mail. As Regentz explained, "It quickly became evident that the DOV applications and business model would need a more robust e-mail solution. That would entail replacing Microsoft Outlook and Microsoft Exchange with IBM Lotus Notes and Domino, and that's what we're doing now as we close out 2005."

The decision to implement new technology and change existing technology is not made lightly. So what are the benefits that DOV saw? Dodson cited a few in particular:

- By enabling DOV internal staff to better manage far-flung clinical activities, the new solution reduces DOV reliance on more expensive contractual arrangements with outside vendors for coordination and reporting tasks.

- By harnessing the instant messaging and Web conferencing power of Lotus Sametime, DOV managers and operational experts now conduct training, provide updates, and collaborate with researchers in the field faster, cheaper and just as effectively as they would in face-to-face meetings without leaving Hackensack headquarters. Time and dollar costs of travel, hotels and out-of-town meetings are avoided.

- Through the automated monitoring and reporting of Winchester Protocol Manager and the adverse-event alerts from Winchester adWATCH-AE, DOV improves the timing and coordination of critical trial events. These are often simple things, like ensuring that a fresh drug delivery gets to a remote research site precisely when the patient and clinician are ready to use it. "Simple? Yes," said Dodson, "but missed arrivals and past expiration dates are costly, as anybody in the biopharm business can tell you. What we've basically done is eliminate many of the opportunities for human error."

Key Components of the DOV Solution

Software

- IBM Lotus Domino Express 6.5.4
- IBM Lotus Notes 6.5.4
- IBM Lotus Sametime 6.5.1
- Winchester Protocol Manager, Version 7
- Winchester adWATCH-AE, Version 7

Hardware

- IBM eServer xSeries 346

"Our IBM relationship and the fact that our products were built on the IBM Lotus platforms had also made a favorable impression."

Mike Regentz,
managing direcxtor,
Winchester Business Systems

Dodson first became aware of Winchester capabilities when she visited its booth at a Drug Information Association Conference in 2001. As Winchester's Regentz recalled, "Apart from our own capabilities, clearly our IBM relationship and the fact that our products were built on the IBM Lotus platforms had also made a favorable impression."

The choice is made

By 2004, Dodson had narrowed her options on the clinical trial management system to a choice between a comprehensive IBM and Winchester solution and two competitive solutions – each of which would have addressed a different subset of the overall requirements. By year-end 2004, the IBM and Winchester proposal had won.

After that, things moved fast, first with a two-week consulting engagement in which Winchester worked with Dodson's project team to lay out implementation plans. DOV launched informational campaigns for the benefit of the 50 DOV personnel who would be most intimately involved with the new system.

Equally involved were the 75 to 100 people at DOV's outside contractor organizations around the world— those who would be coordinating and reporting from the field. By August 2005, Regentz said, "Protocol Manager was running smoothly and adWATCH-AE was kicking into gear. The extraordinary robustness of Lotus Notes and Domino and the IBM hardware once again justified our choice of this strategic solution platform."

IBM Business Partner benefits

The success of the solution and deployment are directly related to the strength of the teaming between Winchester and IBM. The breadth of IBM offerings and the industry expertise of Winchester combined to provide several winning solutions for DOV.

Winchester Business Systems, Inc., an advanced IBM Business Partner, is also an industry optimized member of the healthcare and life sciences industry. That means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

For more information

Please contact your IBM sales representative or IBM Business Partner. Or, you can visit us at:
ibm.com/e-business

For more information about ISV resources from IBM PartnerWorld®, visit:
ibm.com/partnerworld/
industrynetworks

To learn more about Winchester Business Systems, visit:
wbsnet.com

To learn more about DOV Pharmaceutical, visit:
dovpharm.com

Lotus® software

Zobrist Consulting Group boosts sales to SMB market with portal and collaboration platform

Overview

■ **The Challenge**
HTML-based content creation impeded communication with clients on projects, slowed sales and made it difficult for customers to quickly update commercial Web sites with the latest product offerings

■ **Why IBM?**
IBM offers a robust, easy-to-manage portal and collaboration platform that delivers a single point of personalized interaction for applications, processes and people

■ **The Solution**
IBM® Workplace Web Content Management™ software helps speed collaboration and content creation and integrates with IBM WebSphere Portal and IBM WebSphere® Commerce software to comprise a complete portal and Web site development solution

■ **Key Benefits**
• IBM Workplace Web Content Management helped to reduce average project time by half, resulting in more rapid billings
• Using an internal Workplace Web Content Management site as a sales tool helped Zobrist increase closed sales by 80 percent
• The combined capabilities of Workplace Web Content Management, WebSphere Portal and WebSphere Commerce helped make firm clients more nimble in the marketplace

The vast numbers of small and medium-sized businesses (SMBs) in Southern California represent huge sales opportunities for Zobrist Consulting Group, Inc. The Van Nuys, California-based computer consultancy of 20 employees specializes in building Internet applications for entrepreneurs running business-to-consumer (B2C) and business-to-business (B2B) Web sites in industries as diverse as retail, insurance, distribution and manufacturing.

"Workplace Web Content Management speeds our productivity so we can build faster, while our customers get the benefits of being able to meet market challenges far more quickly."

–Teresa Zobrist,
President,
Zobrist Consulting Group, Inc.

Key Components

Software

- IBM Workplace Web Content Management
- IBM WebSphere Portal
- IBM WebSphere Commerce
- IBM Lotus QuickPlace
- IBM DB2
- Linux

Servers

- IBM System x

Regardless of industry or specialty, these companies share many of the same requirements, says firm president Teresa Zobrist. "Our customers have tight budgets, and everything they purchase is based on the ability to generate more income as quickly as possible," Zobrist says. "If we are unable to meet these needs, we risk losing potential and existing customers."

Yet the complexity of communicating project status frequently slowed engagements and made it difficult to bill for work performed. "The faster we can provide our services, the faster we can close invoices," explains Zobrist. "But ad hoc communications on the phone or by e-mail can confuse matters. We needed a way to track and act upon customer communications."

Zobrist says the need to know HTML to update commercial Web sites also interfered with sales. "Not everyone knows HTML, and the people within customer organizations who know the most about the products and services that need to be added to a site are usually nontechnical people in marketing and sales," she says. "Finding a product that would allow these professionals to meet market demand by updating product information without relying on IT staff seemed likely to increase our sales."

New content management approach ups productivity

Any tool chosen to speed communication with customers—as well as increase client Web capabilities—would need to work with existing tools the firm uses to create full-feature commercial Web sites. "We have always used IBM WebSphere Portal and IBM WebSphere Commerce to create specialized e-commerce portals, because these tools will integrate with any major database or operating system," Zobrist says. "We needed a way to make these solutions more accessible to more people."

The recent release of IBM Workplace Web Content Management V6 provided the answer, Zobrist says. "Regardless of size, Workplace Web Content Management gives our clients the ability to create and publish Web content because users do not need to use HTML for authoring, searching and administration," Zobrist notes. "Additionally, Workplace Web Content Management works seamlessly with other WebSphere products, so we can quickly provide a total solution for our customers."

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Workplace Web Content Management helps the firm reduce costs without sacrificing capabilities, Zobrist says. "Features such as standardized templates for workflow, content creation and defining user access roles lower our costs," she says. "And full compatibility with other WebSphere products allows us to provide our services in any IT environment, regardless of system or hardware."

Compatibility with tools such as WebSphere Portal and WebSphere Commerce also makes firm consultants more productive, Zobrist says. "Our consultants are now often able to build sites in half as much time as before we adopted Workplace Web Content Management," she notes. "For example, we now typically design a client intranet in three weeks—the same type of project used to take six weeks."

Workplace Web Content Management–enabled portals help the firm hold onto customers

Installation of Workplace Web Content Management began with the firm's in-house IT infrastructure to speed communication with clients. Powered by IBM System x™ servers running the Microsoft® Windows® and Linux® operating systems along with an IBM DB2® database, implementation was fast and nondisruptive. "It took us under a week to get up and running with the solution," Zobrist says.

With the solution installed, consultants at the firm used IBM WebSphere Portal to create three separate portals that were designed to increase customer satisfaction, increase sales and speed projects.

To track phone calls and e-mails—and reduce billing time—Zobrist used IBM Lotus® QuickPlace® software to create a self-service workspace expressly designed for team collaboration. "Our QuickPlace destination now provides customers with project and account information—and comments and communications about new developments can be added to the portal without using HTML," Zobrist says. "Everything from billing to work in progress can be tracked by everyone who is given access, and users simply use the what-you-see-is-what-you-get (WYSIWYG) text editor to make comments."

"Workplace Web Content Management allows marketing people to do what they do best– promote products. The template approach to updating site content means that these professionals do not have to bother with coding, and site changes are much more likely to be based on business decisions."

–Teresa Zobrist,
President,
Zobrist Consulting Group, Inc.

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"Regardless of size, Workplace Web Content Management gives our clients the ability to create and publish Web content because users do not need to use HTML for authoring, searching and administration. Additionally, Workplace Web Content Management works seamlessly with other WebSphere products, so we can quickly provide a total solution for our customers."

–Teresa Zobrist,
President,
Zobrist Consulting Group, Inc.

An alert portal further increases customer satisfaction by allowing customers to quickly contact the firm about the details of any critical issue, whether it be an outage or problem the customer cannot resolve. Additionally, this portal automatically provides IBM software updates to firm clients, which saves the company time in provisioning routine maintenance software needed to run commercial Web sites.

A marketing portal, Zobrist says, has shortened the average sales cycle to existing customers from three months to less than four weeks. "Our clients like to know what is available to help their online efforts. Using WebSphere Commerce, our portal can give each client tailored information about solutions appropriate for their business needs," she says. "Not only does this kind of targeted up-selling and cross-selling substantially reduce the amount of time customers spend on deciding whether a new product or service is appropriate—it also shows them how WebSphere Commerce can have a positive impact on their own sites."

Meeting client market opportunities results in return business
Once the firm has completed its work on a project, customers are able to sell more effectively and respond to new opportunities almost immediately. With the WSIWYG editor, product managers, marketing experts and salespeople can create and publish online content without involving IT. Workplace Web Content Management also automates publishing workflow to significantly save time with built-in approval routing.

"Workplace Web Content Management allows marketing people to do what they do best—promote products," Zobrist says. "The template approach to updating site content means that these professionals do not have to bother with coding, and site changes are much more likely to be based on business decisions."

Comprehensive role-based features allow customers to set employee publishing access—which can help ensure security and quality. An insurance provider client of the firm, for example, has set roles for over 6,000 users such as agents, claims adjusters, management and policy holders. In this client's environment, the firm created nearly 100 portlets built for internal and external communications.

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Workflow simplification works seamlessly with access roles and gives the firm's customers more flexibility to respond to market opportunities. As an example, Zobrist mentions a large retailing customer that changes its product lineup according to season—and the content describing these items is created by dozens of contributors throughout the company. At this company, publishing access is fixed according to the appropriate season for each team, which allows the appropriate group to create, revise and update content without fear of intruding on the work of other seasonal teams.

Workplace Web Content Management integration with WebSphere Commerce enables up-selling and cross-selling powered by more intuitive search capabilities. At B2C sites, consumer visitors can be automatically offered products likely to be of interest based on user profiles. And for both B2C and B2B sites, Workplace Web Content Management is completely integrated with the inventory reconciliation capabilities of WebSphere Commerce.

All of these capabilities result in increased customer satisfaction—and return customers for more projects, Zobrist says. "By using Workplace Web Content Management, WebSphere Portal and WebSphere Commerce, SMB customers can maintain Web sites far more effectively," she observes. "This makes our customers much more likely to turn to us when they need help supporting new initiatives."

Sales conversion rate rises to 80 percent by demonstrating Workplace Web Content Management features

Zobrist says that the company has increased its sales conversion rate by 80 percent since implementing Workplace Web Content Management. "Seeing is believing—and when we demonstrate what Workplace Web Content Management can do in conjunction with the other WebSphere tools, we usually make the sale," she says.

This demonstration, Zobrist explains, comes in the form of a Workplace Web Content Management–enabled Web site with portal capabilities. Firm consultants show prospects how portals can be built quickly for specific purposes—and then demonstrate how content can be added and deleted on the fly.

"Seeing is believing— and when we demonstrate what Workplace Web Content Management can do in conjunction with the other WebSphere tools, we usually make the sale."

—Teresa Zobrist, President, Zobrist Consulting Group, Inc.

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Following this demonstration, firm consultants then show how the three customer communication portals work. "It's a one-two punch that really excites people," Zobrist says. "Leaders of small companies with very exacting requirements see the potential for their businesses to be more agile—and are relieved to see that our Workplace Web Content Management support structure can facilitate that change."

For more information

For more information on IBM WebSphere, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/websphere/portal

For more information on Zobrist Consulting Group, visit www.zobristinc.com

Rational. software

Agentrics standardizes on IBM Rational AppScan software to help deliver safe Web applications to large retailers.

Overview

- **Challenge**
  To maintain its strong reputation, Agentrics needed to incorporate the latest security technology to protect its Web-based technology and services.

- **Solution**
  Agentrics leverages IBM Rational® AppScan® software to automate its Web application security testing.

- **Key Benefits**
  The AppScan solution has become part of Agentrics' overall security and development strategy, resulting in increased confidence and safer applications for the company's high-profile retail clients.

Agentrics serves as the trusted agent for the retail and consumer goods industry by helping retailers, manufacturers and their trading partners optimize shared business processes. Its customers rely on Agentrics' product offerings, unique practical forums and deep domain expertise to drive real business results. In the last six years, Agentrics has generated more than US$5 billion in cost savings for its customers by partnering with them on the development and effective use of Agentrics' technology and services.

In business, speed and security do not always go hand in hand; often one takes a backseat to the other. But Agentrics has excelled at providing security-rich and cost-effective retail Web applications that help speed processes throughout the industry.

Facing the facts
Agentrics serves 17 of the top 30 global retailers, a large customer base that includes several companies in direct competition. Since Agentrics provides its supply chain collaboration, sourcing and product lifecycle management solutions on a common hosted platform shared by all its customers, it's essential that the company keep its customers' highly confidential information well protected. Therefore, Agentrics has always focused on offering solutions that incorporate the highest standards of security. In fact, Agentrics was well ahead of the security adoption curve, realizing from its inception that the biggest threats reside at the Web application layer, not at the network level.

Agentrics standardizes on IBM Rational AppScan software to help deliver safe Web applications to large retailers.

Key Components
Software • *IBM Rational AppScan*

> *"AppScan is an important and integral part of our overall security strategy."*
> —*Apurv Singh, manager of information security, Agentrics*

"At that time, there was plenty of information on how to protect network systems but very little that explained how to protect an application or write secure code," says Apurv Singh, manager of information security at Agentrics.

Singh and his team aimed to better understand the aspects of Web application security, including the most dangerous and common types of attacks and the resulting application vulnerabilities. "We initially started by manually inspecting the applications, but it's almost impossible to go through millions of lines of code," says Singh.

Making the right decision

And Singh should know. Before his company was acquired by Agentrics, he used AppScan software to automate Web application audits. But after the merger, Singh was faced with the possibility of using a different product. After a competitive analysis of both products, Agentrics decided to stay with AppScan.

Having a structured, multitiered security strategy, Agentrics expects its software developers to build robust applications and write secure code. But with new Web vulnerabilities and threats arising weekly, no code can ever be 100 percent secure. So the company relies heavily on the security-rich capabilities of AppScan software throughout the development lifecycle. "AppScan is an important and integral part of our overall security strategy," says Singh.

Securing an application requires constant monitoring and work. Agentrics begins by using various forms of threat modeling before beginning application development. During the build process, the company keeps an open communication loop between development and security. New applications are scanned with the AppScan software, and uncovered vulnerabilities are passed back to development for remediation.

The AppScan application has a patented scan engine that helps alleviate the security team's workload in several ways. First, it automates the security testing process and scans layers of code that would be impossible to review manually. In addition, the easy-to-understand fix recommendations allow developers to quickly pinpoint problems and remediate affected code.

Reaping the rewards

But automation is only part of what makes AppScan software an important tool for Agentrics. The company also leverages features such as privilege escalation testing. One of the most devastating types of intrusions is when a hacker manipulates code to gain access to an area of a Web site to which he or she is not authorized. AppScan provides sophisticated testing that detects such weaknesses in application code and then provides simple and specific ways to fix these issues.

In addition to building its own applications, Agentrics relies on third-party Web applications. Singh leverages AppScan software to help secure these applications as well. He insists that third-party applications meet the same rigorous safety standards his team applies to its homegrown applications. "I wouldn't have the level of confidence I have today in the security of my applications if it wasn't for AppScan. It's a very important piece of our security process," notes Singh.

For more information

To learn more about IBM Rational AppScan software, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/rational/offerings/testing/webapplicationsecurity

> *"I wouldn't have the level of confidence I have today in the security of my applications if it wasn't for AppScan. It's a very important piece of our security process."*
>
> —Apurv Singh, manager of information security, Agentrics

IBM

Bazaarvoice social commerce solutions boost sales at online retail sites powered by IBM WebSphere Commerce

Bazaarvoice

"Joining PartnerWorld Industry Networks and using the exceptional resources that IBM can bring to a partner lets us take our business to a whole new level. Our relationship with IBM is making Bazaarvoice grow faster and in more robust ways than we would have otherwise seen."

Brant Barton,
vice president,
business development,
Bazaarvoice

Bazaarvoice is a pioneer in developing technology and services that encourage and harness online word-of-mouth marketing and boost e-commerce. Working with IBM, Bazaarvoice chose IBM WebSphere® Commerce as a superior platform for its social commerce solutions.

Challenge

In the offline world, word of mouth is a powerful force, and perhaps the most trusted form of advertising. Bazaarvoice, an IBM Advanced Business Partner that participates in IBM PartnerWorld® Industry Networks and is optimized in the retail industry, saw the potential for word-of-mouth marketing to increase online sales and created innovative tools to facilitate this capability.

Solution

Bazaarvoice core products -- Ratings & Reviews™, Ask & Answer™, and Bazaarvoice Stories™ -- provide capabilities that are critical to differentiating retailers and driving sales. The tools, respectively, help enable customers to rate products and write reviews, ask questions and get answers directly from other consumers, and share user experiences. They can also seamlessly feed data to IBM DB2® databases.

Bazaarvoice solutions, which are hosted, managed and monitored, provide advanced analytics. They work with any e-commerce platform, including IBM WebSphere Commerce, a next-generation solution for e-commerce needs which is the preferred foundation for the applications for multi-channel retailers.

"WebSphere Commerce provides a whole set of possibilities that simply wouldn't be possible with other e-commerce platforms that lack WebSphere's multi-channel capabilities," said Brant Barton, vice president, business development, Bazaarvoice.

Benefits

Bazaarvoice social commerce solutions running on IBM WebSphere Commerce:

• Increase online sales and reduce return rates

• Improve customer satisfaction and loyalty

• Improve search ranking and drive qualified leads

• Provide better understanding of customer wants and needs

IBM

Curbstone shaves development time, achieves security standards earlier in providing credit-card processing software

IBM middleware and encryption software from CFXWorks enable essential validation and expanded e-commerce base

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Overview

The Challenge

To save more than a year of development expense in a quest to offer merchants software with greater functionality and strong security for credit-card processing

The Solution

Curbstone chose IBM DB2® Universal Database for iSeries, IBM Toolbox for Java and IBM WebSphere® Application Server – Express; CRYPTOeServer from CFXWorks; and the Linux® operating system

The Benefit

Curbstone more than doubled its customer base in 2005 and accelerated the collection of recurring support revenue -- a full year sooner than otherwise possible

Two Georgia-based companies — CFXWorks, Inc., and Curbstone Corporation— were in a successful supplier/reseller relationship when Curbstone, in late 2004, began development of new software that would expand its niche in the credit-card market. CFXWorks, a specialist developer of encryption software, had already been supplying the encryption layer that Curbstone integrated into its initial Curbstone Card versions.

Ira Chandler, president of Curbstone, said he realized that merchants using the IBM eServer iSeries had a need for more capable and affordable credit card payment-processing software, compliant with the latest Visa CISP/PCI security standards. (The IBM eServer® iSeries™ was renamed in January 2005 to IBM System i5®.)

Curbstone hit a bull's-eye with its credit-card processing software, which included an encryption layer from CFXWorks, winning customers across a wide range of industries. The success was then accelerated with additional licensed encryption software from CFXWorks. The solution also featured IBM DB2 Universal Database® for iSeries, for secure storage of encrypted data and digital signatures; IBM Toolbox for Java, for assembly and integration of Java code; IBM WebSphere Application Server – Express, an out-of-the-box solution for managing simple yet dynamic Web sites with an easy-to-use Web application

"For our market, DB2 is a great selling point because the customer can build on the mainframe-class strengths of the iSeries."

Ira Chandler,
president,
Curbstone Corporation

Company chiefs use same word to describe benefits of being IBM Business Partner –'invaluable'

Benefits

- Gained a jump on new market opportunities a year sooner than otherwise

- Sailed through an encryption-standards compliance audit as an essential first step for adding complete solutions for merchants in the commercial payment-card field

- Assured itself of leading-edge, yet affordable, encryption technology that keeps solutions attractive for small to mid-range market segments

- Realized "spectacular" return on investment

"Our product is horizontal and works for any industry, so it's a big plus to network easily with other ISVs."

Ira Chandler,
president,
Curbstone Corporation

server and a development environment; and the Linux operating system, hosted on an IBM Netfinity® 3000 Server and used for developing and testing the Java code that performs the secure communications to the authorization networks.

By year-end 2005, Curbstone had more than doubled its customer base and collected recurring support revenue a year earlier than expected. "Spectacular" is how Chandler described the return on investment.

Curbstone and CFXWorks are both IBM Business Partners. Curbstone was founded in 2002 and is headquartered in Ball Ground, Georgia. CFXWorks was founded in 1993 and is headquartered in Duluth, Georgia.

Chandler attributes other results as well to the solution from IBM and CFXWorks. They include Curbstone's ability to connect its iSeries payment software to non-iSeries servers, including IBM zSeries®, pSeries® and xSeries®. And they include new offerings that were certified compliant with mandatory Visa security standards.

For the new offerings, Chandler and his developers realized that CFXWorks had a product — CRYPTOeServer — that included what they needed for compliance with the strong data encryption standards required by Visa and known as CISP/PCI, and for the secure communications required by the authorization networks.

Also important: Curbstone was satisfied that CFXWorks could ensure that sensitive encrypted data could be stored securely in files on iSeries servers using IBM DB2 Universal Database for iSeries. "For our market, DB2 is a great selling point because the customer can build on the mainframe-class strengths of the iSeries, eliminating the costs of database administration and operating system incompatibility that plague other databases," Chandler said. "And, the newest version, for OS/400®, brings additional enhancements to the performance, usability and diagnostic features in DB2," he said.

Curbstone required secure communications to the various authorization networks and a solid interface to IBM WebSphere Application Server -- Express for customers doing e-commerce. In all these respects, CFXWorks fit the bill.

Confident in deep skills

"We knew from experience," Chandler said, "that CFXWorks and particularly its founder, Al Nickles, had deep skills in secure data storage and communications. Given their status as an IBM Business Partner, we were also confident that CFXWorks would continue to be well-supported by IBM, especially in keeping current with versions of OS/400."

Central to the growth plan was a Linux operating system to be used as the development and test base. "Linux offers great flexibility for unique communication configuration testing," Chandler said. "And there's a wealth of Linux-based tools available that are not generally found on proprietary operating systems. For example, we use a number of Linux tools, such as communications trace tools, and scripting languages like PHP, and programming languages like Python and Perl. We also like the fact that the Linux file system is very easy to access."

Chandler knew that Linux and Java are supported on all IBM hardware platforms. He also knew that CFXWorks could provide the direct interface to the OS/400 application-development language, RPG. "Everything had to interface seamlessly with our own RPG-based management software layer," he said.

"The Java Virtual Machine component of OS/400 was critical," he said, "because we wanted the Java code we wrote and debugged on Linux to be tested directly against our RPG-based management layer and DB2 files on the iSeries. We could connect the secure communications code straight from Linux development platforms to our RPG layer on the iSeries for ultimate delivery of a truly native product. And, thanks to the amazing IBM Toolbox for Java, included in the operating system, we can extend the iSeries functionality to any other Java platform."

Chandler also had praise for a WebSphere feature called WebSphere Rapid Deployment. This is a framework that helps automate the most common and tedious aspects of building and deploying Java applications. "It makes the deployment of applications much simpler — very important for our customers on the iSeries," he said. "The many ways that WebSphere can use native iSeries data and programs makes it the most appealing application server. And the Express package comes at a very affordable price."

Licensing costs kept low

"The alternatives to CFXWorks," said Chandler, "were not viable. The CFXWorks technology was superior. To risk doing the development ourselves would have taken more than a year's work for two full-time developers, and we had immediate sales opportunities we couldn't afford to lose. Finally, conventional encryption licensing costs would have made our software unaffordable."

Nickles, who is chief executive officer of CFXWorks, said he had geared the licensing programs of CFXWorks products specifically to be affordable for the small and medium-size market. "While keeping it affordable, we haven't compromised a thing for high function and support. We can scale our products, deployment, and licensing for large enterprises too," he said.

By March of 2005, Curbstone's developers had successfully embedded CRYPTOeServer into their new version.

One more hurdle still had to be cleared, however. Curbstone software had to be pass muster with the Visa CISP/PCI payment application best practices

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Key Components of the Curbstone Solution

Software

- IBM DB2 Universal Database for iSeries
- IBM Toolbox for Java
- IBM WebSphere Application Server—Express
- CRYPTOeServer from CFXWorks
- Linux operating system

Hardware

- Seven IBM eServer iSeries models, all current models
- One IBM Netfinity 3000 server

"While keeping it affordable, we haven't compromised a thing in terms of high function and support. We can scale our products, deployment and licensing for large enterprises too."

Al Nickles,
chief executive officer,
CFXWorks, Inc.

standards. In November 2005, Curbstone's new offering was validated by an independent security auditor as fully compliant.

Industry networks that work

Chandler and Nickles used the same word — "invaluable" — to describe the benefits of being an IBM Business Partner. "Our product is horizontal and works for any industry," said Chandler, "so, it's a big plus to network easily with other ISVs who need payment-processing capabilities, whether it's for call-center support, retail points of sale, recurring billing, or e-commerce."

Curbstone and CFXWorks participate in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries -- or serves small, medium or large companies -- IBM has the technology and resources to help members more effectively meet their clients' needs.

Curbstone is a member of the automotive, insurance, retail and wholesale networks. CFXWorks is a member of the government network. Both are "optimized," which means they have developed further specialization by optimizing their applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are banking, education and learning, electronics, energy and utilities, fabrication and assembly, financial markets, healthcare and life sciences, media and entertainment and telecommunications.

For more information

Please contact your IBM sales representative or IBM Business Partner. Or, you can visit us at: **ibm.com**/e-business

For more information about ISV resources from IBM PartnerWorld®, visit: **ibm.com**/partnerworld/ industrynetworks

To learn more about CFXWorks, visit: cfxworks.com

To learn more about Curbstone, visit: curbstone.com

"We knew from experience that CFXWorks.....had deep skills in secure data storage and communications."

Ira Chandler,
president,
Curbstone Corporation

IBM

Elie Tahari Ltd. uses business intelligence to enhance competitiveness and view information on demand

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Overview

■ **Business Challenge**

   To extend its lead in the world of high fashion, Elie Tahari Ltd. needed the ability to quickly react to market changes— literally adjusting production in days.

■ **Solution**

   An Information on Demand data warehouse based on IBM® DB2® software running on an IBM System i™ 550 server is designed to continuously extract information from business applications to provide employees with the information that matters most. Comprehensive real-time views of all aspects of the business help management respond quickly to changing conditions.

■ **Key Benefits**

   — *Ability to offer quality products and expand business with a competitive delivery schedule*

   — *Transformed competitiveness through early detection of changes in the market, fast reactions and precise execution*

System i550
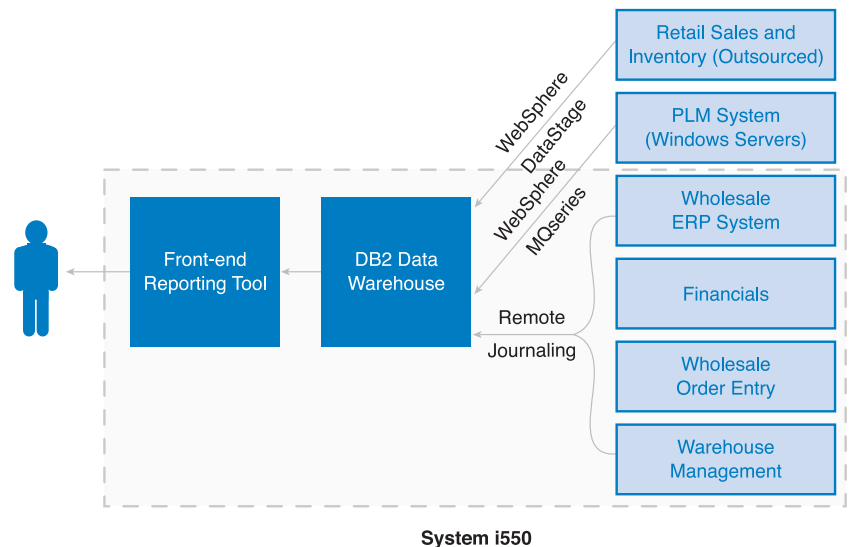
Figure 1. The real-time reporting system collects data from six separate systems and presents consolidated scorecards to users for decision making.

A leading designer, Elie Tahari Ltd. started in 1974 as a small boutique in New York City. With a keen eye for fashion and an uncanny ability to forecast styles, designer Elie Tahari has grown his namesake business into a US$500 million enterprise with a loyal following of women worldwide.

Behind the scenes, IT provides up-to-the-minute information to help managers run the business—a capability that has helped the company grow in the last three years. Rapid growth is only possible if Elie Tahari Ltd. manufactures and delivers to stores on time. That not only requires exceptional design skills but also up-to-the-minute information about what women are buying and an agile supply chain that can respond to changes in days—not weeks. According to Jason Epstein, chief technology officer, "The use of technology was the only way we could detect changes in the market and react quickly."

Business systems present silos of information

The company's approach to IT reflects the founder's design philosophy: each of the key systems is the best available, with no compromise in quality or capability. But correlating information across those systems was difficult. Epstein cites just one example of what used to happen when production and merchandizing people met to talk about gross margins. Various systems used different definitions of "product cost." So when the production people got a report from their product lifecycle management (PLM) system, they might see *current costs* whereas the merchandizing people might get *standard costs* from their enterprise resource planning (ERP) system. As a result, says Epstein, "They spent more time talking about which cost was correct than focusing on improving gross margins. That's the kind of issue we were facing that led to the realization that we needed a single version of the truth. We needed a common repository of data that could drive consistent reporting."

Some employees had created homegrown ways of combining information from several systems using Microsoft® Access to generate consolidated reports. "This was extremely labor-intensive and took time away from the real job—analyzing the information to spot issues that needed attention," says Epstein. "We needed a business intelligence system that would pull information from all our systems and maintain a data warehouse that we could use for reporting."

First business intelligence system consolidates information

In 2002, the IT team built its first business intelligence (BI) system, replacing transactional reports from the individual systems with consolidated reports. Over time, the company discovered it needed a more powerful data warehouse and reporting system that could deliver continuous real-time information from all the systems and present new views of that data quickly.

Epstein wanted users to be able to quickly create their own views of information in the data warehouse, which would improve their ability to see the information that really matters to their jobs.

New BI system provides the information that matters

In 2005, Epstein decided to create scorecards that make it easy to see the issues that need attention. As he describes, "A *scorecard* is a Web-based view of key metrics—more than just financial measures. While scorecards are a common tool, we need *real-time* scorecards that combine information from multiple systems to present a current view of the entire design, production and sales process.

By providing a balanced view of all aspects of the business, employees have the information they need to react to changing conditions, even small ones. For example, if sales people have a view into the production processes, they can adjust their orders to maximize their business. The head of production might use a scorecard to see whether all factories are on track to produce goods for the next season. If an issue was indicated, he might drill down to find out more.

The objective is to tie many pieces of information together so employees can see opportunities that may otherwise go unnoticed. For example, a marketing person might spot correlations that uncover best practices by looking at sell-through by fabric vendor, by factory vendor and by the time to market for a product.

From a desire to use only the best, Tahari relies on IBM System i

The Elie Tahari Ltd. business runs primarily on a single IBM System i server with multiple logical partitions (LPARs). The company has always relied on the IBM System i product family for critical business applications. Says Sam Gottlieb, business application manager, "We chose the System i server solution over the UNIX® operating system solution because of its high availability and over the Microsoft Windows® operating system because of its high security. And System i almost runs itself. There have been no issues with the i550 since we installed it. We have a small IT staff, and less time spent maintaining systems means more time to find innovative ways to use IT to help the business."

Key Components
Software
• IBM DB2
• IBM i5/OS
• IBM WebSphere® DataStage
• IBM WebSphere MQ
Servers
• IBM System i 550

Why it matters

Growth in the last three years attests to the value of early detection, fast reactions and precise execution enabled by a business intelligence system based on IBM DB2 software for the IBM i5/OS operating system.

Benchmarks favor the performance of DB2 for System i

To choose the best data warehouse, Gottlieb benchmarked IBM DB2 software for the IBM i5/OS® operating system on the System i 550 server against Microsoft SQL Server on an HP server. Says Gottlieb, "We built identical models over identical sets of data. There was no comparison in performance. In fact, the bigger the tables, the bigger the advantage of DB2 over SQL Server. That proved to us that DB2 for i5/OS was the best choice for us."

Information on Demand delivers real-time business intelligence

Companies like Elie Tahari Ltd. must manage information as a strategic asset in order to cope with intensifying competitive and customer pressures. IBM DB2 software on the i550 system and other comprehensive Information on Demand solutions from IBM help companies unlock the business value of information by freeing it from silos and delivering it in-line and in-context across the enterprise.

As shown in Figure 1, six different systems feed real-time data into IBM DB2 on the i550 system. The retail sales and inventory system is outsourced; the product life-cycle management system is based on a Progress database running on Microsoft Windows servers; and the other four systems run in separate logical partitions on the i550 (the enterprise resource planning system for the wholesale business, the company financials, the wholesale order entry system and the warehouse management system).

The method of moving data from each of these different systems into the data warehouse depends on the type of system. Says Gottlieb, "The extract, transform and load process went surprisingly smoothly, even though we use several methods of connectivity. It is rock solid. This is a testament to the seamless integration of System i facilities. And when we have questions, we are supported by IBM, which certainly saves us a great deal of time and money."

In addition, says Gottlieb, "DB2 for i5/OS is tightly integrated with the i5/OS operating system. The tools are great—we can see how DB2 is processing queries. The database can even recommend new indexes or design changes that might improve performance. If we think we see performance bottlenecks, we use the new On Demand Performance Center—built into i5/OS—to uncover ways that we can improve performance. All-in-all, System i provides a very stable high-performance environment for real-time data warehousing and business intelligence."

Shorter time-to-market can help improve retail sales
By reducing time in the supply chain, designers and merchandisers have more time to react to market trends, enabling them to quickly deliver the products customers are looking for when they browse the racks. That is where the faster time to market enabled by the new BI system pays off.

"We rely on the consolidated views from the BI system to keep us on track. Managers can anticipate problems by drilling down to find out what could throw a garment off schedule," says Epstein. "That ability to manage by exception enables us to avoid delays. Now, we have the best combination of up-to-the-minute creative designs and production processes that enable early detection, fast reactions and precise execution."

Consolidated real-time reporting helps improve back-office productivity
Having a flexible real-time reporting tool that accesses information in all the company's systems has eliminated a large amount of back-office labor spent on reporting. Back-office workflow is also simplified, due in particular to the automation of many manual reports. Says Epstein, "Now those employees have more time to help us improve the business rather than simply creating reports."

For more information

For more information, contact your IBM sales representative or IBM Business Partner, or visit us on the Web at:

- **ibm.com**/ondemand/
- **ibm.com**/systems/i

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ISC03014-USEN-00

IBM Business Partner puts trucking industry innovator in the "express" lane with IBM Express Runtime
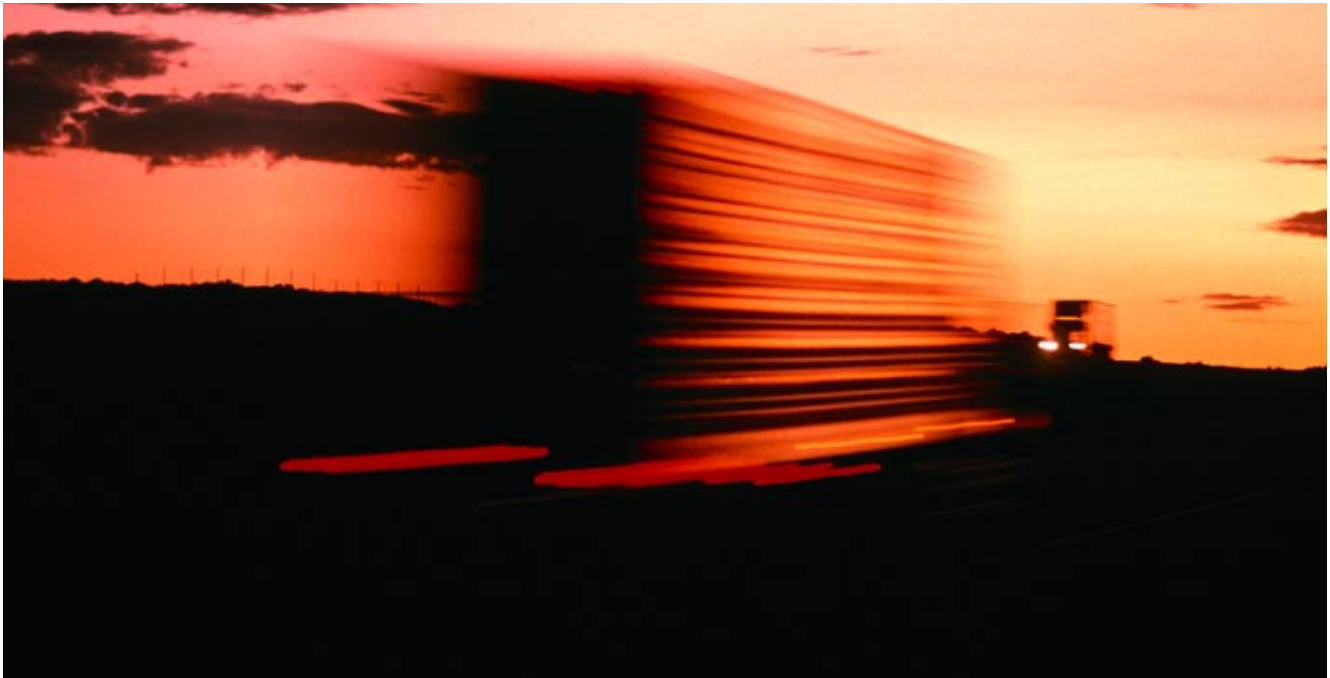
Overview

■ **IBM Business Partner:**
Mid-Comp International, Pty, an IBM Premier Business Partner specializing in developing software solutions that take advantage of current and emerging technologies

■ **Client:**
Bosselman Energy Corp.

■ **IBM PartnerWorld Offerings:**
PartnerWorld Industry Networks
IBM Virtual Innovation Center
Technical support

Bosselman Corp., has traveled a long distance since 1948 when its founder opened one of the first American truck stops, a venue that would become synonymous with speed, efficiency and good, strong coffee.

Today, the company operates numerous travel centers – these 24-hour trucking oases are equipped with modern conveniences like wi-fi Internet access – and 38 Bosselman Pump and Pantry convenience stores throughout the Midwestern region of

the U.S. More than 1,000 people are employed across a convoy of affiliates such as Bosselman Energy, Bosselman Tank and Trailer, Fuel Systems Inc., Bosselman Carriers, and Grandma Max's Restaurants.

While IBM technology can't add much to the coffee, it is helping Bosselman with speed and efficiency and that's thanks to IBM Premier Business Partner, Mid-Comp International. The Australia-based firm has delivered an IBM Express Runtime-based solution on the IBM $e$server™ iSeries that is improving supply chain management in the mid-market company and giving Bosselman what Harry Galbraith, director of Management Information Systems, calls, "a single view of the truth" across the company.

"The goal of every CEO is to know everything that's going on in the company and to be able to go to one place to find out," says Galbraith. "Frankly, I didn't think it was possible until I went to Australia and met with Mid-Comp. That's how complex our requirements were."

Compelling reason

Bosselman is a diversified corporation with warehousing, distribution, inventory management, financials, point of sale, and service maintenance functionality required for the different parts of its business. Its travel centers, for instance, provide a one-stop shop for fuel, food, automotive components, truck maintenance and business facilities. More than 30,000 unique items are sold in its travel centers and

convenience stories. All repairs to vehicles serviced in Bosselman centers are tracked, creating vehicle history records that serve as a compelling reason for customers to continue returning.

The company's challenge was to find a fully functional supply chain solution that was affordable and could be expanded across such a diverse enterprise. It sought a centralized view of the business spread across thousands of miles and one that would grow with the company. After all, Bosselman adds at least one new facility each year and has done so over the last 50 years.

"When we looked at the standard offerings, the products were all functionally rich, but the implementation and unique configuration requirements meant that a time table of years not months," says Galbraith. "And the licensing and maintenance costs meant that the total cost of ownership was excessive. Each time we spoke to a supplier the per user license costs were staggering."

Mid-Comp, an independent software vendor and systems integrator, knew its IBM-based solution, Odyssey, would end Bosselman's search for a supply chain solution that was browser-based, platform-independent, affordable, genuinely real-time and easily implemented.

Tremendously appealing

Odyssey is based on IBM Express Runtime, which combines IBM

WebSphere Application Server – Express and IBM DB2 Universal Database Express Edition. What makes Express Runtime the preferred deployment option for Business Partners like Mid-Comp is its integrated nature – one install, one license and a single point of contact for support. Express Runtime includes tools for application development, solution assembly and deployment, enabling Business Partners to easily develop and deploy their business applications with the Express Runtime components.

"With IBM Express Runtime we can offer sophisticated IBM middleware for a very good price. At the same time, we are delivering a solution that's much simpler to implement and administer. This is tremendously appealing to customers like Bosselman," says Bjarne Matzen, director of Research and Development for Mid-Comp. "Far less learning is involved and they can be up and running in no time. And, as a Business Partner, Express Runtime reduces the complexity we encounter in an implementation and, as a result, minimizes the time and effort we invest. That's very compelling."

In fact, the first phase of the Bosselman solution went live after only 10 weeks – a timeframe made that much more astonishing when compared to other vendors' projections, which ranged from months to years. Initially being implemented for inventory management at the Bosselman Travel Centers, the Mid-

WITHOUT BOUNDARIES

Comp solution also included point-of-sale systems interfaces, full scanner-based operations for purchasing, receiving, and stock takes, along with sales and financial reporting.

Odyssey will gradually be rolled out throughout Bosselman. Following implementation in the travel centers, the solution will be rolled out in the company's oil repackaging and distribution facilities, fuel tanker manufacturing and repair facilities, 38 convenience stores, and a truck service center. A total of 14 companies will migrate to Odyssey over the next few years.

"In Odyssey we found the Holy Grail. A feature-rich supply chain system with an architecture that delivered complete flexibility and also the lowest total cost of ownership of any product on the market today," says Galbraith. And, attributing much of this to IBM Express, Galbraith says, "When I think of IBM Express, I look at it from that point of view that it's a cost-effective platform. I don't have the requirement for a full-blown IBM WebSphere solution. IBM Express offerings take care of all our requirements now and into the future."

Main attraction

While Odyssey was the main attraction, Bosselman was equally drawn to Mid-Comp's style of doing business – that is, partnering with its clients, and building and implementing solutions based on extensive research and development. Support Mid-Comp receives through IBM PartnerWorld

gives the Business Partner easy access to wide-ranging research and development resources that help it win clients like Bosselman and provide a high level of service.

Technical and development support were provided through the IBM Virtual Innovation Center, which played a critical role in testing Odyssey for the Bosselman implementation. Moreover, Mid-Comp continues to take advantage of benefits associated with IBM PartnerWorld Industry Networks. Industry networks are available to all IBM Business Partners and provide industry-specific support that enables Business Partners go to market faster and win new business. Mid-Comp participates in the automotive, fabrication and assembly, retail, and wholesale industries.

With industry insight available through PartnerWorld Industry Networks and Mid-Comp's newest team member – Bosselman, which has entered into a joint venture with Mid-Comp to market Odyssey in North America – the Australia-based Business Partner has hit the road to success.

To learn more about Mid-Comp International, visit http://www.midcomp.com.au and to learn more about Bosselman, visit http://www.bosselman.com. Visit **ibm.com**/partnerworld to learn more about IBM Express offerings and PartnerWorld Industry Networks.

IBM

IBM

Nulogx teams with IBM Business Partner SilverBlaze Solutions and IBM to improve its competitive stance by modernizing its product offerings.

Overview

Nulogx Inc.
Toronto, Ontario, Canada
www.nulogx.com

Industry
- Travel & Transportation

Products
- IBM Rational Application Developer for WebSphere Software
- IBM WebSphere Dashboard Framework
- IBM WebSphere Portal – Express
- IBM WebSphere Portlet Factory

IBM Business Partner
- SilverBlaze Solutions Inc.

nulogx

"IBM Business Partner SilverBlaze provided advanced skills in the technologies that we were required to use to meet and exceed customer expectations. We are confident that we can handle any customer demand with SilverBlaze in our corner."

—Robert Morrow, president, Nulogx Inc.

Since 2002, Nulogx Inc. had been offering transportation management software — running on IBM System i™ platforms — and consulting services. Customers use Nulogx solutions to automate, optimize and manage freight shipments that collectively total more than US$2.5 billion annually.

Challenge

Over the past several years, Nulogx customers had come to rely on the industry-specific functionalities of Nulogx solutions to handle their complex logistics operations. But the software featured outdated green-screen and 5250 user interfaces that lacked the flash and appeal of today's full-color, touch-and-go capabilities. Because consumers longed for feature-rich, user-friendly interfaces with more modern features — such as information aggregation, powerful presentations and point-and-click capabilities — the company realized that it needed to update the look and feel of its software so that it could grow its market share.

Solution

To modernize its popular logistics software, Nulogx engaged IBM Business Partner SilverBlaze Solutions Inc. to craft a transportation control dashboard using the IBM Rational® Application Developer for WebSphere® Software, Version 6 application. The company also installed IBM WebSphere Portal – Express, Version 6, IBM WebSphere Dashboard Framework, Version 2.6.5 and IBM WebSphere Portlet Factory, Version 6 software to create advanced dashboard functionalities and portlet development capabilities. Using the WebSphere applications, Nulogx can design and roll out flexible, customized portals for as many as 50 business-to-business (B2B) and business-to-consumer (B2C) users.

Benefits

- Improves the client's competitive stance by enticing new customers and differentiating its solutions from competitors' products

- Boosts profitability and drives rapid growth

- Convinces seven of ten transportation companies in North America to use Nulogx software

IBM

IBM Upgrades Vantage Travel to First Class

Overview

- **Challenge**

  Streamline Vantage's outdated ordering process, orchestrating a massive set of business rules for handling online travel bookings that includes a complex set of travel options and alternatives

- **Solution**

  Implement an online commerce solution that efficiently manages high-volume customer travel requests in a personalized manner and improves the customer experience

- **Key Benefits**

  80% reduction in order-taking time; $2 million in orders in first two months; projected doubling of corporate revenues in 5 years; 140% revenue growth for online booking over most recent year; six-month payback of investment

Whether they're cruising down the Nile or the Yangtze or exploring the beauty of St. Petersburg, Russia, the fast-growing senior population has wander-lust. Many are satisfying their urge to roam thanks to luxury tour companies such as Vantage Deluxe World Travel (Vantage).

Well known as one of the top tour providers primarily for those 55 and older, the $200 million, US-based Vantage takes to the air, sea, rivers and land with escorted package tours to wherever today's active, adventurous and savvy senior travelers want to go.

Booking such tours is a complicated process since planes, ships, buses, hotels, restaurants and professional tour guides play their parts. Those parts must come together for each reserva-tion. Until recently, customers had no choice but to book their tours by calling Vantage's 50-person call center staffed with travel agents. But wait times could be lengthy due to strong sales.

Vantage initially selected a .NET approach to an online booking application for the company's existing informational Web site, but the method used a screen-scraper to emulate the green-screen application on the iSeries. The archaic method was destined for failure.

Then just a year ago, A.J. Bastarache, chief technology architect and director of applications, joined the company and redirected the online booking project, asking IBM to implement a WebSphere® Commerce – Express solution.

"Our market grows every single day without our involvement or our doing anything," says Bastarache. "We knew we could vastly improve the customer experience by deploying an online ordering application to enhance our existing Web site. IBM came in and really pulled the project together in an amazingly short period of time—five months, compressing a development cycle that was slated to take 12 months."

Sailing away with no hassles

Despite the complexity of the application, the online order-taking process designed by Bastarache presents the customer with a grid of simple choices on the very first screen, including ships, dates, availability and prices. The application flows intuitively and helps the customer make decisions on the path to making the purchase—facilitating a fast, pleasant experience that takes under three minutes.

If a date is sold out, the customer can choose from all the available alternative dates from within a single screen. Cross-sells and up-sells are smoothly incorporated into the application, offering tour "extensions" such as optional cross-Atlantic travel on the Queen Mary 2, trip protection plans and business class upgrades.

"When customers book a tour, the application is simultaneously booking reservations for multiple hotels, buses and so on," says Bastarache. "At my previous company, I developed a leading application in the nuclear industry to track radiation doses for nuclear power plants, and WebSphere Commerce solution handles the same level of complexity, with ease."

Web services bring the parts together

Relying on IBM Business Partner Sirius, IBM services helped Vantage integrate the WebSphere Commerce solution with the company's IBM System i™ server. The workhorse system hosts variable information such as pricing, inventory and order information using IBM DB2® database. The solution also integrates with Vantage's custom-built content management system (CMS) in a third-party database, which manages information about the tours.

"The customer sees inventory in real time," says Bastarache. "The three systems interface and synchronize beautifully. With Web services we are moving towards a service oriented architecture [SOA], which makes it faster for us to develop new products and bring them to market."

Vantage plans to roll out WebSphere Commerce in-house to its call center, so that agents will be able to use the same streamlined online order process when they are on the phone with customers. Currently they continue to use green screens, which have helped them handle the business up until now but are no match for the easy-to-use, intuitive interface provided by IBM WebSphere Commerce.

"Our order handling is more secure, robust, fast and very reliable," says Bastarache. "It's been so successful that I'm also using the new Web services to rewrite an online account management application that was developed with the old technology."

According to Steve Jaeger, application development manager for Vantage, "The WebSphere Commerce online booking project is the most error-free and successful implementation in the history of Vantage, and in fact, that I've ever been a part of."

Saving money and boosting revenue

After the new online booking application had been live for one month, Vantage conducted a customer survey to see how customers had fared with the new booking process. The result was an astonishing 87 percent ranking the experience as very good to excellent.

After two months, the company had booked $2 million in tours, and it knew it had a winner.

Key Components
Servers
• IBM System i™
Software
• IBM WebSphere® Commerce – Express
• IBM DB2®
Business Partner
• Sirius

In the near future, Vantage expects to do 20 percent of its business online, which will take a burden off its call center, reducing wait times and improving the customer experience. At that level of online business, the company expects to save $2 million per year in the cost of doing business.

"At the current level of online business, we're going to pay back the investment in six months," says Bastarache. "With the new solution we're up in online booking revenue about 140 percent over last year."

Online ordering using WebSphere Commerce is transforming the way Vantage does business. And according to its current projections, the company's financial results should benefit.

"When we bring the online ordering solution in-house for our call center, we'll be increasing the productivity of our agents by as much as five times," says Bastarache. "The IBM solution will help them shave 80 percent off the time it takes to book an order. So theoretically we could see them handling up to 20 orders per hour as opposed to four, which they are doing with the old technology."

"In five years we should easily double in size," says Bastarache. "This is helping us take business away from the competition by adding new features to our new solution. An example is enabling customers to change reservations when they are actually onboard the ship, and even make reservations for next year's trip."

"It was great working with IBM," says Bastarache. "And now we have a solid product that will scale forever when we migrate to WebSphere Commerce Professional, and help us grow as well."

For more information

Contact your IBM sales representative or IBM Business Partner, or visit us at: **ibm.com**/software/genservers/commerce

For more information on Sirius, visit: www.siriuscom.com

For more information on Vantage Deluxe World Travel, visit: www.vantagetravel.com

WSC14039-USEN-00

Acme Brick complements its legendary product quality with efficient, accurate customer service.

One of the most trusted companies in the building industry, Acme Brick has helped add beauty and value to homes since 1891. It even offers a 100-year limited guarantee to home buyers, ensuring that its bricks will remain beautiful for a full century.

Overview

Acme Brick
Fort Worth, Texas, USA
www.brick.com

Industry
- Wholesale Distribution & Services

Products
- IBM WebSphere Commerce-Express, Version 5.6

IBM Business Partner
- Shared Vision Group

"Since implementing the IBM WebSphere solution from Shared Vision Group, we've really seen a difference in processing speed. More important, our customers appreciate faster and more personalized service."

—Tommy Lane, Information Technology Group representative, Acme Brick

Challenge

Acme Brick's 67 retail stores had been using a JD Edwards enterprise resource planning (ERP) application. Because of the application's complicated interface, sales representatives often wrote transaction tickets by hand. In addition to slowing service, this manual process sometimes caused tax miscalculations and other accounting problems. To avoid these issues while improving the speed of customer service, Acme Brick needed to make its ERP system easier to use.

Solution

Acme Brick and IBM Business Partner Shared Vision Group created a user-friendly ERP interface using IBM WebSphere® Commerce - Express software. The IBM technology integrates seamlessly with the JD Edwards application, combining the existing ERP functionality with fast, convenient controls for staff.

The ERP system now offers the following capabilities, which improve accounting and enable all Acme Brick outlets to serve customers much more quickly:

- Automatically uploads payment and credit data when customers swipe their credit cards
- Performs daily cash-drawer reporting
- Enables real-time inventory reservations
- Pulls inventory from lots with the least quantity in order to improve stock turns
- Calculates prices and taxes in real time
- Integrates directly with a payment processor to avoid third-party processing fees

Benefits

- Reduced transaction times from up to 30 minutes to less than 45 seconds
- Saves nearly US$25,000 per year by eliminating third-party processing fees
- Improves customer satisfaction considerably

Japan

TOP TO BOTTOM

we know

they know

END TO END

Comcul cuts administration workload with SAP Business One and IBM DB2 Express

Overview

- **The Challenge**
  Replace ageing, inflexible human resource and financial applications with a modern system; globalization of accounting; system management by a small staff

- **The Solution**
  *Industry: Computer Services
  Applications: SAP® BusinessOne
  Hardware: IBM @server xSeries® model 205
  Software: IBM DB2® Universal Database Express Edition*

- **The Benefits**
  Streamlined business processes; low operating costs through advanced DB2 UDB functionality; in-house customization during online operation; design of a safe system environment through a highly secure database

Comcul Co Ltd, a service partner of SAP, provides consulting, information technology, accounting, and integration services and support for its clients. In June 2005, Comcul introduced the SAP Business One solution as its own core application system.

SAP Business One has enabled Comcul to gain unified control of such operations as ordering expenses and sales, as well as accounting and business development. In addition, the company has used IBM DB2 Universal Database Express Edition, which offers advanced self-management functions, to achieve significant reductions in administration efforts and costs.

Uniform data collection, standardized data access

Comcul has extensive experience as a service provider implementing ERP solutions, such as SAP R/3 and mySAP ERP. The company itself, however, had not introduced an ERP solution, and was suffering from a lack of unified business processes.

Yasuhiro Sakai, General Manager, Solutions Business Division at Comcul, says, "Not only were we using domestic accounting software, but also other departments had been using PC-based HR solutions, developed in Microsoft Excel. As a result it was difficult to tell what the actual data was, and data collection was time-consuming. We engaged IBM Japan to provide the combination of SAP Business One and IBM DB2 UDB Express."

By implementing SAP Business One, Comcul has not only streamlined its financial, sales and customer administration processes, but has also been able to introduce new CRM functionality such as case management.

Comcul identified DB2 UDB Express Edition as the database most suitable for its requirements as a midmarket company. Says Yasuhiro Sakai, "We chose DB2 UDB Express Edition for its high security, easy management and excellent value for money."

Up to speed in just two weeks
The decision to introduce SAP solutions was made in March 2005, and Comcul went into production on

IBM | **SAP**

June 1. The actual entry and utilization of accounting data began in mid-May.

"There were substantial differences to the previous application, for example the handling of consumption tax and prepayment of expenses for projects" notes Yasuhiro Sakai. "Despite these differences, the new SAP Business One solution used easy-to-understand business terminology, so users could readily transition from the former Microsoft Excel software to the new SAP solution.

"CRM functionality has also been incorporated, making it easy to monitor the satisfaction of our customers and build our business further," says Yasuhiro Sakai.

At Comcul, it took a mere two weeks from the project start until SAP Business One was fully in production. "Normally it takes around three to four weeks to implement SAP Business One. However, providing the preliminary work is done well, it is possible to complete the installation in two weeks, as we proved. Compared with SAP R/3, SAP Business One can be implemented extremely fast, which is why I believe it is the optimal ERP solution for small and medium size companies," says Yasuhiro Sakai.

Advanced customization

Comcul has seven SAP Business One users. Mr Sakai comments, "With SAP Business One, our users have access to current, complete and consistent data. We feel that the biggest plus so far is that we have access to all relevant data in a single location. Additionally, the fact that external order expenses can be automatically entered into jobs is a new and valuable advantage."

The combined solution of SAP Business One and DB2 UDB Express is also expected to cut administration

"DB2 UDB Express - with nearly zero administration - ideally complements SAP Business One."

Yasuhiro Sakai, General Manager, Solutions Business Division, Comcul Co, Ltd.

costs, taking advantage of DB2's self-management functions, which automate such tasks as configuration, administration and database tuning. Comcul has deployed a central installation, where server and client components are implemented on a single xSeries server.

"I think our company is a good example of how SAP Business One can be introduced with simple server configuration. The fact that it can be customized by the company itself, makes it an ERP package suited to small and medium sized companies. DB2 UDB Express - with nearly zero administration - ideally complements SAP Business One," said Mr Sakai.

Outlook for expansion

Using SAP Business One is also helping Comcul employees to better understand the value of a single core information management solution. This improved knowledge will serve Comcul as a basis for future service offerings.

"Many of our customers are companies engaged in international trade and are expanding overseas. We feel that we can help them to introduce ERP solutions, especially where they have SAP R/3 in Japan and use SAP Business One for branch offices in other countries.

"For such companies, SAP Business One, compatible with foreign currency transactions and international standards, is more appropriate than a

domestic ERP package that is harmonized with domestic business practices only."

Asia Pacific

IBM

Supply chain management solution from IBM and e-jing Technologies centralizes, automates business of Hong Kong clothing manufacturer

IBM Business Partner:
e-jing Technologies Limited

e-jing Technologies Limited, a leading supply chain management solution company, provides system implementation and consultancy services to its customers. It is headquartered in Hong Kong.

YCL Manufacturing Ltd spun its success on quality and customer service. As a leading garment manufacturer in Hong Kong, YCL was hard pressed to handle shortening lead times and rising demands of overseas customers, while maintaining quality of its products.

The company eased its worries when it acquired a supply chain management (SCM) solution provided by e-jing Technologies Limited, an IBM Business Partner. The solution is based on IBM WebSphere® Application Server Version 6 and IBM DB2® Express.

The e-jing SCM solution centralized, automated and coordinated the supply chain processes for YCL, especially on the Internet. It improved inventory visibility around the world and reduced errors in production and delivery scheduling. It also encouraged greater collaboration between buyers of YCL products and YCL staff.

With vital information streaming across the Internet, YCL offices around the world now share vital information. They also have better situational analysis.

YCL has factories and offices in China, Hong Kong, Japan and the United States, with more than 3,000 employees. It is well known by international buyers for its customer service and quality of products - two key issues that constantly plague the garment manufacturing industry.

Overseas demand has grown exponentially. With competition increasing and more choices available, buyers are forced to make last-minute changes. Manufacturers, such as YCL, are required to anticipate buyer preferences in advance. Also, profit margins have thinned from double-digit to single-digit numbers. Last-minute delays, which meant pricey penalties and expensive air-freight delivery, can no longer be written off.

YCL also could not dismiss the influence of the Internet. Manual tracking of orders is becoming obsolete and counter-productive, as buyers are opting for Internet-based options.

To YCL, those changes and concerns meant an overhaul of its information technology system. "We needed an over-arching SCM solution that tied in together the entire infrastructure and allowed for future expansion," said Alan Yeung, YCL general manager.

> *"This allows us to deliver our orders on time, to the right place and with the right place."*
>
> Alan Yeung,
> general manager,
> YCL Manufacturing

The IBM WebSphere Application Server lies at the core of the e-jing Supply Chain Management™ solution. Based on Java™ 2 Enterprise Edition, the solution gives YCL the flexibility and the required interoperability to integrate the e-jing SCM solution with its own heterogeneous environment while providing a robust platform for mission-critical applications.

Collating all the high-volume secure transactions and the dynamic Web services is the robust and scalable repository, the IBM DB2 Universal Database® server. Beyond traditional database capabilities, it provides YCL with new levels of integrated information by leveraging federated Web services and XML to help solve critical business problems.

Being self-configuring, self-optimizing and self-managing, the IBM solution helps to raise productivity and efficiency of the e-jing SCM solution and allows YCL to concentrate on its business and less on IT. The integrated business intelligence allows YCL to easily organize stored information to perform faster and more insightful queries that positively affect the bottom lines.

In addition, the e-jing SCM solution includes the e-jing Sense-and-Respond™ feature, which increases responsiveness to orders. The Sense-and-Respond feature allows YCL to handle changes in materials, styling, colors, production quantities and even delivery schedules.

Overall, the IBM and e-jing SCM solution reduced the supply risk for YCL. By accelerating the procurement process, it improves the cycle time of product development. Using a Java platform based on reliable IBM solutions, the solution also reduced procurement costs and overall risk.

"This allows us to deliver our orders on time, to the right place and with the right place," Yeung said. "The solution allows us to profit greatly from an increasingly thin profit margin - a key pillar of strength to maintain a distinct competitive edge in a highly competitive clothing industry." Yeung explained.

e-jing Technologies participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. It is optimized in the fabrication and assembly network, which means e-jing Technologies has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

"The solution allows us to profit greatly from an increasingly thin profit margin - a key pillar of strength to maintain a distinct competitive edge in a highly competitive clothing industry."
Alan Yeung,
general manager,
YCL Manufacturing

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com**/partnerworld/industrynetworks

For more information about e-jing Technologies, visit: e-jing.net

Australian Social Security Appeals Tribunal streamlines business processes using IBM Lotus collaboration tools

Overview

Social Security Appeals Tribunal
Melbourne, Australia
www.ssat.gov.au

Industry
- Government

Employees
- 100-499

Products
- IBM® Lotus Notes® and Lotus® Domino®
- IBM Lotus Sametime®
- IBM Lotus Quickr™
- IBM WebSphere® Portal Enable

Business Partners
- e-Centric
- Hyperware Consulting
- Preemptive Consulting

Social Security Appeals Tribunal

"Together, Lotus and WebSphere Portal offer us collaboration that helps us spend more time serving our clients."

—Greig Morris
Information Technology
Business Manager
Social Security Appeals Tribunal

The Australian Social Security Appeals Tribunal (SSAT) reviews administrative decisions made under social security, family assistance law and child support legislation.

Challenge

The SSAT members and staff require access to a wide range of resources—including e-mail, calendaring, electronic documents and records and workflows—regardless of a user's physical location. The organization also needed a high level of consistency and quality in its decision-making processes, which were hampered by inefficient distribution of information and decentralized electronic and paper-based resources.

Solution

With assistance from IBM Business Partners e-Centric, Hyperware Consulting and Preemptive Consulting, SSAT developed an employee and member portal based on IBM WebSphere Portal Enable.

The SSAT Portal provides role-based access to internal business systems, content repositories and discussion forums via the Web. By logging on, employees and members can access e-mail, calendar appointments and reference information to assist in decision-making processes. Users can search the SSAT corporate directory for contact information, and the organization plans to support internal collaboration with IBM Lotus Quickr software.

SSAT uses IBM Lotus Notes software as its primary e-mail and messaging solution, which can be accessed through the SSAT Portal via IBM Lotus Domino Web Access. IBM WebSphere Portlet Factory helped ease the creation of portal functionality by enabling SSAT to develop portlets to existing Lotus Domino applications and surface them through the SSAT Portal. The portal also harnesses IBM Lotus Sametime presence awareness and instant message capabilities to allow users to see and connect with other employees and members who are logged onto the network.
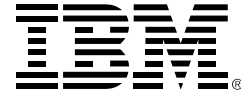
Benefits

- The SSAT Portal allows the organization to quickly standardize key business processes and implement a range of capabilities that enable a more collaborative approach to business processes

- The easy-to-manage solution provides quick access to agency information and applications, including e-mail, databases, electronic documents and records, workflow forms and more

- The SSAT Portal will provide timely information and improved accessibility to electronic resources for all tribunal members to assist in the decision-making process

IBM

Medusind boosts business process efficiency with IBM System p

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Overview

■ **Challenge**

   As Medusind takes on more clients, its business processes become more complex. Existing document management software and inflexible green-screen mainframe applications were a poor fit with business needs, requiring considerable manual work, causing operating expenses to rise as the business grew.

■ **Solution**

   Worked with IBM Business Partner Pre-emptive Systems to implement a flexible new business process management solution, running on IBM WebSphere® Application Server Express under the IBM AIX 5L™ operating system on the IBM System p5™ 510 Express platform.

■ **Key Benefits**

   Stable, high-performance hardware platform can scale to meet future needs; simple Web interface helps to reduce staff training needs; automated reporting and task allocation helps to save staff workload and increase efficiency; productivity of agents increased by around 30 percent.

Medusind Solutions (www.medusind.com) is a business process outsourcing company based in Mumbai, India, which provides administrative services, revenue cycle management solutions, value-added receivables management, patient and customer support and insurance contract management services for the US healthcare industry. These solutions support and supplement client back-office administrative work functions, enabling clients to focus on their core business—patient care and revenue enhancement.

Medusind's success depends on the company's ability to provide services to its clients more cost-effectively than an in-house department. For this reason, the company submits its own internal processes to continuous and rigorous scrutiny—optimal efficiency must be maintained at all times, and a constant program of refinements and improvements is required to keep Medusind ahead of the competition.

> *"The IBM System p5 architecture is a robust option for companies like ours, which require high availability and performance to support 24-7 operations."*
>
> *— Vipul Bansal, Chief Executive Officer, Medusind Solutions*

One major problem the company faced was the addition of new clients to its portfolio. As each client has its own unique workflow, information management and reporting needs, each time a new client was acquired, Medusind's internal processes became more complex and potentially less efficient.

Medusind's existing IT environment, based on a document management solution, was neither flexible nor automated enough to provide an answer to this issue of growing complexity. Employees had to take printouts of data received from clients, scan them into the document management system and manually allocate the work, while managers spent considerable time finding the data required for management and customer reports. The administrative workload multiplied as the company gained clients.

The company needed an end-to-end solution to manage its business processes effectively. To support the increased demands of such a system, it required a reliable, scalable hardware infrastructure capable of higher performance.

Robust architecture

Medusind engaged Pre-emptive Systems, an IBM Business Partner whose AUGMENT business process management (BPM) software offered a suitable solution. Pre-emptive Systems helped Medusind deploy AUGMENT on two IBM System p5 510 Express servers, running the AIX 5L operating system. These servers are located in a data centre in Mumbai, while another IBM System p™ machine in Chennai acts as a disaster recovery solution.

"The IBM System p5 architecture is a robust option for companies like ours, which require high availability and performance to support 24-7 operations," says Vipul Bansal, Chief Executive Officer at Medusind. "The p5-510 Express platform offers us a cost-effective way to exploit the performance potential of the IBM POWER5™ architecture."

The p5-510 Express servers run IBM WebSphere Application Server Express, an integrated development and application server designed as an entry point for small and medium businesses that need to deploy Web-enabled applications. To boost availability and better support its transaction engine, Medusind also uses WebSphere Application Server Network Deployment.

> *"The combination of WebSphere, DB2 and AUGMENT with the p5-510 Express provides us with an end-to-end solution which gives Medusind the performance, reliability, functionality and scalability we need to grow the business."*
> – *Vipul Bansal, Chief Executive Officer, Medusind Solutions*

These WebSphere solutions support the AUGMENT (BPM) application, which now manages almost every aspect of Medusind's internal processes and interaction with its clients. A 20GB IBM DB2® database supports the system, holding all online transaction processing (OLTP) data—including medical coding, billing and accounts receivable transactions, call-out lists and customer demographics, as well as a detailed workflow history with a variety of master tables which help accelerate data entry processes.

Increased productivity

Medusind calculates that the AUGMENT solution has helped to increase productivity by approximately 30 percent, helping the company meet its SLAs and provide a better service to its customers, while cutting costs by reducing administrative and reporting workload.

"The AUGMENT solution from Pre-emptive Systems is a big boost to our business efficiency, removing many layers of manual processing, saving considerable time and reducing operational costs through automation," explains Vipul Bansal. "The IBM hardware and software environment is crucial to the realization of these benefits."

The WebSphere solution enables Medusind staff to access all key business systems via a simple Web browser interface, replacing the complex green-screen interfaces of many of the older systems. This cuts the time needed to train new staff, while providing a single point of control, which makes the whole environment easier to manage. DB2 provides the scalability and reliability Medusind needs to manage increasing amounts of data as the business grows.

"Using software from IBM and its Business Partners, Medusind can be sure that the full potential of the System p5 hardware is being utilized," concludes Vipul Bansal. "The combination of WebSphere, DB2 and AUGMENT with the p5-510 Express provides us with an end-to-end solution which gives Medusind the performance, reliability, functionality and scalability we need to grow the business."

For more information

Contact your IBM sales representative
or IBM Business Partner. Visit us at:

ibm.com/systems/p

IBM

Dexa Medica connects offices and subsidiaries with communications portal

Overview
Dexa Medica Jakarta, Indonesia www.dexa-medica.com
Industry • Healthcare • Life Sciences
Employees • 500-999
Products • IBM® WebSphere® Portal Express • IBM Lotus® Domino® Enterprise Server • IBM System p5™ 550

Dexa Medica
Expertise for the Promotion of Health

"With WebSphere Portal, Dexa Medica has a platform for collaboration that can easily scale no matter how fast the company grows."

*—Aswil Nazir,
Corporate IT Operation Manager,
Dexa Medica*

Dexa Medica has evolved from a small regional company into one of Indonesia's largest pharmaceutical companies. Established in 1969, the company distinguishes itself with self-funded research and development activities, including the search for new drug delivery systems.

Challenge

As Dexa Medica grew larger and formed more subsidiaries, it strained the capacity of its Oracle E-Business Suite. The pharmaceutical manufacturer needed a flexible, powerful environment to deliver access to critical human resources systems—no matter where employees might be working.

Solution

An IBM System p5 550 server hosts IBM WebSphere Portal Express software, which Dexa Medica leverages to surface its Oracle human resources (HR) module and enterprise-wide communication tools. The portal helps close the communication gap between high-level management and staff and helps connect the company's many dispersed offices, says Aswil Nazir, corporate IT operation manager at Dexa Medica. "Each morning, before they start their day, the employees will log in to the portal and check the latest information," Nazir explains.

Employees can collaborate on projects through the portal, and an audit trail helps keep track of who made which changes. Many HR tasks can be completed using the portal as well, such as filing requests for leave.

Furthermore, distributors and partners can stay up-to-date with Dexa Medica news by accessing the portal via kiosks placed in the lobby of every Dexa Medica branch office.

Dexa Medica also uses its System p5 550 environment to support its IBM Lotus Domino Enterprise Server platform. With Lotus Domino Enterprise Server, Dexa Medica can connect workers at distributed offices and its subsidiaries with comprehensive e-mail, calendaring and workflow functionality—helping to simplify project workflows and speed product development processes.

Benefits

- WebSphere Portal Express software provides access to business-critical human resources tools across Dexa Medica and its subsidiaries

- Lotus Domino Enterprise Server platform simplifies project workflows for new product development and marketing

- Lotus software enables more effective communication and collaboration—both inside Dexa Medica and with partners and distributors

LOC14027-USEN-00

Business Partner

Body Corporate Services

Overview

The Challenge

- *Streamline strata management workflow processes for initiating repair and maintenance jobs through to managing insurance claims.*
- *"Capture" experience of strata managers and incorporate it in shared on-line systems.*
- *Provide strata managers with single on-line view of all property reports and workflows.*
- *Establish and maintain industry best practices to improve customer service and market competitiveness.*

The Solution

In partnership with IBM Business Partner* IC Consulting, BCS embarked on a Web portal project utilising IBM WebSphere® Application Server and IBM Websphere Portal Server (running on Red Hat Linux), IBM WebSphere Studio Application Developer, IBM eServer™ BladeCenter® Servers, IBM Tivoli® SAN storage software, the IBM jStart Program and a migration from Microsoft Exchange to IBM Lotus Notes.

The Benefit

- *Streamlined business processes with single-point access to on-line information and workflows.*
- *Full data integration of older systems. Improved customer service through more rapid response to, and prioritisation of, job requests. Increased productivity of strata managers with task prioritisation features.*
- *Significant reduction in time and effort locating documents.*

About Body Corporate Services

Established in 1980 and now the largest subsidiary of Prudential Investment Company of Australia, Body Corporate Services (BCS) is Australia's largest body corporate/ strata management company. With its headquarters in Sydney and a further 14 offices located along the country's eastern seaboard. BCS provides an extensive range of strata management services to a large and growing client base.

Challenge: Streamline Processes and Protect Corporate Knowledge

For BCS Chief Executive Officer, Greg Haywood, the company's focus on streamlining processes is essential in achieving the strong growth planned for BCS over the next few years. A key component of this is the development of a Web portal, designed to provide strata managers with a single interface for all current and future IT-based BCS strata management systems.

"Our strata managers have a complex job and we recognised that the introduction of a portal to streamline information, workflow and communications would help reduce costs and provide our clients with higher levels of service efficiency," Haywood said.

ic.consulting

"On top of this, we're faced with one of the most common business challenges – dealing with the loss of corporate knowledge when an experienced staff member decides to leave the company. What we needed was a system with workflows that could be designed to replicate the best-practice processes of our most experienced and best strata managers, then deliver that out to all strata managers. Essentially, this would mean that all strata managers would be using the same workflows and delivering a consistently high level of service to every one of our clients."

Solution: IBM Technologies and IC Consulting

With assistance from IBM business partner IC Consulting, BCS undertook one of the most ambitious Web portal projects undertaken by an Australian company. Along with IBM WebSphere Application Server and IBM WebSphere Portal Server (running on, Red Hat Linux), IBM WebSphere Studio Application Developer, IBM eServer™ BladeCenter® Servers, IBM Tivoli® Storage Manager software, the IBM jStart Program and a migration from Microsoft Exchange to Lotus Notes.

The Single (Browser-based) View

With the introduction of the new portal, BCS strata managers and their assistants will be able to utilise an on-line dashboard for monitoring and managing a growing number of property management tasks. This single – and seamless – view into several new and existing BCS applications is a major foundation upon which BCS is now basing its business growth.

"Enhancing the productivity of BCS strata managers and their assistants by giving them the best possible tools for their jobs was an overriding principle of the project," BCS Manager, Information Systems, Michelle Clarke said. "These are the people who are dealing constantly with clients and are responsible for the day-to-day management of BCS property portfolios."

"By employing a portal approach we're working to create a system whereby only a Web browser is needed to gain access to reports, workflow processes, priority lists and even e-mail. It all comes down to giving people with complex jobs a tool that helps them achieve even greater productivity but with greater ease and less time needed."

Full Data Integration of Older Systems

Rather than "reinvent the wheel" for the entire project, BCS built on the investment in the company's existing IBM AS/400 and IBM DB2™-based BCS Property Management System. According to Clarke, to migrate the large volumes of client, financial and insurance data and processes, would have been a significant exercise without necessarily providing any benefit to the organisation. The real benefits were in using the IBM software tools to improve access to the data and provide integration to other systems such as document management.

"It has been demonstrated clearly that the portal could indeed provide a single, modern interface to virtually any system we have or may implement over the years."

Maintaining Best-Practices… Consistently

From the very start, one of the project's stated goals was to establish a high quality of service that was consistent across the entire company's strata management team, regardless of their experience and individual work practices. By creating the portal workflows for everything from initiating repair and maintenance jobs through to managing insurance claims, BCS is removing the reliance on individual work methods to provide best-practice service to its clients.

BCS Business Development Manager, Fiona Rawson, commented: "Each workflow is designed in consultation with those of our strata managers who have the most experience in the particular service area. This actually gives us numerous distinct benefits. Firstly, it essentially captures the knowledge of the strata managers and embeds it within the workflow, giving us the ability to retain and protect that knowledge even in cases where a strata manager leaves the company."

"Just as important, once designed into the workflow, the knowledge and experience of the strata managers involved will then provide a consistent and best-practice framework for every BCS strata manager using that workflow."

Prioritised and End-to-End

One of the features being built into the new portal is job prioritisation – a feature that ensures strata managers are presented with ordered list of outstanding jobs. "BCS strata managers can be under enormous pressure to get a lot of things done for clients in a short amount of time. By providing them with a prioritised list, they can view at a glance what jobs need to take priority over others, rather than having to leaf through a stack of paper reports," Clarke explained.

In addition, by capturing workflow data for every job, BCS is able to generate comprehensive reports that can be used to further refine the system, identify trends that may indicate potential problems in areas such as maintenance. "The ability to track jobs and view reports on individual properties, groups of properties or even strata manager performance levels gives BCS an enormous advantage," Clarke said.

Document Management

A new feature to be introduced with the portal is a comprehensive set of document management capabilities developed around the IBM Lotus Domino® Document Manager application by IC Consulting. By migrating documents from paper to electronic files and incorporating on-screen search and retrieval functions, there is predicted to be a significant reduction in the amount of time required by strata managers and administrative staff to locate specific documents.

"BCS managers now have a single desktop tool that can be used to see precisely how well the business is performing as well as those areas that need to be given special attention."

In commenting on the new portal-based system, Rawson said: "During phase one of the rollout, the advantages have become increasingly obvious to our strata managers. New staff members in particular, will benefit from how easy it is to access, to plan management information, and handle repairs and maintenance workflows on-line. As the new workflow systems are delivered, we will absolutely see an improvement in prioritisation of work, less reliance on individual work methods and greater streamlining with end-to-end processing of all major workflows on-line."

Lotus® software

IBM helps professional services firm improve collaboration and automate business processes

Overview

■ **The Challenge**
Chio Lim Stone Forest needed to improve its ability to collaborate on transnational projects; its IT subsidiary wanted to create custom collaborative applications that could be used both internally and packaged as service offerings for external clients

■ **Why IBM?**
IBM offers a flexible, comprehensive messaging and collaboration platform with a rapid development environment for creation of new applications

■ **The Solution**
The CPA firm implemented a flexible infrastructure for e-mail, instant messaging, calendaring and scheduling, shared team spaces and custom collaborative applications using IBM® Lotus® Domino™ Collaboration Express software

■ **Key Benefits**
• Improved messaging and shared team spaces help employees collaborate more productively on large transnational projects
• Custom applications integrate real-time collaboration into business processes—making employees more productive
• Chio Lim Stone Forest provides its own custom collaborative applications to clients—creating additional service offerings and revenue streams

Chio Lim Stone Forest (CLSF) is a leading Singapore-based public accounting and business advisory group founded in 1985. With approximately 400 employees in the Asian city-state and another 100 or so in China, CLSF helps companies around the globe with audit, tax, corporate advisory, mergers and acquisitions and accounting services.

For 18 years, Stone Forest IT has played a pivotal role by building and supporting technologies for its parent company as well as acting as an IT development shop for external clients. "We play a dual role," explains Eileen

"We began to see the potential to use Lotus Domino Collaboration Express to automate business processes. We have developed a number of custom collaboration applications that we use internally and also provide to clients."

—*Eileen Tan,*
MIS Manager
Chio Lim Stone Forest

"Quite often a legal firm or other clients have asked us to name the most efficient messaging and collaboration tool. Obviously, we like IBM Lotus Domino Collaboration Express—and we don't hesitate to recommend it to our clients."

—*Eileen Tan*
MIS Manager
Chio Lim Stone Forest

Tan, MIS manager of CLSF. "We serve as the internal management information systems department, and we provide technology solutions to customers. Information technology is a distinct competitive advantage at our group. We are viewed as very progressive when it comes to IT, and we have pioneered the use of e-mail archiving and document management in Singapore."

CLSF searches for a more robust collaboration platform
About 10 years ago, CLSF made the decision to switch from its previous e-mail environment to a more collaborative platform built around IBM Lotus Notes® and Domino software. "With our old e-mail system, we couldn't really automate our internal business processes," Tan explains. "The old mail program couldn't serve our needs by allowing us to build custom collaborative applications. Plus, we were having a lot of problems with viruses."

After selecting Lotus Notes and Domino for messaging, CLSF's relationship with Lotus blossomed over time. In1995, the company installed IBM Lotus Domino and in 2005 upgraded to Lotus Domino Collaboration Express. "At first, it took a little time to get people used to Lotus Notes," Tan explains. "Then we began to see the potential developed a number of custom collaboration applications that we use internally and also provide to clients."

IBM Lotus Domino Collaboration Express offers world-class messaging and collaboration
Of initial importance to Tan, IBM Lotus Domino Collaboration Express offers complete messaging and group scheduling capabilities. "Of course we use the e-mail and calendaring all the time, but we have come to rely also on IBM Lotus Sametime® software for instant messaging," Tan says. "In fact, Sametime is very important for communications with our regional offices because it can tell us instantly when someone is available online. With business spread across different countries and with everyone mobile these days, Sametime has become a crucial business tool for effective communication."

Chio Lim Stone Forest employees also depend on the team spaces in IBM Lotus Domino Collaboration Express to collaborate on projects from remote locations. "We have a lot of cross-border projects, such as initial public offerings and audits,"

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Tan explains. "And we are creating team spaces to share documents and templates pertaining to those projects. The team spaces make it possible for employees to collaborate on transnational projects without having to physically cross borders."

IBM Lotus Domino Collaboration Express runs custom applications that streamline business processes

While the standard messaging and scheduling tools help employees collaborate more effectively, the ability to develop custom applications to run on Lotus Domino Collaboration Express helps Chio Lim Stone Forest automate business processes. In fact, the group has developed an application that vastly simplifies human resources (HR) record keeping. "The HR application keeps track of all of our staff profiles and academic qualifications, which are very important in the accounting profession," Tan explains. "Plus, we use the HR application to track health and dental insurance, as well as other entitlements. Keeping records of all of that manually would be very tedious."

Tan and her employees have also built a document library with built-in version control to manage the numerous forms and templates required by the accounting activities. "We have a file system that we developed that works with Domino Collaboration Express," Tan explains. "It allows us to categorize forms by department—such as audit or tax division—or by work nature. Then we subcategorize documents down four or five levels. Given the sheer number of documents, we simply couldn't use a shared file server. We use our document library to enforce structure and version control."

In addition to numerous other custom development efforts, the staff at Stone Forest IT built an IT service request application that automates the workflows for requesting and providing technical assistance. "Our staff—even when they are traveling—can log onto a Web site and submit requests for help, including desktop troubleshooting, basic maintenance and hardware or software purchases," Tan says. "In fact, we've fully automated our purchase request process. When a staff member wants to purchase IT or office equipment, they submit a request, it is forwarded to the proper department head for approval, and then the request gets routed to the proper IT or administrative person to order the item."

"We have a lot of cross-border projects, such as initial public offerings and audits, and we create team spaces to share documents and templates pertaining to those projects."

–Eileen Tan
MIS Manager
Chio Lim Stone Forest

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One of the nicer facets of developing applications for the Lotus Domino Collaboration Express platform is that all the applications can relate to the same underlying database, which allows the applications to share information. "For instance, the HR database populates the IT service request form, so employees don't need to key in any extra information," Tan explains. "As a result of having a single collaboration platform, I can have a single information repository collaborating with multiple applications."

IBM Tivoli Configuration Manager keeps track of assets

Aside from IBM Lotus software, Tan uses IBM Tivoli® Configuration Manager software to keep track of the more than 400 computers at CLSF. "We actually developed a custom graphical user interface for the Configuration Manager because we needed to capture more information than just the configuration of the computers," she explains. "We use Configuration Manager to scan the computers, and we also track asset depreciation and other important statistics. We even developed an automated response to unauthorized software installations that sends the offending employee a message and copies their supervisor."

Using IBM software translates to sound business practice

Aside from recommending it as a messaging tool, Chio Lim Stone Forest provides the custom applications that the Stone Forest IT group has developed as part of its comprehensive service offerings to clients with valid IBM Lotus software licenses. "We bundle the applications that we built for IBM Lotus Domino Collaboration Express as part of the outsourcing services we offer clients," Tan explains. "The clients pay us a fee for the right to use the applications, which is obviously desirable to us, but it also makes our clients very happy because it is an economical way for them to automate their business processes."

For more information

For more information on IBM Lotus Domino Collaboration Express, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/sw-lotus/products/product4.nsf/wdocs/dominoexpress

You can get even more out of Lotus software by participating in independently run Lotus User Groups around the world. Learn about opportunities near you at www.lotususergroup.org

IBM

SOPRANO Design hits the high notes with IBM Express Runtime-based solution

IBM Business Partner SOPRANO Design is a company on the move – literally. Its mobile messaging and wireless application infrastructure, which connects far-flung organizations that transact business remotely, has put the firm on a high-growth path. Along the way, this leading Australia-based researcher, developer and implementer of mobile messaging has helped its clients lay several technological milestones, including the country's first wireless application protocol (WAP) in banking, first credit card transaction via short message service (SMS), first on-street mobile parking payment solution and first person-to-person mobile payment via SMS and interactive voice response (IVR).

Recently SOPRANO worked with NRMA Motoring & Services, a leading Australian motoring association, to develop and implement a unique solution that connects hearing impaired customers via SMS to the NRMA roadside assistance call center. From dialogue to dispatch, SOPRANO's Corporate Gateway Platform has allowed NRMA to extend their customer service offering to all of their customers in any situation.

Overview

■ **IBM Business Partner:**
SOPRANO Design, a leading provider of mobile messaging and wireless application infrastructure

■ **Client:**
NRMA Motoring & Services, Australia's largest mutual membership organization

■ **IBM PartnerWorld offerings:**
IBM Express Runtime
Training and certification
Co-marketing
PartnerWorld Industry networks

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Attuned to SMB issues

Such innovative solutions find a welcome market among small and medium-sized businesses (SMB) that look to alternate mobile channels to lower costs and achieve a competitive advantage. But managing the attendant risks is also a priority. "Our customers expect a mobile messaging infrastructure that is robust, highly available and integrates easily with mobile network operators and their own applications," says Richard

> *"SOPRANO went the extra mile and easily accommodated our special demands, ensuring the installation went quickly and smoothly."*

Favero, chief executive officer, SOPRANO. "They also want it to be affordable, well-supported, and fast and easy to install."

That's where IBM Express Runtime comes in. Using IBM xSeries® servers, IBM WebSphere® as the application server and DB2® as the database storage solution – combined with integration services to automate business processes with mobile messaging – SOPRANO has built its mobile message infrastructure and applications on the IBM Express Runtime environment. Why? Because of the value Express Runtime extends to SMB clients – and the strategic benefits to SOPRANO itself.

The Runtime advantage

"Before, we would layer third-party products and applications, layer by layer, with WebSphere and DB2," explains Favero. "There would be

numerous manual steps that had to be coordinated with the client's systems administration team. Now, with Express Runtime, we've reduced installation procedures to just a few clicks." In fact, the installation has become so simple and so reliable that SOPRANO can hand the task off to the client. "That means we can direct our technical resources to developing new products or enhancing what we have, or to providing additional customer support where it's required,"

adds Favero. In a win-win world, clients are happy to save on installation fees and SOPRANO can support more sales.

SOPRANO recently turned to IBM because it was seeking a total solution provider. Middleware was coming from three or more different vendors, and SOPRANO sought to consolidate. "Now clients have more confidence because there are fewer moving parts," Favero says. "They hold IBM technology in high regard, so the bundling of solutions through IBM Express Runtime is a compelling value proposition in the SMB space."

Value for clients

The NRMA business win is an intriguing application of SOPRANO's technology, illustrating the Express Runtime advantage.

Providing roadside assistance, travel services and other benefits to two million members, NRMA has captured a large share of the market through agreements with car companies and by providing fast, reliable customer service. But a small portion of its customer base was unable to access its roadside assistance. "We were relying on TTY (text teletype) phone communications; alternatively, members would have a friend or family member call in, but neither of those options works when you're alone on the road," explains Graham Dempsey, NRMA's Integration Manager. Through a referral from Telstra, Australia's leading telecommunications and information services company, SOPRANO devised a solution that was discrete in providing mobile messaging but that would easily integrate with NRMA's existing IT systems.

"We chose SOPRANO because the solution fitted all our needs, at an affordable price," says Dempsey. "SOPRANO went the extra mile and easily accommodated our special demands, ensuring the installation went quickly and smoothly."

SOPRANO leveraged IBM Express Runtime to specifically simplify the technology base and improve installation procedures. Deployments that once took 1½ days to accomplish can now be done by the client in a matter of a few clicks, creating savings in precious IT resource for both SOPRANO and its clients. What's more, by using Express Runtime,

"SOPRANO is building customer confidence in our technology support and in our choice of Business Partners, namely, IBM. This helps drive sales and customer wins," says Favero.

Today, thanks to Soprano's Express Runtime-based solution, all members of NRMA who travel the roads can easily reach roadside assistance, whenever they need it. "The community at large knows us as a socially responsible organization that provides a good customer experience to all – including those who are hearing impaired," says Dempsey. "And we now have in place a robust infrastructure that we can leverage for new services in the future, as well as use it as a contingency to support our mobile patrol force."

With this success, SOPRANO is sold on IBM Express Runtime. "We'll continue to use Express Runtime to improve our deployment and management processes including license management and multi-host deployment options," says Favero.

Meanwhile, the firm also leverages training opportunities through IBM PartnerWorld to ensure staff is IBM software competent. "And with joint marketing with IBM and by participating in PartnerWorld Industry Networks, we are dramatically improving our lead pipeline," adds Favero.

With IBM Express Runtime and other PartnerWorld resources behind it, SOPRANO is on a fast track forward.

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Regent Building Material Supplies Company Limited boosts sales and improves customer satisfaction levels with an FLP Enterprise Management System solution based on IBM Lotus software.

Overview

Regent Building Material Supplies Company Limited
Wanchai, Hong Kong

Industry
- Retail

Products
- IBM Lotus Domino Collaboration Express
- IBM Lotus Notes

IBM Business Partner
- Ultra Active Technology Limited

"Our FLP Enterprise Management System solution — based on IBM Lotus software — enabled us to streamline our business processes and establish internal controls. Now we can focus on capturing market share and exploring new business opportunities."

—Simon Tso, CEO, Regent Building Material Supplies Company Limited

Established in 1998, Regent Building Material Supplies Company Limited (Regent) imports high-quality ceramic tile from Europe and distributes it to local retailers and construction designers.

Challenge

Like importers in other markets, Regent must maintain efficient operations and a high product turnover rate to sustain its competitiveness in China's ceramic tile industry. But its headquarters and six outlets had been relying on siloed spreadsheet systems and databases to store business transaction records, including invoices, inventory records and delivery receipts. Information disparities inevitably led to delivery errors and difficulty tracking inventory. Regent needed a solution that could help it centralize its systems, improve its tracking of inventory, sales and deliveries, and generate accurate business forecasts.

Solution

With assistance from IBM Business Partner Ultra Active Technology Limited, Regent implemented an FLP Enterprise Management System solution that acts as a centralized database management system and helps streamline the client's invoicing, delivery scheduling, stock balance control, accounting, time sheet and check-printing processes.

Through a single interface — enabled by IBM Lotus® Domino® Collaboration Express and IBM Lotus Notes® software — end users can now easily access e-mail and business applications. Employees can input sales and inventory information and efficiently collaborate with colleagues, and management can quickly access business information online so that it can better respond to changing business requirements.

Benefits
- Increased annual sales by 20 percent with streamlined processes and new tools
- Accelerated customer response time by 25 percent
- Achieved a 30 percent reduction in warehouse and headquarters overhead

Oval Technologies extends supply chain of leading Chinese retailer with B2B solution

Overview

- **IBM Business Partner:**
  Oval Technologies Inc., a leading software solution provider that offers extended supply-chain management to China-based consumer products companies

- **Client:**
  Suning Appliance Chain Store (group) Co., Ltd.

- **IBM PartnerWorld Offerings:**
  Technical resources and support
  Training
  Solutions Builder Express

Gone are the days when products are bought and sold in a single straight line from manufacturer to customer. Today, sales and distribution is much more complicated than that – a complex web of relationships among companies that must compete, collaborate, cooperate and instantly communicate.

Oval Technologies Inc., an IBM Business Partner, saw the shape of things to come when they devised a suite of applications to manage dynamic business processes and transactions over multiple, disparate points across an extended supply chain.

"Companies struggle for management of external resources with supply chain management, customer relationship management, supplier relationship management and B2B based applications that operate in silos independently of each other, often competing for resources," says Bin Yang, chief executive officer of Oval Technologies. "They need to extend chain management on both the buy side and the sell side to gain

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visibility, control inventory, increase efficiency and gain closer cooperation from partners. And they need to do it quickly and affordably."

For Oval, that's the appeal of IBM Solutions Builder Express. Its proven, reusable methodology and portfolio of assets accelerates responsiveness to small and mid-market needs. In Oval's case, Solutions Builder Express has

> *"IBM Shanghai Solution Builder Express team and Beijing Lab Services team were helpful in developing a proof of concept that we could take to Suning to show a vivid image of what the solution would do for them."*

expedited Oval's ability to go to market with a best-of-breed, supply chain management solution geared specifically to China-based businesses. What's more, using enablement tools and training and technical support from Solutions Builder Express, Oval has been able to demonstrate its depth of knowledge in the marketplace and is winning key accounts as a result.

Suning Appliance Chain Store (group) Co., Ltd. is a case in point. China's second largest retailer of home appliances and electronics has pursued an aggressive growth strategy to solidify its competitive standing. It operates some 260 outlets in 70 cities in China (as of November, 2005), with annual sales volumes topping 20 billion yuan (US $2.5 billion) in 2004 – a success that demands tight relationships with

leading multinational manufacturers and well-calibrated inventories. But not long ago, Suning relied mostly on paper to manage its supply side – a complicated mix of purchase orders, inventory reports and transactions which, requiring human intervention, was prone to delays and errors. Suning also needed to accommodate the fact that its suppliers' platforms used RosettaNet, a framework of

universal standards that allow individual companies to enhance the interoperability of business processes across the global supply chain. Only a solution that supported those standards would win the deal.

Building efficiency

Suning's search for a solution that would increase efficiency and reduce cost through an extended supply chain led it to several vendors. In the end, it was sold on the combination of Oval's rich knowledge and experience in China's retail market and an IBM platform based on IBM MQ and IBM WebSphere® Business Integration Connect. Supporting RosettaNet standards, WBIC enables businesses to extend integration beyond the enterprise, integrating with trading partners to create a community of businesses, exchanging information and sharing processes.

Teaming up on the bid, Oval and IBM worked hand in hand throughout the sale. The Solutions Builder Express portfolio of technical enablement tools was critical in architecting the solution, developing the proof of concept and providing Oval with deep MQ and WBIC technical support.

"WBIC was entirely new for us, so we couldn't draw on past experience," says Yang. "Rather than starting from scratch, we accessed the services of the Solutions Builder Express development team experts as well as training and technical support. This enabled our project managers to demonstrate their credentials and address our client's requirements. IBM Shanghai Solution Builder Express team and Beijing Lab Services team were helpful in developing a proof of concept that we could take to Suning to show a vivid image of what the solution would do for them."

Connecting with partners

Central to the solution was the connectivity to the RosettaNet framework. Among RosettaNet's advantages is its ability to pre-define industrial specifications for server-to-server transaction data, thereby giving trading partners visibility and consistency of global transactions across the entire supply chain. These standard processes can help trading partners cut down costs and respond to their customer requests more quickly and efficiently.

With growing adoption in the B2B world, RosettaNet connectivity has

become a core asset in the Solutions Builder Express portfolio. In fact, Yang and his colleagues leveraged their experience with Suning and other clients and collaborated with the SBE team to develop the *B2B Connectivity with RosettaNet* solution starting point. Its assets include a solution overview, implementation guide with worksheets, solution planning guide with task lists and a demo toolkit.

This Starting Point is aimed at small and medium businesses who wish to quickly connect to their trading partners or an organization of trading partners. In this way, they reduce or eliminate manual processes, automate business transactions or data transfer between trading partners, and easily manage connectivity with new trading partners as well as old ones. Interactions can be managed through a single console and internal process improvements drive additional value.

Thanks to Oval and IBM, such are the benefits now being felt by the retailing giant, Suning. Meanwhile, Oval now has a repeatable solution that will accelerate the return on the investment it made in developing its offering. Yang fully expects to drive additional business from the experience gained from Suning and Solutions Builder Express.

This was the first time Oval had worked with the SBE team but it won't be the last. "Our experience was very favourable," says Yang. "We will continue to leverage the SBE tools to accelerate the design and deployment of our solutions. We know they help build our technical credentials and accelerate the sales cycle."

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New Web Portal Boosts Efficiency at The Reject Shop

Overview

■ **The Challenge**
Decrease costs, improve productivity and enhance customer service through a centralised communication system. Provide more effective staff and inventory management. Make a complicated back-office environment easier to support and manage.

■ **The Solution**
Using IBM WebSphere® Portal – Express, The Reject Shop worked with IBM and business partner Synergy Plus to make applications available through a portal that can be managed centrally.

■ **The Benefits**
Dramatically improved decision-making, resulting in reduced costs, increased productivity, better relationships with customers, partners and suppliers and more uniform customer service and store presentation.

About The Reject Shop

The Reject Shop opened its first store in South Yarra, Victoria, in 1981, selling discounted seconds and end-of-line merchandise. Since then, it has expanded to become a market leader in the discount variety retail sector in Australia.

The company employs approximately 2,000 staff in 103 The Reject Shop and 16 Everything Here $2 stores in the Australian Capital Territory, New South Wales, Queensland, South Australia and Victoria.

Streamlining Communications Nationwide

With more than 100 outlets across Australia, ensuring fast and consistent communication from head office and area managers to stores was becoming an increasing challenge.

"Consistency of communication is always a problem with a multi-branch company," said Geoff Pearce, Store Systems Applications Manager at The Reject Shop. "We strive for centralised direction, but actually achieving it is an entirely different matter. We have stores in areas like Broken Hill that are a long way from head office. They need to know what to do and how to do it."

Compounding this was the complicated back-office environment that required individual stores to run a Microsoft® SQL Server database. "Staff don't have the expertise to fix IT problems, so if a server fails or the system becomes corrupt, it takes up to two days to restore," said Pearce. "We wanted to reduce maintenance costs and make the back-office environment easier to support and manage."

IBM WebSphere Portal – Express to the Rescue

IBM worked with its business partner Synergy Plus to develop a portal that simplified The Reject Shop's back-office environment and allowed relevant information and applications to be easily accessed through a centrally-managed system.

"We were impressed by how easy WebSphere Portal – Express was to deploy, use, manage and maintain," said Pearce. "We compared it against Microsoft SharePoint® Portal. While the Microsoft product looked sexy, we had no doubts that WebSphere Portal – Express would perform to our expectations."

IBM WebSphere Portal – Express has helped to place The Reject Shop at the forefront of retail technology and given it a distinct advantage in the cutthroat world of discount retail.

"Our competitors in Australia haven't invested in this sort of technology," said Pearce. "In the US, portal-based retail operations systems are the next big thing. The system gives us a competitive advantage in cost control and productivity."

Increased Productivity, Decreased Costs

In the first phase of implementation, the portal has allowed store managers to access ticketing, email, notices and price checking functions. Staff training in the new system has also been provided.

According to Pearce, staff reactions to the new system have been overwhelmingly positive. "As well as giving each store functionality that it didn't have previously, the enhanced communication structure means that every store, no matter how remote its location, is included," said Pearce.

Many of the new applications, such as the task management system, have significantly reduced the workload of store managers and made peak periods like Easter and Christmas much easier to handle. Area managers can now advise store managers what needs to be done and when. They can also send regular reminders about routine tasks such as markdowns.

Rostering has always been something of a black art in the retail sector, but IBM WebSphere Portal – Express allows head office to notify stores when stock deliveries are due so managers can put on extra staff.

"Having the ability to roster staff according to business demands has had an enormous effect on employee productivity," said Pearce.

Time-consuming tasks such as price checking are now more efficient. Through the portal, staff can now access the entire product master file, including stock codes and up-to-date prices. Rather than using hand-written and often inconsistent price tickets, the tickets are now printed in store so that pricing and appearance are consistent throughout the chain.

Managers can also specify what stock they require when ordering. This allows stores to reduce the amount of inventory they have on hand, while ensuring enough stock of popular items is available.

"Customers continue to pay the low prices they expect, but they don't have to compromise on the quality of their shopping experience," said Pearce.

Future Plans

The Reject Shop is now in the second phase of the portal implementation.

Phase two will give stores increased access to stock reports and information, which will be especially useful at peak times like Christmas. More interactive rostering functions will be available, allowing store managers to compare staff spending with store budgets.

"We expect to see big savings once Phase two is in place, including reductions of up to $2,000 a store in back-office IT support costs," said Pearce. "With more than 100 stores, that's a saving of a couple of hundred thousand dollars."

"We see the IBM solution as more than just a one-off project," said Pearce. "It's a platform for change that is transforming our company from the inside out."

For more information

If you would like to speak to an IBM Sales
Representative, please call **132 426** in Australia
or **0800 801 800** in New Zealand.

WebSphere® software

WaterSportSupplies slaloms to success on IBM Express software.

Overview

■ **Challenge**
Expand successful retail outlet into new geographic markets in Asia/Pacific region

■ **Why IBM?**
IBM had the only e-commerce software priced for small business and equipped with multilanguage and multicurrency support

■ **Solution**
Online store with flexible marketing and pricing capabilities

■ **Key Benefits**
20% increase in staff productivity; 8% reduction in cost of sales; anticipated 40% growth in a 6-month period and payback of investment within 2 years; scalability to support high growth rate; ability to increase sales effectiveness by segmenting customer list

Making waves is one of the pleasures of water skiing, and with IBM WebSphere Commerce - Express, WaterSportSupplies is making waves in the online market for water skiis and all types of towable toys.

Australia is not only an island, a country and a continent, it's also a bit of heaven — especially for those who love water sports. Approximately 85 percent of its 20 million people live within easy reach of the coast. And they take to the beach in droves, playing on water skis, kneeboards, wakeboards, bodyboards, wakeskates and inflatable tubes and rafts.

Thanks to Australians' enthusiasm for these sports, ski shops such as WaterSportSupplies have experienced steady growth. Based in Wollongong, an hour's drive from Sydney, WaterSportSupplies has a thriving local business which it intended to expand country wide, to New Zealand and eventually to Asia.

"We needed an e-commerce software product that was economically priced for a small business and had multilanguage support to enable our expansion into Asia. The only product that fit our criteria was IBM WebSphere Commerce – Express."

– Paul Sloan, Senior Architect, MQIS

***Take the e-commerce path to geographic reach,
increased sales and flexible control over profits.***

Key Components

Software

- IBM WebSphere® Commerce
  – Express
- IBM WebSphere Commerce – Express
  Developer Edition

IBM Business Partner

- MQ Integration Services

"With WebSphere Commerce, it's a short time from planning to deployment. We might decide to include diving equipment in our catalog. We can have a new product on our Web site within one week of our signing with a distributor."

– Mark Savage, Managing Director, WaterSportSupplies

However, instead of building more physical outlets, owner and Managing Director Mark Savage decided that the easiest and fastest way to widen WaterSportSupplies' customer base was to harness the power and reach of the Internet. With an online store, the company could increase sales as well as decrease the cost of selling.

Savage and Paul Sloan, senior architect at IBM Business Partner MQ Integration Services (MQIS), used to compete against each other as water skiers and have been friends for more than 20 years. MQIS specializes in the integration and automation of business and application processes. Savage's goals to expand his business dovetailed neatly with new e-commerce solutions from MQIS in partnership with IBM. Sloan and Savage decided to work together to take advantage of the opportunity that the Internet presented.

Shopping for the best e-commerce platform

To create an online store for WaterSportSupplies, Savage and Sloan needed a commerce engine that would manage catalog and shopping cart functions, provide a convenient and pleasurable shopping experience and meet the needs of a business that was starting small and expecting to grow internationally. "We needed an e-commerce software product that was economically priced for a small business and had multilanguage and multicurrency support to enable our expansion into Asia," says Sloan. "The only product that fit our criteria was IBM WebSphere Commerce – Express. We were also impressed with the links to third parties such as eBay, the product's comprehensive reporting ability and IBM's ongoing investment in WebSphere Commerce."

Using WebSphere Commerce – Express and IBM WebSphere Commerce – Express Developer Edition, MQIS implemented the new site in three months, and watersportsupplies.com went live in time to catch the end of Australia's summer season. Based on its experience so far, the company expects to increase gross sales by 40 percent in a six-month period which includes its next summer season. "We've also raised productivity by 20 percent and have reduced the cost of sales by approximately 8 percent. This gives us a tremendous amount of flexibility for pricing our products." Savage also expects to make back his investment in two years.

Within three months, watersportsupplies.com gained the geographic spread Savage had wanted. "Our first sale was to a customer clear across the country on the west coast," says Savage. "Suddenly we were operating on a much wider stage. It was very exciting." Ultimately, the company will be able to take advantage of the summer season in both hemispheres, enabling commerce not only 24x7, but also year-round.

Leveraging rich functionality right out of the box
MQIS delivered a hosted solution providing the essential components of an online shopping system, including catalog management, shopping cart, order notification, payments processing, marketing campaigns and sales reporting.

The solution takes advantage of IBM WebSphere Studio Application Developer, which provides an open and comprehensive development environment for building dynamic e-business applications. "The IBM software made it fast and easy to configure the automatic e-mail applications and the tax calculations, which are unique to Australia," says Sloan. "Other than that, WebSphere Commerce – Express provides us with a solution that is 95 percent usable right out of the box."

As part of its new e-business direction, WaterSportSupplies is also using the rich functionality of the WebSphere product to create marketing campaigns without the aid of technical support. "Our marketing employees can publish targeted offers on the site and segment our customer list for e-mail campaigns," says Savage. "Those marketing campaigns are working very hard for us because they are propelled by intelligence derived from IBM WebSphere Commerce Analyzer."

WebSphere Commerce Analyzer provides reports on the behavior of visitors to the site as well as customers. For example, customers that have bought kneeboards in the past, or inflatable towables, might receive promotions specifically targeting those products and highlighting cross-sell and up-sell opportunities such as accessories and theme merchandise including wetsuits, ropes, handles and t-shirts.

There's no better fun than skimming the water at 25 knots, pulled by your dad who's working the controls of boats powerful enough to divide the Red Sea. Did we mention that your dad's your best mate?

"WebSphere Commerce gives us a technological advantage. It's a low-maintenance solution with a low total cost of ownership. And we know that our IBM platform will scale to the high rate of growth that we expect in the next few years."

– Mark Savage

Catching the wave of change

With its new WebSphere Commerce – Express site, watersportsupplies.com can respond to changes in the market with the flexibility and speed of a champion surfer. "With WebSphere Commerce, it's a short time from planning to deployment," says Savage. "For example, we might decide to include diving equipment in our catalog. If we do, we can have a new product on our Web site within a week of our signing with a distributor. The IBM commerce software loads the catalog dynamically and automatically makes changes to the database so that the new information is available to all the commerce functions."

Gaining a technological advantage

By partnering with MQIS for the design, deployment, hosting and maintenance of the solution, WaterSportSupplies has deployed a world-class e-commerce portal based on a best-of-breed software application. With WebSphere Commerce – Express and the hosted solution from MQIS, the company can devote its efforts to creating a winning marketing strategy without concerning itself with technology.

"WebSphere Commerce gives us a technological advantage," says Savage. "It's a low-maintenance solution with a low total cost of ownership. And we know that our IBM platform will scale to match the high rate of growth that we expect in the next few years."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:
ibm.com/websphere

For more information on WaterSportSupplies, visit:
www.watersportsupplies.com

For more information on MQIS, visit:
www.mqis.com.au

G210-2161-00

IBM Solutions Builder Express
helps Shanghai Kehwa "spice up"
SMB sales

Overview

■ *IBM Business Partner:*
Shanghai Kehwa Software
Development, Ltd., a fast-
growing Chinese software
company, developing a wide
rage of Web-based applications
on IBM hardware and software.

■ *IBM PartnerWorld offering:*
Small and Medium Business
Advantage
Solutions Builder Express

Satisfying an enormous appetite
for American brand foods, Yum!
Restaurants China owns and operates
Kentucky Fried Chicken, Pizza
Hut and Taco Bell and many other
restaurants across China. Local fare
and flair can be found in the more
than 1,000 KFCs, for instance, and not
only on menus inspired by China's
rich culinary tradition. Software built
and delivered using the IBM Express
Portfolio™ by local IBM Business
Partner Shanghai Kehwa Software
Development now adds the spice of
efficiency to each restaurant Yum!
opens across China.

Kehwa's solution, known as Total
Performance Management (TPM), is
based on IBM WebSphere Application
Server Express and IBM DB2 Express.
It automates performance audits
among restaurant managers using
multiple variables, including human
resources management performance,
service quality and revenue. Yum!
Restaurants China is using the
application to collect data and
calculate manager bonuses. It hopes
to reduce costs and improve the
efficiency of information collection.

ibm.com/partnerworld

The speed with which the IBM Business Partner developed and delivered its solution was accelerated by IBM Solutions Builder Express. This IBM PartnerWorld offering made it simpler and faster for Kehwa to develop and deploy its TPM solution on the IBM Express

By porting its solutions to the IBM Express Portfolio, the firm believes it can significantly broaden its base of SMB customers. Feiming says resources like Solutions Builder Express and wide-ranging support available to IBM Business Partners are putting this enormous market in China

> *"Offering our solution on the IBM Express Portfolio means we can deliver the flexibility and efficiency our customers require at a very attractive price – more so than competitive offerings"*

Portfolio. Technical tools, support and implementation assets associated with Solutions Builder helped Kehwa create and customize TPM for its client, and deliver the solution at a price attractive to mid-market clients.

"Offering our solution on the IBM Express Portfolio means we can deliver the flexibility and efficiency our customers require at a very attractive price – more so than competitive offerings," explains Feiming Luo, general manager, Shanghai Kehwa Software Development. "Without Solutions Builder Express, it would have been much more difficult to make the transition to Express and to take advantage of the growth potential we see among small and medium businesses."

Small and mid-sized companies are a growing market for Kehwa, which develops a wide range of Web-based applications. This includes marketing research, budget and forecasting, information portal, and e-learning and e-business solutions. Retail and manufacturing are key markets for the firm, which has been an IBM Business Partner for several years.

within the reach of firms like Kehwa. As a software developer, Kehwa relies on technical support – "performance tuning," as Luo calls it – and development assistance that IBM provides to help make applications available on IBM hardware and software.

"IBM provides many tools that help make us more successful," Luo says. "And one of the best examples of this is the templates provided through Solutions Builder Express. This has helped us greatly."

For more information on Solutions Builder Express or IBM PartnerWorld, visit **ibm.com**/partnerworld. To learn more about Kehwa, go to www.kehwa.com.cn

IBM.

Northeast Europe

IM Group builds a high-tech office environment on IBM WebSphere and Lotus

Overview

■ **The Challenge**

IM Group wanted to explore and demonstrate the possibilities of a truly 21st -century working environment. Moving to a new head office building was the perfect opportunity to showcase IM Group's high-tech approach.

■ **The Solution**

Worked with QED Advanced Systems (www.qedas.co.uk) and IBM to integrate RFID technology, IP telephony, security, catering management and meeting-room booking systems into a single environment, built on the IBM WebSphere and Lotus Notes and Domino platforms and running on IBM System i and System x hardware.

■ **The Benefits**

RFID location tracking increases onsite security and helps to manage flexible working arrangements; integration of scheduling system with meeting rooms and catering department saves time for staff and uses resources more effectively.

IBM ® **Premier Business Partner**

QED Advanced Systems

> *"Thanks to good advice from QED and some amazing work from IBM – especially the Wireless & RFID Centre of Excellence in Dublin – the new IM Group building is a real showcase."*
>
> Phil Williams
> IT Director
> IM Group

IM Group is the owner of International Motors Ltd, a company that imports Subaru, Daihatsu and Isuzu motor vehicles into the UK and Northern Ireland. The Group also has subsidiaries that import Subarus into the Republic of Ireland, Sweden, Finland, Denmark and the Baltic States. Most of these vehicles are imported from Japan, but the Group is also exploring opportunities in the emerging Chinese economy. The company employs 300 people and generates revenues of around £300 million per year.

IM Group decided to move to a new headquarters at Coleshill Manor, a site which is being developed by sister company IM Properties Ltd as a state-of-the-art business park. IM Group commissioned the construction of a 37,000 sq ft (3,437 sq m) corporate head office building which would house a truly 21st-century environment, showcasing the group's high-tech approach to the modern working environment.

Leveraging RFID
IM Group consulted QED Advanced Systems, an IBM Premier Business Partner, for help with developing a concept for the new office building that would explore new and exciting possibilities while remaining technically viable.

"We were looking into ways to track the location of staff members within the site," says Phil Williams, IT Director of IM Group. "QED suggested volunteering for IBM's

RFID programme – giving us access to leading-edge technology and providing IBM with a real-world environment to showcase the latest developments in the field."

IBM WebSphere RFID Premises Server enables IM Group to track employees throughout the site using keyring-sized RFID tags. The software also logs the times when staff arrive on site in the morning and leave at the end of the day, making it easier to manage time and attendance while encouraging flexible working practices.

"We are also using RFID as part of the security system, to unlock doors automatically when authorized personnel approach," says Phil Williams. "We are planning to integrate it with our IP telephony system too, so that incoming calls will be intelligently routed straight to the appropriate person, whichever phone they happen to be nearest to."

For additional security, the RFID solution is integrated with a comprehensive CCTV network, and the whole infrastructure is managed centrally using a combination of IBM System i and System x servers in the International Motors data centre.

"We have been working with IBM System i and its predecessors for more than 30 years now," says Phil Williams. "It's a great platform – highly reliable, high-performance, and flexible enough to support almost any application on a wide variety

of operating systems. The System x servers also offer excellent performance for our Intel-based environment."

IBM helped IM Group implement a state-of-the-art data centre facility, based on a highly resilient Cisco network infrastructure. The power, cooling and fire prevention equipment is all managed centrally, and ensures optimal performance and safety for the company's business-critical IT equipment.

Building on Lotus Domino
IM Group has also been using IBM Lotus Notes and Domino collaboration software for a number of years, and realized that it would be the perfect platform on which to build a scheduling system which would be fully integrated with the new building.

"We have eight meeting rooms, and each has a large LCD screen mounted on the wall outside," says Phil Williams. "Each screen shows a list of the meetings scheduled for the room that day – coloured light blue before they happen, red while they're in progress, and grey when they have finished. Anyone who passes the room can see what's going on and who's inside, without disturbing the people inside."

Even better, employees can book the meeting rooms from their desks, using their Lotus Notes client. The ability to monitor meeting room schedules in real time has increased utilization, since impromptu meetings can now be quickly scheduled whenever a room becomes free.

If refreshments are required, the Lotus Domino server provides access to a restaurant menu application, allowing staff to relay orders automatically to the catering department, and ensuring that the right food and drinks are delivered to the right room at the right time.

21st -century architecture
The next step for IM Group is to implement IBM WebSphere Portal to provide personalised access for each user – making the user experience even richer and helping to maximise productivity.

"There is a lot of potential for extending this solution in the future, and we are always looking for new ways to make IM Group a better place to work. Thanks to good advice from QED and some amazing work from IBM – especially the Wireless & RFID Centre of Excellence in Dublin – the new IM Group building is a real showcase," concludes Phil Williams.

"Visitors are astounded at what we have achieved, but it isn't just a question of prestige. With this integrated solution based on IBM WebSphere and IBM Lotus Domino technologies, IM Group has demonstrated the potential of 21st - century office architecture – increased security, improved efficiency, and a more integrated, convenient and flexible working environment for staff."

> *"With this integrated solution based on IBM WebSphere and IBM Lotus Domino technologies, IM Group has demonstrated the potential of 21st -century office architecture."*
>
> Phil Williams
> IT Director
> IM Group

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IBM

Mitsubishi Motors discovers better IT service with IBM Global Business Services and SerCon

Overview
Mitsubishi Motors Deutschland GmbH
Hattersheim, Germany
www.mitsubishi-motors.de

Industry
• Automotive

Products
• IBM® System x™
• IBM Lotus Notes®
• IBM Lotus® Domino® Designer
• IBM WebSphere® Portal
• IBM Global Business Services

Business Partners
• SerCon

MITSUBISHI MOTORS

Mitsubishi Motors wanted to lower its IT costs and find a better IT provider. SerCon, an IBM Global Business Services company, analyzed Mitsubishi's needs and designed the necessary architecture to lower IT costs and improve customer service.

Challenge

Mitsubishi Motors outsourced its IT services but found its existing provider costly, difficult to deal with and lacking in optimal IT options. The company wanted to lower its IT costs and find a better IT provider; however, without an architecture of its own, Mitsubishi was highly dependent on its current arrangement and unsure how a shift would affect its business. When the IT contract came up for renewal, it was time for Mitsubishi to make its move.

Solution

IBM Global Business Services company SerCon guided Mitsubishi Motors through the complex migration process to move the company's Lotus Notes applications from its former service provider to an IBM hosting environment. Lotus Enterprise Integrator was used to pull SAP data from an integration layer into Lotus Notes applications and databases. Lotus Domino Designer was used for development purposes.

Mitsubishi is using:
- SAP for ERP and vehicle warranty, spare parts and quality systems
- WebSphere Portal for Dealer Information and Management Portal
- Lotus Notes for Dealer Management System and as a basis for the portal; Lotus Notes for mailing, calendaring and instant messaging
- Desktop Management Services (DMS) from IBM IMS based on IBM desktops and laptops
- IBM IMS is the hosting partner for DMS and Lotus Notes
- Accenture is the hosting partner for the SAP system

There are about 250 total concurrent Lotus users.

SerCon migrated Lotus Notes/Domino applications/databases of the Dealer Management System and the Dealer Portal. The Dealer Portal is based on WebSphere Portal and uses the migrated Lotus Notes databases.

Benefits

- Lower IT costs, better customer service

- Company is more comfortable that it is receiving the best IT services for its money

IBM

Tracking World deters vehicle theft by deploying a robust, wireless tracking system built on IBM hardware and middleware.

Overview

Tracking World
Lahore, Pakistan
www.trackingworld.com.pk

Industry
- Automotive
- Electronics

Products
- IBM @server xSeries 346 servers
- IBM WebSphere Application Server – Express software

IBM Business Partner
- WebTech Wireless
- WT5000 Locator devices
- Quadrant Enterprise Application software

"With powerful and reliable IBM technology, we can deliver more value-added services to more customers, making us an essential partner in the fight against vehicle theft."

—Tracking World

Based in Lahore, Pakistan, Tracking World is the country's first provider of vehicle management and fleet tracking system technology. Its innovative solution, based on IBM Business Partner WebTech Wireless's Quadrant Enterprise solution, provides real-time monitoring capabilities that enable organizations to pinpoint vehicle locations and assess automobile conditions.

Challenge

To help curb vehicle theft in Pakistan, Tracking World offers cutting-edge vehicle tracking and fleet management technology to car-rental companies, distribution fleets and individuals. Initially, the company ran its tracking systems on a shared server infrastructure, but to support a growing customer base and new and enhanced services, it wanted to launch a Web-based tracking environment.

Solution

Leveraging IBM WebSphere® software and IBM System x™ servers, Tracking World implemented WT5000 Locator devices and Quadrant Enterprise, a Web-based wireless vehicle services solution from WebTech Wireless.

Powered by nine IBM @server™ xSeries® 346 servers running IBM WebSphere Application Server – Express, Version 6 middleware, the solution uses Global System for Mobile communication (GSM) and General Packet Radio Service (GPRS) wireless technology to provide real-time location information for efficient fleet management and vehicle tracking. Vehicle location information is transmitted from the WT5000 Locator devices over a wireless network to the Quadrant Enterprise solution, and Tracking World managers can then access the information via a Web browser. The solution also offers robust fleet management services such as two-way data communications, mapping and monitoring.

Benefits

- Plays a significant role in preventing vehicle theft and helping police quickly recover stolen vehicles

- Helps distribution fleets ensure the safe transport of products across the country

- Provides a highly available, high-performance infrastructure that will support future business expansion

IBM

OTP Bank Romania brings its employees together with a scalable collaboration solution from IBM.

Overview
OTP Bank Romania Bucharest, Romania www.otpbank.ro
Industry • Banking
Products • IBM Lotus Domino Messaging Express • IBM Lotus Domino Collaboration Express
IBM Business Partner • SOBIS

⊙ otpbank

"We're confident that the Lotus Domino solution will provide the scalability to support our aggressive growth strategy."

—Dinu Popescu, Director IT & Logistic Division, IT Directorate, OTP Bank Romania

OTP Bank is the biggest bank in Hungary and a member of OTP Bank Group, one of the leading financial groups in central and eastern Europe. The group operates in Hungary, Bulgaria, Croatia, Montenegro, Romania, Russia, Serbia, Slovakia and Ukraine.

Challenge

OTP Bank Group had begun acquiring financial institutions in central and eastern Europe, striving to become the leading financial provider in these regions. Upon acquiring RoBank, a small bank in Romania, the group pursued an aggressive growth strategy, opening 77 OTP Bank Romania branches across the country and planning to open 130 branches by the end of 2008. However, the bank's existing e-mail system could not scale to accommodate the rapid growth, and it lacked the necessary messaging and collaboration capabilities.

Solution

Based on the collaboration capabilities and reliability offered by IBM Lotus® Domino® applications, OTP Bank Romania implemented IBM Lotus Domino Messaging Express and IBM Lotus Domino Collaboration Express software. All 500 of the client's standard users leverage the messaging functionality of the Lotus Domino Messaging Express application, and the bank's 200 executive-level leverage the collaboration capabilities of the Lotus Domino Collaboration Express software.

The Lotus Domino solution is currently in production, with 700 total users and 150 concurrent users.

Benefits

• Provides the scalability to support OTP Bank Romania's rapid growth

• Supports necessary capabilities such as e-mail, instant messaging, real-time collaboration, address book, calendaring and scheduling

• Includes enhanced security based on groups and roles

IBM

PRO DV Software AG leverages IBM WebSphere, DB2 and SOA in its cash management solution for small and mid-sized banks

PRO DV Software is an IT consulting firm and developer of software solutions for small and mid-sized enterprises in Germany's financial, insurance and healthcare sectors. Utilizing IBM WebSphere Application Server, IBM DB2 Universal Database for Linux and Service Oriented Architecture (SOA) in its cashXpert solution, PRO DV helps enable financial institutions to optimize revenue and control cash logistics.

Overview

**PRO DV Software AG
Dortmund, Germany**
www.prodv.de

Products

- IBM Websphere® Application Server
- IBM DB2® Universal Database® for Linux®
- cashXpert

PRO DV
Financial Solutions

"The IBM partnership means integrating SOA as a basic principle of our business strategy and realizing real, practical solutions and services. Our access to IBM technologies and IBM PartnerWorld Industry Networks supports this effort, providing us with opportunities to connect our solutions and services with others and gain quick access to the market."

*Frank Hochheiser,
managing director,
PRO DV Financial Solutions, GmbH*

Challenge

Most of the mid-sized independent banks throughout Germany utilize manual, decentralized processes for managing the distribution of currency to cash points, such as automated teller machines and cash desks.

These banks need real-time inventory tracking and transparency into currency transactions at each cash point to schedule timely currency deliveries and minimize inefficiency. Lacking the technology to control cash logistics, banks sometime stock excessive amounts of currency at all cash points to ensure cash availability. The result is a reduced supply of currency available for other purposes and a significant loss of interest income.

Solution

In 2006, PRO DV, an IBM Advanced Business Partner, launched its cashXpert solution, which centralizes cash management, maximizes efficiencies and provides transparency throughout the process. PRO DV participates in IBM PartnerWorld® Industry Networks and is optimized in the banking industry.

PRO DV enabled cashXpert with IBM WebSphere Application Server and IBM DB2 Universal Database for Linux. The result was rapid marketplace acceptance. cashXpert integrates easily, and PRO DV customers operating on diverse platforms can exploit the scalability and customizability of cashXpert to integrate it system-wide with minimal use of IT resources.

Benefits

PRO DV Software cashXpert allows customers to:

- optimize cash logistics
- simplify cash logistics processes
- reduce cash-management costs
- enhance transparency of cash-management processes
- optimize the amount of cash in all cash points

IBM

Firwood Paints puts a gloss on customer service with CSI and IBM

Overview

■ **The Challenge**
Manage very large numbers of customers cost-effectively; find efficient ways to reach new markets; cut costs of sale and increase total revenues.

■ **The Solution**
Worked with IBM Premier Business Partner CSI (www.csiltd.co.uk) to implement IBM WebSphere Commerce – Express on the IBM System x platform, enabling interfacing between back-end ERP systems on an IBM System i server and the company Web site, to provide a complete e-commerce solution.

■ **The Benefits**
Small customers able to order single and lower-value items at very low transaction costs; automated sales data entry reduces operational costs; enhanced customer service with online account information served directly from internal ERP system.

csi

IBM Premier Business Partner

Firwood Paints (www.firwood.co.uk) in Bolton, England, manufactures specialist paints and surface coatings for industrial applications. Registered to the ISO 9000 Quality Management Systems Standard, Firwood researches, develops, tests and manufactures high-performance products to precise specifications, based on British Standards, the German RAL system and the Munsell charts, among others.

With 1,800 live customer accounts and just 50 employees, Firwood was struggling to deal with demand using traditional sales methods. The company's marketing methodology made no distinction between larger and smaller accounts; servicing one-off customers cost as much as selling to customers who ordered in batches of 5,000 litres or more. The cost of servicing small customers was therefore disproportionately high, making it difficult for the company to expand its client base without expenses rising.

Martin Wallen, Managing Director at Firwood, explains: "The market was getting increasingly competitive as volumes and margins shrank. We needed a strategy that would reverse this trend, help us reach new markets, improve customer service to retain existing accounts, and cut the costs of doing business on smaller accounts."

End-to-end e-commerce
Firwood turned to CSI, an IBM Premier Business Partner, to design and implement an end-to-end e-commerce solution that would integrate and streamline business processes. CSI proposed implementing IBM WebSphere Commerce – Express to enable Firwood's new online shop to interface with the company's existing ERP systems.

CSI provided a proof-of-concept workshop to explore and finalise what Firwood wanted from the project, ensuring that the solution would

adhere to best practice in business-to-business trading. CSI then proceeded with implementation, integration and support services.

"CSI helped us see that a middleware platform like WebSphere Commerce – Express would not only rationalise our current IT infrastructure, but would also help us adapt more flexibly to changing needs in the future," says Martin Wallen. "Instead of concentrating on IT in itself, with siloed systems running independently, we now have a fully interoperable environment geared towards business process efficiency and service improvement."

In practical terms, WebSphere Commerce – Express helps Firwood to deal with smaller customers easily, at a low cost per transaction, leaving sales reps free to deal with larger clients and scout for new business. By providing a middleware layer to promote communication between Firwood's different systems, the WebSphere Commerce solution does more than just help to shift stock, as Martin Wallen explains:

"When customers place orders online, the system now generates all the necessary internal documentation automatically – avoiding errors, saving time, and giving us a clearer audit trail and more powerful analysis tool than we have ever had.

"Smaller customers are able to browse and select by product type, pack size and availability, while existing trade accounts can view their purchase history and place repeat orders. The WebSphere Commerce solution not only enhances the customer experience, but also facilitates product marketing and promotes the Firwood brand. In tandem with traditional sales, it means a multi-channel route to market."

Flexible interoperability

Firwood's ERP system runs under i5/OS on the IBM System i platform, while an Intel-based IBM System x machine running Linux acts as the Web Server. WebSphere Commerce – Express interfaces between the two different operating systems and hardware environments, helping Firwood protect its existing hardware and software investments.

The flexibility of WebSphere Commerce – Express will enable the solution to be extended easily in future, since it can interoperate with best-of-breed software running on almost any platform.

Cost-effective customer service

By implementing an e-commerce solution based on WebSphere Commerce – Express, Firwood is helping customers to serve themselves and reducing manual processing; staff workload has been reduced, and the company can easily support and increase its large customer base while retaining the agility of a small enterprise.

The new solution also gives Firwood a multi-channel route to market, and enables better differentiation between client types – helping staff make the most of each sales opportunity, reducing the cost of client management, and improving the overall customer experience. Most importantly, the solution gives Firwood greater reach than its status as a company with 50 employees would suggest.

"There is a far wider market for our products than we could ever reach by traditional means," concludes Martin Wallen. "With this solution from IBM and CSI, we are finding it much easier to attract new customers and provide them with the services they need – we can put our entire product range in front of them in a way which was never possible before. The WebSphere Commerce

solution is a cost-effective way of dealing with our existing client base, and enables the whole enterprise to react efficiently to customer demands."

IBM®

Oxford Chemicals promotes workplace safety with ecatto and IBM

Overview

■ **The Challenge**

Oxford Chemicals Ltd takes its health and safety responsibilities very seriously, and works towards constant improvement of workplace safety in compliance with legislation. Existing paper-based systems made accident reporting cumbersome and were slowing down this improvement process.

■ **The Solution**

Worked with IBM Business Partner ecatto (www.ecatto.com) to introduce ecatto CanDo! Accident and Incident Management application, a comprehensive IBM Lotus Domino-based solution for reporting and investigating accidents and near-misses built into Oxford Chemicals' existing Lotus Notes and Domino environment.

■ **The Benefits**

Higher visibility of accident reports increases awareness of health and safety initiatives; simple interface speeds reporting process, encouraging staff to make full reports; proportion of accidents to near misses has substantially decreased; 30 per cent fewer incidents reported during 2006 than in the previous year.

Oxford Chemicals Ltd (www.oxfordchemicals.com) develops and manufactures high-aroma chemicals for the flavour, fragrance and specialty chemical markets. Part of the Yule Catto group, the company is based in Hartlepool, UK, and employs 70 people.

Like all manufacturers, especially those in the chemicals industry, health and safety is Oxford Chemicals' top priority.

"The key point to understand is that the occurrence of accidents can be minimised, provided the right processes are put in place," says Anthony Weston, Managing Director of Oxford Chemicals. "At Oxford Chemicals, we are committed to achieving zero injuries in the workplace through continuous monitoring and improvement of health and safety policies."

As an efficient manufacturer, Oxford Chemicals cannot afford to waste resources on non-core activities. Its existing accident reporting systems were cumbersome and manual – when an incident occurred, a report had to be typed up and circulated by email by one of the employees involved, diverting time and attention away from investigating the incident and preventing re-occurrence.

Because the process was so time-consuming, employees often chose to ignore minor incidents instead of reporting them. As an indication of this, only five per cent of completed accident reports described near misses – even though in a typical working environment there will be many more near misses than actual accidents. Without a full record of near misses, it was difficult for the company to spot potential problems ahead of time, increasing the chance of a major incident.

Another issue was visibility. Sending accident reports by email meant that important safety information could get buried among all the other messages in an employee's inbox. Oxford Chemicals wanted to raise the profile of health and safety within the company, and find a way to make this important information more accessible to all its employees.

Extending existing investments
Oxford Chemicals was already using IBM Lotus Notes and Domino for corporate email and collaboration, and realised that it would be possible to build a new accident reporting solution into this environment.

"The Lotus Domino platform is highly flexible, and we knew that a solution built on Lotus Domino could be easily integrated with our existing email system," says Anthony Weston. "We wanted a solution that would help to extend the value of our existing IT investments."

Oxford Chemicals engaged with ecatto, an IBM Business Partner that specialises in business solutions based on Lotus technologies and has considerable expertise in health and safety and environment management. ecatto helped the company to implement the ecatto CanDo! Accident and Incident Management solution, and customise it to the unique needs of Oxford Chemicals' business.

"ecatto CanDo! Accident and Incident Management provides a user-friendly solution with all the workflow we need to deal with accident reporting successfully," says Anthony Weston. "We have an excellent partnership with ecatto – they really understand our business, and are always ready to fine-tune the software to meet our needs."

Simple, visible reporting

When an accident, near miss or other incident occurs, the ecatto CanDo! Accident and Incident Management software provides a quick and intuitive means to generate reports. Customisable drop-down menus help to classify, date and locate the incident and perform a Root Cause Analysis. The system then notifies the appropriate staff members and presents a list of the actions required to resolve the investigation.

All employees have read-access to all reported incidents, and can see the results of each investigation. This helps ensure that the proper corrective actions are carried out and that Oxford Chemicals makes progress with its continual improvement policies.

"ecatto CanDo! gives a very visual demonstration of common types of accident, which helps to promote safety awareness in the workplace," says Anthony Weston. "It is reinforcing health and safety as a core part of our working processes."

More participation in health and safety

Since the implementation of the ecatto solution, the number of incident reports has actually increased – mainly because reporting is much less time-consuming, making staff more willing to involve themselves in the process.

Reporting of near-misses is now much more common – 30 per cent of all reports now involve near-misses, as opposed to five per cent with the old system. This makes a vital contribution to the success of preventative measures, dealing with potential risks before accidents occur.

"I am in no doubt that this significant increase in near-miss reporting has had a positive impact on the long-term reduction in the number of accidents and incidents on site," says Anthony Weston. "It is still early days for this solution, and results are difficult to quantify, but the number of incident reports in 2006 was around 30 per cent lower than the previous year."

He concludes: "The solution's ease of use is helping us to involve more employees in the actual reporting and investigation process, and its high visibility within the company is promoting safety awareness. From what we have seen so far, ecatto CanDo! Accident and Incident Management is making a measurable difference to workplace safety at Oxford Chemicals."

Oxford Chemicals will continue to work with ecatto on improvements to its health and safety systems, as well as other aspects of the business. The company has recently implemented an ecatto e-commerce solution for its global network of agents and distributors, improving its ability to do business in a wide range of international markets.

"From what we have seen so far, ecatto CanDo! Accident and Incident Management is making a measurable difference to workplace safety at Oxford Chemicals."

Anthony Weston
Managing Director
Oxford Chemicals Ltd

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Synthomer stays in control with ecatto and IBM

Overview

■ The Challenge

Chemicals manufacturer Synthomer needs to comply with numerous government guidelines, including the Control of Substances Hazardous to Health Regulations (COSHH). With thousands of paper-based records, it was difficult for management to keep track of requirements or standardize best practices across all company sites.

■ The Solution

Worked with ecatto (www.ecatto.co.uk) to extend the company's existing IBM Lotus Notes and Domino messaging and collaboration infrastructure, building a chemical hazard information database and an application which enables entry, storage and updating of COSHH assessments.

■ The Benefits

Standardized template for COSHH assessments promotes consistency across the company and allows the system to be managed as a whole, giving management proper control; elimination of paper-based system saves space and makes it easier to find information; automatic reminders keep records updated every four years, ensuring regulatory compliance.

> *"We have been able to demonstrate that Lotus Domino has much more to offer than just email. It's a flexible platform that can be used to develop almost any database or application a business needs."*
>
> John Munro
> Business Development Manager
> ecatto.

Part of the Yule Catto group, Synthomer is a specialist chemicals company which produces a variety of synthetic polymers for use in a wide range of industries – everything from adhesives and rubber gloves through to carpet backings. The company employs 457 people at four locations in the UK, with nine other sites abroad, including operations in Germany, the Middle East, and the Far East.

Like other companies in the industry, Synthomer works with many different chemicals, some of which are potentially dangerous. Workplace safety is therefore a top priority. In the UK, occupational health and safety in the chemicals industry is governed by a complex set of regulations, including the Chemical (Hazard Information and Packaging for Supply) Regulations, known as CHIP, and the Control of Substances Hazardous to Health Regulations, known as COSHH.

Ensuring workplace safety

The COSHH regulations require companies to perform a risk assessment for each of the chemicals it uses, relative to the use of the chemical and the environment in which it is used. Traditionally a paper form must be filled out, listing the hazard classification of the chemical (corrosive, harmful, toxic, irritant etc), the risks involved, and measures to prevent or control exposure. This assessment must be repeated at least once every five years.

When the COSHH regulations first came in, in 1988, Synthomer's IT infrastructure was not sophisticated enough to handle the assessment. Like most other companies at the time, it decided on a paper-based system, where COSHH assessments for each use of its 1,500 chemicals were printed out and kept in filing cabinets.

Responsibility for ensuring that the assessments were kept up to date fell largely to the individual assessors, of whom Synthomer has around 25. It was difficult for management to get an overall view of the system, and preparing for a government inspection was time-consuming and labour-intensive.

Building a solution

To come up with a new, more automated system, Synthomer consulted ecatto, an IBM Business Partner that specializes in solutions for the manufacturing sector based on IBM Lotus Notes and Domino. The two companies had already formed a successful partnership during the implementation of another workplace safety system, ecatto's CanDo! Accident and Incident Management application (AIMS).

"Synthomer has been using Lotus Notes and Domino as its corporate email platform for a number of years," explains John Munro, Business Development Manager at ecatto. "But we have been able to demonstrate that Lotus Domino has much more to offer than just email. It's a flexible platform that can be used to develop almost any database or application a business needs."

Working closely with the Synthomer team, ecatto developed a database which would classify every chemical the company uses according to the CHIP regulations. On top of the CHIP database, ecatto designed an application to handle the entry, storage and updating of COSHH assessments.

Using the familiar Lotus Notes interface, Synthomer's 25 COSHH-trained staff can fill in the assessment quickly and easily via drop-down menus. It is also easy to find existing assessments, so that comparisons can be made and time saved.

"For example, if one site has already completed the assessment of a chemical, and another site is using that chemical in a similar way, the second site can use the existing assessment as a model and see if the same safety measures need to be taken," says Gillian Wigham, Synthomer's occupational health expert. "This helps to ensure consistent risk assessment across the whole company, and ensures that all the sites keep to the same high safety levels."

The new system has been so successful that ecatto has decided to sell it as a packaged solution: ecatto CanDo! CHIP database and ecatto CanDo! COSHH Assessment. "We're convinced that many companies in the chemicals industry could benefit from this solution, as well as from the powerful email and collaboration features of Lotus Notes and Domino," says John Munro.

Increasing control

With the ecatto CanDo! solution, Synthomer has extended its existing investment in IBM Lotus Notes and Domino. The solution also benefits from tight integration with the company's existing email platform – when a COSHH assessments is due, the application sends an email to the relevant staff members automatically, reducing the risk of forms becoming out-of-date.

"With this solution from IBM and ecatto, Synthomer has much tighter control over the COSHH assessment process," concludes Dr Ken Patterson, formerly Synthomer's Group SHE Manager, now Group Risk and SHE Manager for parent company Yule Catto. "And the CHIP database offers a wide range of opportunities for the future, too."

Synthomer is now working with ecatto to create datasheets for each of its chemicals by extracting a number of fields from the CHIP database. These datasheets will help employees check the best practices for working with a given chemical quickly and easily, helping Synthomer to continue to improve workplace safety.

"With this solution from IBM and ecatto, Sythomer has much tighter control over the COSHH assessment process. And the CHIP database offers a wide range of opportunities for the future, too."

Dr Ken Patterson
Group Risk and SHE Manager
Yule Catto

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One-on-One

with Avnet Partner Solutions
An IBM Premier Business Partner

IBM Solutions Builder Express, Attach Connector and BPICs help Avnet Partner Solutions sell more

Editor's note: Avnet Partner Solutions is Europe's leading distributor of server, storage, middleware and software solutions working with value-added resellers (VARs), independent software vendors (ISVs) and solution integrators (SIs). It is one of four sales divisions of Avnet Technology Solutions and is an award-winning IBM Premier Business Partner.

Enabling its more than 300 partners to sell more, grow their market share among small and medium businesses and deliver more complete solutions are Avnet's chief objectives. Tools and support provided through IBM PartnerWorld are playing a pivotal role in helping Avnet Partner Solutions meet these objectives. Neil Burston, solutions technical consultant, Avnet Partner Solutions, calls IBM Solutions Builder Express the "crown jewel" among enablement provided by

IBM. In this interview, he describes how Avnet uses SBE in tandem with Attach Connector and the firm's IBM Business Partner Innovation Center to help partners sell more and deliver more complete solutions.

Avnet is an avid user of IBM Solutions Builder Express in the United Kingdom. How do you use this family of sales enablers?
Solutions Builder Express is part of the ongoing education process we undertake with partners. We take active steps to ensure that they know about and use the resources available through IBM that can improve the quality of solutions they deliver, the speed with which they are delivered and even improve sales

proposals they generate to win new business. Solutions Builder Express does all of these things. It's really quite a versatile resource that every partner should know about and use.

What is the value to your partners?
Solutions Builder Express gives partners resources to help them sell outside of their comfort zone and expand their core competencies into new areas. The portfolio is an excellent consulting tool. There can be a world of pain involved in expanding a sale – which version of software to recommend, what operating system, what to download, what Redbook to use. Solutions Builder Express really simplifies the process and empowers salespeople.

"Used with a tool like Attach Connector, Solutions Builder Express can really help partners expand their sales into new areas and deliver more complete solutions."

For instance?

A partner could be selling a Blade or Tivoli Storage Manager, but with a good diagram, talking points or demo toolkit available through SBE, they could easily expand that sale into a much bigger infrastructure play. Used with a tool like Attach Connector, Solutions Builder Express can help partners expand their sales into new areas and deliver more complete solutions.

So you encourage your partners to use Attach Connector, too?

Yes, the two tools, SBE and Attach Connector, work very well hand in hand. We run sales and technical enablement workshops (STEWs) in our IBM Business Partner Innovation Center (BPIC). SBE and Attach Connector are part of the curriculum.

What are your partners saying about Attach Connector?

Many of our partners are having a lot of success expanding the size of deals with Attach Connector, so they like it very much. It provides easy access to information about products that can be added to a sale – components that make sense for the client to consider in the context of what they are already purchasing. It also provides insight into the right areas to probe, so that the opportunity is uncovered.

You are a big advocate of the IBM Solutions Consultant Express Tool. How do you use this tool and why?

This tool is extremely valuable in guiding solution design. You are prompted to answer questions about the business challenge your customer confronts and the tool recommends the best Express-based pattern to solve the problem. It also gets you started on implementation. As a whole, the tool accelerates the design process and speeds implementation, which, of course, leads to more satisfied customers.

How does Solutions Business Express enable your partners to better meet their clients' requirements?

I am a passionate believer that people buy something they've seen in a demo. That's what Solutions Builder Express does. It helps them see a solution in action and visualize it in use in their company. The whole thing is about getting across to people that IBM provides reasonably priced hardware, software and solutions through its Express portfolio. And Solutions Builder Express helps them see solutions working. It's not just slideware. They can get to proof of technology quicker.

I would also say that Solutions Builder Express does a good job of unifying the technical and sales teams, which means that customer expectations are properly set.

You've mentioned training the Business Partner Innovation Center. How do you use the BPIC in the context of SBE?

The BPIC is how and where we demonstrate solutions. Solutions Builder Express provides the building blocks for integrated demos that can help close a sale. It is a place for our partners to demonstrate their solutions and capabilities on IBM technology and to show customers in a real-world environment the value of the solutions they are proposing.

Discuss how you are leveraging your BPIC to work with ISVs?

Our Business Partner Innovation Center enables us to demonstrate ISV solutions to partners and to their customers. It also gives us the technology we need to help ISVs implement their solutions on an IBM platform.

To learn more about Solutions Builder Express, Attach Connector or IBM Business Partner Innovation Centers visit **ibm.com**/partnerworld or visit www.ps.avnet.com/uk.

IBM

Rational® software

ITWorx standardizes on IBM Rational AppScan Standard Edition software to deliver security-rich applications to its customers worldwide.

Overview

■ *Challenge*

Delivering more than 300 appli-cations to customers around the world each year, ITWorx needed to be sure that the applications it produced were free of security vulnerabilities that could potentially expose its customers' confidential and sensitive data.

■ *Solution*

After a thorough evaluation of a number of Web application secu-rity scanners in the marketplace, ITWorx utilizes IBM Rational® AppScan® software to automate security testing on the hundreds of Web applications it develops and deploys each year.

■ *Key Benefits*

Rational AppScan software enables ITWorx to streamline its application security testing and automate a number of manual tasks, improving staff productivity and application quality.

ITWorx is one of the largest software professional services companies in Egypt. Offering business intelligence solutions and portal development, service-oriented architecture (SOA) and application development out-sourcing services to Global 2000 companies, ITWorx serves financial services companies, educational institutions, telecommunications operators and independent software vendors in North America, Europe and the Middle East.

The company has been successful in large part because of its ability to deliver high-quality solutions and its keen understanding of marketplace trends. While these trends vary from continent to continent, application security is a universal requirement. To provide the best solutions for its customers, ITWorx made a strategic decision to build security into its soft-ware development processes from the ground up to help it deliver products that can withstand ever-changing security threats.

Delivering more than 300 applications per year

Outsourcing application development— including Web applications—is often a logical choice for companies that want to save time and money. By deliv-ering more than 300 applications to its customers each year, ITWorx allows its customers to focus on their core business rather than on software devel-opment. But to protect its reputation and stay competitive in the global market-place, ITWorx needs to be sure that the applications it develops are free of the security vulnerabilities that could poten-tially expose its customers' confidential and sensitive data. And given the sheer volume and diversity of its customer base, ITWorx needed to streamline its application security testing.

After a thorough evaluation of a number of Web application security scanners in the marketplace, ITWorx decided to implement AppScan software to auto-mate security testing on the hundreds

ITWorx standardizes on IBM Rational AppScan Standard Edition software to deliver security-rich applications to its customers worldwide.

> *"We found that AppScan detected more vulnerabilities than any other product, and its customizable capabilities were the easiest for our in-house developers and QA staff to use."*
>
> —Dr. Tarek Nabhan, product division manager, ITWorx

of Web applications it develops and deploys each year. The company chose AppScan because of its strong leadership position and its ability to automate the many tasks that ITWorx had previously performed manually.

"My decision to select AppScan was based on many factors," says Dr. Tarek Nabhan, product division manager for ITWorx. "We found that AppScan detected more vulnerabilities than any other product, and its customizable capabilities were the easiest for our in-house developers and QA staff to use."

Greater flexibility leading to increased productivity

In the past, ITWorx's engineers lost hours of productive time because their previous scanning solution was so inflexible. However, AppScan software allows ITWorx to perform numerous tests and scans on their own schedule, and even stop and start scans in the middle of the process. "We found AppScan to be the most flexible of all of the products on the market," says Dr. Nabhan.

The AppScan reporting features are customizable and can be used by managers, developers, quality assurance (QA) engineers, system managers and other security professionals at ITWorx. The application's reporting options include streamlined, URL-based reports as well as industry standard reports such as Open Web Application Security Project (OWASP), the SysAdmin, Audit, Network, Security (SANS) Institute Top 20 and Web Application Security Consortium (WASC) standards. In addition, a filter allows users to choose between application-related issues, infrastructure issues or both.

In addition to general site security-related capabilities, AppScan offers ITWorx a comprehensive set of compliance-related features, including templates and reports that address issues related to Sarbanes-Oxley, Children's Online Privacy Protection Act (COPPA), Electronic Fund and Transfer Act (EFTA),

Exchange and Securities Act, Federal Information Security Management Act (FISMA), MasterCard Site Data Protection Program (SDDP), Payment Card Industry (PCI) Data Security Standards Act, Privacy Act of 1974, and Visa Cardholder Information Security Program (CISP) requirements.

Streamlined testing procedures

Soon after the AppScan software was installed, ITWorx was able to streamline its security scanning processes significantly. Using the solution's comprehensive reporting capabilities, teams can easily detect suspected vulnerabilities and address the issue on the spot. The company's engineers no longer have to sift through long reports that overwhelm them with data. The AppScan software makes it easy for developers to pinpoint the problem and take advantage of concise, plain-language test results. The application also gives clear explanations of the offending code, as well as remediation suggestions. Before the company deployed AppScan, all applications had to be scanned and addressed manually. Now, QA teams at ITWorx can scan deliverables as needed, and they feel confident relying on the reporting features for quick reference.

Because of the high volume of testing performed at ITWorx, the company has been relying on support from the IBM Rational team to help it establish best practices. "The response from the support professionals at IBM has been great. Turnaround is quick and the answers are always accurate," says Dr. Nabhan. "We are very pleased with AppScan and see its use not only as a competitive differentiator but also as a key piece of our offering."

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For more information

To learn more about IBM Rational AppScan software, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/rational/offerings/testing/webapplicationsecurity

Nomad Payments boosts performance and increases resilience with Informix on System p

Overview

■ The Challenge

To sustain high service levels for a growing customer base, Nomad Payments wanted to increase transaction processing performance and boost the resilience of its IT infrastructure. Achieving these goals would require a full refresh of the hardware and software that support the Nomad Cortex card payments system.

■ The Solution

Nomad Payments implemented two IBM System p5 570s, clustered using HACMP, to run its central Informix database. Working with Bell Micro, an IBM Premier Business Partner, the company also upgraded to IBM Informix Dynamic Server 10 and WebSphere Application Server 6.1. The solution is hosted by IBM e-business Hosting Services in Warwick, with a disaster recovery site in Portsmouth.

■ The Benefits

The combination of new IBM hardware and software delivered a five-fold increase in transactional performance, and the scalable architecture is designed to help support business growth. High availability and disaster recovery technologies, combined with Informix's improved backup/restore capabilities, provide a resilient infrastructure with a view to supporting business-critical systems 24x7.

> *"Informix Dynamic Server is considerably faster than most competing databases, so it can be a great option for companies like Nomad. Since Informix can achieve the same level of performance with less hardware than its rivals, choosing Informix can help to speed return on investment and reduce operational costs."*
>
> *Duncan Crabbe*
> *Division Manager for IBM Software*
> *Bell Micro*

Nomad Payments specialises in the management and processing of open-loop prepaid and debit cards – a growing market in the European region. The company has developed a powerful, versatile card payments system called Nomad Cortex, which leverages open systems technologies and can be customised to meet the unique needs of almost any card issuer.

The company is an enthusiastic user of IBM software and hardware, and has been running Nomad Cortex on the IBM Informix database platform for a number of years, with IBM WebSphere Application Server and BEA Tuxedo providing Web services and transaction monitoring.

"IBM has been our infrastructure partner for a long time now," says Clive Taylor, Head of Operations at Nomad Payments. "In our experience, the reliability of IBM hardware and software can provide an ideal foundation for businesses that require 24x7 availability from their IT environment."

However, with business growth, Nomad Payments' existing hardware platform was reaching the limits of its capacity. The company wanted to replace its servers and move to a new storage environment, and decided to take the opportunity to perform a complete refresh of its IT infrastructure.

"We performed a range of detailed capacity planning and modelling exercises to ensure that we moved to an infrastructure that would offer a better

degree of scalability than our existing environment," explains Clive Taylor. "It was very important that the new hardware and software would be able to provide a cost-effective roadmap for Nomad's strategic growth."

Building a new infrastructure
Nomad worked with IBM e-business Hosting Services to deploy two IBM System p5 570 servers at an IBM data centre in Warwick.

The System p servers are clustered using IBM HACMP (High Availability Cluster Multi-Processing) to provide a high availability solution, and run the company's Informix database under IBM AIX 5L. Each p5-570 holds 16 IBM POWER5+ processors, of which half are currently active. The extra processors can be activated on a temporary or permanent basis to help Nomad handle peak workload or respond to business growth.

A further three Intel-based servers have been deployed to run WebSphere Application Server 6.0 under Linux, and IBM e-business Hosting Services offers storage via an on-demand model, providing a flexible and highly scalable infrastructure. Finally, a similar hardware setup was implemented at a second IBM data centre in Portsmouth, designed to provide a comprehensive disaster recovery solution.

Leveraging IBM Informix
With the hardware in place, Nomad worked with Bell Micro to negotiate licensing agreements and upgrade its

core software to IBM Informix Dynamic Server 10 and WebSphere 6.1.

"Our main driver for the software refresh was to keep up to date and ensure that our new landscape would be supported for the next three years," says Clive Taylor. "But there are also a number of new features in Informix Dynamic Server 10 that could potentially make a big difference to our business."

With Nomad's previous database platform, it was only possible to perform backups at an instance level – making it very difficult to restore data without taking the entire system offline. Since Nomad's central database instance supports a number of different customers, all of whom demand 24x7 availability, this was not an option. As a result, on the rare occasions when a restore was necessary, the company's IT staff had to employ a complex workaround.

By contrast, Informix Dynamic Server 10 offers highly localised backup and restore functionality, enabling the recovery of individual tables without interrupting the entire instance. As a result, Nomad has an easier and safer way of handling database issues, reducing business risk.

The Informix platform also has other key advantages for companies whose business depends on high-volume transaction processing, as Duncan Crabbe, Division Manager for IBM Software at Bell Micro explains:

"Our latest benchmarks show that in terms of transactional performance, Informix Dynamic Server is considerably faster than most competing databases, so it can be a great option for companies like Nomad. Since Informix can achieve the same level of performance with less hardware than its rivals, choosing Informix can help to speed return on investment and reduce operational costs."

Dramatic improvement in performance
With the hardware in place, Nomad worked with Bell Micro to upgrade its core software to IBM Informix Dynamic Server 10 and WebSphere 6.1. Bell Micro also helped to negotiate a licensing agreement with IBM that offered excellent value for Nomad. Going forward, Bell Micro will play a key role in the ongoing support of the IBM software landscape, helping to maintain high availability levels and ensure a disruption-free service for Nomad's customers.

"This new solution from IBM e-business Hosting Services and Bell Micro can handle up to 53 transactions per second, making it nearly five times faster than our previous infrastructure," says Clive Taylor. "This increased performance, combined with the scalability of Informix and the expandable System p architecture will help us meet the needs of our customers both now and in the future."

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Clive Taylor
Head of Operations
Nomad Payments

IBM

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retarus GmbH chooses powerful IBM Information Management software to augment its flagship application.

"Without the superb performance, flexibility and stability provided by the IBM DB2 and Informix software, we could not have delivered such a valuable application to our customers."

—Dr. Bjoern Georg, retarus GmbH

retarus GmbH, based in Munich, Germany, is an independent software vendor serving the European market with various IT communication products and services. COMMunix XC, retarus' leading electronic data interchange (EDI) solution, is a secure and reliable platform for companies to efficiently exchange business-critical information. Clients includes Sigma-Aldrich, a worldwide player in the life sciences industry, and DHL, the German market leader in the international logistics industry.

Challenge

COMMunix XC converts structured electronic documents such as EDIFACT, XML, cXML, DTA, EANCOM, SWIFT, VDA, Odette, RosettaNet and ANSI X.12 as well as custom message types to allow enterprise resource planning (ERP) applications to automatically exchange data without human intervention. In order to provide fast and efficient document conversion, retarus needed a stable, high-performance database platform for storing the data processed by COMMunix XC. As a software product designed to run reliably at customers' sites, it must also support the various popular operating systems such as Microsoft Windows, SUSE Linux®, RedHat Linux and IBM AIX®.

Solution

retarus bundles its COMMunix XC application with IBM Informix® Dynamic Server, Version 10 or IBM DB2® for Linux, Version 8 software. The Informix Dynamic Server provides fast online transaction processing (OLTP) performance, stability and reliability, all with virtually hands-free administration. DB2 for Linux provides a database server that combines the flexibility of XML with DB2's renowned high performance and ease of use.

With COMMunix XC, the database is used to store the EDI conversion mappings, the transaction documents that still need to be processed as well as the historical log of the processed conversions. By storing its business-critical information in a high-speed database, COMMunix XC has immediate read-and-write access to its data, allowing it to rapidly convert a large number of transactions. This allows COMMunix XC customers to grow their revenues while minimizing costs.

Benefits

- Optimizes EDI data by guaranteeing fast and reliable conversion of business documents
- Provides greater stability and availability with lower maintenance compared to other database systems
- Ensures wider compatibility with customers' IT environments by supporting most operating systems

IBM

Tesco cuts costs with IBM WebSphere and DB2 Universal Database

Overview

■ **The Challenge**
Unify diverse internal communications channels; reduce paperwork and cut the volume of internal emails; tailor communications to suit the needs of each employee

■ **The Solution**
Worked with IBM Business Partner ITS to create a single source of corporate news and information, using IBM WebSphere Portal and IBM DB2 Universal Database, running under Linux on an IBM @server xSeries server

■ **The Benefit**
Elimination of paper-based newsletter; faster, easier communication, managed without any specialist IT support; better targeting of information; improved internal productivity; lower communications costs

IBM ®
Premier Business Partner

Tesco (www.tesco.com) is one of the world's leading international food and general retailers. Founded in the 1920s in the UK, the group has expanded into different formats, different markets and different sectors – and its principal activity remains supermarkets and food retailing, with more than 2,000 stores worldwide.

In the Czech Republic and Slovakia, Tesco has more than 90 outlets, with a total sales area exceeding four million square feet.

To keep store managers and employees fully informed about corporate strategy, news, promotions and products, Tesco has a busy internal communications department. Previously, the department would send out regular newsletters and ad-hoc paper-based communications, together with up to 100 different daily emails. With 800 employees on the mailing list, communication was costly and put a heavy strain on the email infrastructure.

Roman Hajek, Operation Support Specialist at Tesco, comments: "Getting the right news to the right people is an important part of our strategy. It is vital that our managers and employees have clear information at all times, so that we can maintain the highest possible standards for our customers. The challenge we faced was that our existing communications channels were slow, difficult to manage, costly and untargeted."

Business-driven portal
Based on previous experience, Tesco selected IBM Business Partner ITS (www.its.cz) to design and deploy a new portal for internal communications. ITS selected IBM WebSphere Portal and DB2 Universal Database as the core of the new solution, and handled every aspect of the project, from the installation and

tuning of the server hardware through to employee training.

The new WebSphere Portal solution runs under Red Hat Linux on an IBM @server xSeries machine, and acts as a single source of up-to-the-minute information for Tesco employees. ITS integrated the solution with the existing LDAP server for user authentication, so employees can simply visit the portal without any further need to maintain separate user profiles.

The IBM Business Partner also developed several specialised portlets in WebSphere Portal, including an editorial system that enables the communications team to easily create, edit and publish information to the portal.

"With the IBM WebSphere Portal solution we now have all our corporate news and information in a single place," says Roman Hajek.

"We have eliminated all paper-based communication – making significant cost-savings – and dramatically reduced the number of internal emails. The great thing about the solution is that we require no specialist IT knowledge to update information or create new content – so it's very easy and cost-effective to manage."

Raising productivity

Prior to the deployment of WebSphere Portal DB2 Universal Database, managers at Tesco would receive up to 100 internal emails each day, many with large attachments, of which only a handful might be relevant to their specific needs. Now, they can tailor their personal portal pages to show only the news that they need to see, saving time and ensuring that important news is not hidden in a mass of other information.

"With the IBM WebSphere Portal solution, everyone gets critical corporate new plus information tailored to their role in the company -all from a single place."

Roman Hajek,
Operation Support Specialist, Tesco

"We now provide our employees with simple, highly secure access to the information they need to perform their role," comments Roman Hajek. "With the right news at their fingertips, our managers and staff can react more quickly to new developments and can make better decisions more quickly – helping to boost our internal productivity. Improved productivity translates into better customer service."

The right partner

During the design and deployment of the portal, ITS co-operated closely with IBM, ensuring that the optimum solution was delivered rapidly. "The fact that ITS is an accredited IBM Business Partner is important to Tesco," comments Roman Hajek. "We know that they have access to the right people in IBM, and that they have excellent knowledge about the WebSphere and DB2 technologies."

Now that the portal is in place, serving up to 800 users in two countries, Tesco is considering extending the coverage to both Poland and Hungary. Says Roman Hajek, "ITS did a great job in designing, building and training us to use the portal. The solution is very stable and offers good performance, so it will be a useful foundation for expansion."

IBM

The Edrington Group simplifies archiving and backups with Silverstring and IBM

■ *The Challenge*

As The Edrington Group expanded its operations in home and overseas markets, it led to increased data volumes for file, print and email servers. A revised archiving strategy and centralised backups were required if the storage infrastructure was to keep pace with the company's growth.

■ *The Solution*

An archiving solution based on IBM DB2 Content Manager and CommonStore was implemented. The Edrington Group worked with IBM Premier Business Partner Silverstring (www.silverstring.com) to implement IBM Tivoli Storage Manager and Silverstring's Predatar monitoring system to manage backups.

■ *The Benefits*

Incremental backup reduces the necessary overnight backup window, improving availability; Tivoli tape management features increase utilisation of storage media and make it easier to find and restore data; centralised backups and Predatar monitoring enable faster fault-finding and resolution of problems, ensuring compliance in data protection; simpler management saves 2.5 man-hours per week for busy IT staff.

IBM® Premier Business Partner ™

silverstring

> *"All in all, the Tivoli solution saves us around 30 minutes of administrative work per day, which makes a big difference to our IT team."*
>
> *Chris McNeill*
> *Group IT Services Manager*
> *The Edrington Group*

The Edrington Group is Scotland's leading international premium spirits company, owning and producing several of the most famous brands of Scotch – including The Famous Grouse, Cutty Sark, The Macallan, and the award-winning Highland Park.

The company operates from ten sites across Scotland, with its headquarters in Glasgow and sales, marketing and IT operations based in Perth. It has a site in Shanghai, and has commercial teams operating in many countries. In total, the Group employs around 900 people.

The main business challenge faced by the Edrington Group is to build its brands in the UK and expand its presence in overseas markets. As the company grows and takes on more employees, the workload for its file and mail servers is increasing. Finding a cost-effective method of handling data storage became increasingly important.

"We had a policy of archiving all the email once a year, and keeping emails for two years," explains Chris McNeill, Group IT Services Manager at the Edrington Group. "But our mailboxes were expanding rapidly and it was becoming difficult to find disk space for all the data. We wanted a way to archive email more frequently, and in a more organised manner, so we decided to look into an enterprise solution."

Enterprise archive solution
After considering various options, the Edrington Group decided to implement IBM DB2 Content Manager and DB2 CommonStore on an IBM System x server, creating an enterprise-level archiving platform.

"With DB2 Content Management and DB2 CommonStore, we have a flexible,

policy-based archiving solution that saves time and reduces complexity," says Chris McNeill. "We no longer need to perform archiving operations manually, and we can meet the needs of our growing business without storage costs spiralling."

Once the archiving solution had been implemented, the Edrington Group undertook a review of its backup processes. The company had been using another software package to back up its various core systems to tape, but was concerned about the scalability of the solution. Full backups were taken every night, impacting on the performance of the servers, and a lack of centralisation meant that there were many different logs to review every morning. Tape management was a complicated task, leading to under-utilisation of media and making it difficult to find the right data when a restore was required.

The new DB2 platform, however, used a different backup solution – IBM Tivoli Storage Manager. The Edrington Group recognised the potential of this software, and consulted Silverstring, an IBM Premier Business Partner specialising in the design and deployment of IBM data storage and protection solutions, about extending it to manage the company's entire backup infrastructure.

Silverstring – the expert approach
"Silverstring showed us how Tivoli Storage Manager could provide the ideal centralised solution for all our backup requirements," explains Chris McNeill. "With Silverstring, it wasn't just a case of installing the software and moving on to the next deal – they really know the Tivoli product inside-out, and did an expert job of tuning and optimising the software to our specific needs."

Tivoli Storage Manager performs incremental backups, which means that overnight backups can be completed in a much shorter window than before, and there is no longer any need to perform a full backup over the weekend. Systems can remain online almost 24x7, which helps to support employees working in different time-zones as The Edrington Group expands into overseas markets.

By providing a single, centralised backup environment, the solution helps to reduce complexity and save time for the company's busy IT staff. With a single backup log to review, it is easier to tell whether all systems have been transferred to tape successfully.

"We used to have a colour-coded system to help us keep track of which tape was which," adds Chris McNeill. "But Tivoli manages the tapes itself, which makes it much easier. All in all, the Tivoli solution saves us around 30 minutes of administrative work per day, which makes a big difference to our IT team."

The Tivoli solution has been handling backups for the company's Perth data centre for some months now, and will be deployed in the Glasgow data centre in the near future. Ultimately, the objective is to use Tivoli Storage Manager to back up all the company's servers, and roll out Tivoli Continuous Data Protection for Files (CDP) to its laptop estate, helping to protect remote workers' data too.

Support and monitoring
Following the implementation, the Edrington Group continued to work with Silverstring for training and support.

"We want to be as self-sufficient as possible, which means training up our in-house team to help us manage the

Tivoli solution. Silverstring have done an excellent job with the knowledge transfer and documentation. We can now split the support burden between our team and Silverstring, so that we handle the day-to-day administration and any minor problems, while they deal with any more complex issues."

Silverstring has developed a remote monitoring solution for Tivoli Storage Manager, which is known as Predatar. If it detects any problems with the Edrington Group's backups, the software sends email alerts to the relevant people, ensuring a rapid response and speedy resolution.

"Predatar is a great concept, and the support mechanism it supplies is very useful," says Chris McNeill. "The software helps us ensure that we meet our own data protection service levels by keeping us fully informed of any issues that arise – minimising the risk to our data."

A platform for growth
Chris McNeill concludes: "Working with a specialist IBM Business Partner like Silverstring has really paid dividends; they have delivered an enterprise-level backup solution which simplifies our infrastructure, reduces IT workload, and provides a platform that will support and promote growth.

"With Tivoli Storage Manager, the Edrington Group now has a backup environment that integrates seamlessly with our archiving solution and will soon provide a centralised resource for all business data. By combining Tivoli with the Predatar monitoring software, Silverstring has given us greater control over our backup environment and helped to reduce business risk."

"Predatar is a great concept, and the support mechanism it supplies is very useful. The software helps us ensure that we meet our own data protection service levels by keeping us fully informed of any issues that arise – minimising the risk to our data."

Chris McNeill
Group IT Services Manager
The Edrington Group

IBM®

Cranfield University crams more into its storage with IBM

Overview

■ **The Challenge**

As storage demands grew, Cranfield University needed a fast, cost-effective way to backup and restore data safely. Its existing backup solution was slow and stored data inefficiently, inflating hardware costs.

■ **The Solution**

Worked with Tectrade (www.tectrade.co.uk), an IBM Premier Business Partner, to implement IBM Tivoli Storage Manager; the software mirrors data from an IBM System Storage DS4100 to a second data centre and backs up to an IBM TotalStorage 3584 Tape Library.

■ **The Benefits**

Speed of backup and restore operations significantly increased, giving better service to end users; incremental backup uses disk capacity more efficiently, reducing hardware costs; mirrored systems provide complete disaster recovery capability.

Cranfield University (www.cranfield.ac.uk) is one of Europe's leading educational institutions, world-renowned for its teaching and research. Offering a postgraduate study programme which specialises in fields such as aeronautics, defence, engineering, health, management, manufacturing and natural resources, Cranfield aims to give its students the skills to put the latest theories into effective practice.

Almost every aspect of Cranfield's operations relies on information technology – from the provision of world-class information systems and research tools to the introduction of self-service administration for students and teaching staff. As its IT infrastructure grew, the university found that its existing backup systems were struggling to deal reliably with ever-increasing data volumes.

"The existing technology was slow at backing up and restoring data," explains Howard Jeffrey, Head of IT Infrastructure / Deputy Director at Cranfield. "We also had concerns about reliability and data integrity. Our objective was to move to a more robust solution spread across two data centres, and to introduce an intermediate layer of disk-based storage, to improve performance."

Finding the best partner

Cranfield followed EU best-practice in initiating an open procurement exercise to find a new backup solution. After several qualification stages, a shortlist of 13 vendors was whittled down to six, and then to one – Tectrade, an IBM Premier Business

Partner specialising in backup and storage solutions.

"We had meetings with the vendors, and were immediately impressed with Tectrade," says Howard Jeffrey. "Their response to the tender was concise and to-the-point, with no irrelevant documentation, and we got a positive impression from the company's reference sites. We also consulted a number of other universities, which all confirmed that Tectrade's suggested solution – based on IBM Tivoli Storage Manager – would be a good fit with our needs."

High-speed backup and restore

The Tectrade solution uses IBM Tivoli Storage Manager to back up Cranfield's main systems from an IBM System Storage DS4100 disk storage system to an IBM TotalStorage 3584 Tape Library. The Tivoli software also uses its electronic vaulting facility to duplicate data from the DS4100 to a similar device at a second data-centre, providing a complete disaster recovery solution.

Tivoli Storage Manager uses large disk caches on the DS4100 to enable high-speed backup and restore, migrating the data daily to the 3584 Tape Library for long-term storage while leaving a copy on the disk system for extremely rapid restores.

"The rates of backup and restore are up to two orders of magnitude better than we had before, and we can usually restore users' files while they are on the phone to us," says Howard Jeffrey. "Overnight backups no longer run over into the next working day, and the administrative overhead of managing the backup solution is much lower.

"Restoring data from one of the large file servers could have taken weeks

or even months using the old solution. Now, with the Tectrade and IBM solution, we can restore in just a few hours – offering a much better service to users, and greater protection for mission-critical data."

Intelligent answers with Tivoli

Tivoli Storage Manager handles data intelligently: after an initial full backup, it copies only the changes made to each file, which keeps network traffic to a minimum and uses disk space more efficiently. Howard Jeffrey estimates that Cranfield's previous backup system would have required 50 or 60TB of disk capacity to get the same results as the Tivoli solution achieves with less than 10TB.

Impressive potential

The IBM Tivoli solution provides Cranfield with a rapid, reliable backup solution which will scale to meet the University's future needs. By mirroring storage to a second data centre, Tivoli Storage Manager offers high security for Cranfield's data, as well as high-speed restoration if one system should fail.

By optimising its storage and backup systems, Cranfield is able to make the most of finite resources and provide a better service to its staff and students, ensuring that research data is stored safely and is recoverable in case of accidental deletion or hardware failure.

"The solution has put us in a strong position for the future, and we are pleased with the ongoing support," says Howard. "With Tectrade, we have a professional, trustworthy and highly competent partner for the future; with IBM Tivoli Storage Manager, we have a leading-edge solution which makes cost-effective use of our storage hardware, while keeping our data safe and simple to restore."

"With IBM Tivoli Storage Manager, we have a leading-edge solution which makes cost-effective use of our storage hardware, while keeping our data safe and simple to restore."

Howard Jeffrey
Head of IT Infrastructure / Deputy Director
Cranfield University

IBM

OKI implements a flexible CRM solution with IntelliGlobe and IBM Lotus technologies

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Overview

■ **The Challenge**

The Northern Europe division of OKI Printing Solutions needed an advanced Customer Relationship Management (CRM) solution to help it maintain excellent customer service levels while continuing to follow a lean staffing strategy.

■ **The Solution**

Working with IntelliGlobe (www.intelliglobe.dk), an IBM Business Partner, the company deployed a customised CRM solution built on the IBM Lotus Notes and Domino platform.

■ **The Benefits**

Advanced Lotus replication features are designed to enable remote employees to work offline when needed, synchronising data with office servers the next time they connect to the internet. IntelliGlobe CRM stores all customer records and correspondence in a single repository, protecting against the loss of crucial data and making it easier for staff to access the information they need to serve customers rapidly and effectively.

"With IntelliGlobe CRM we have streamlined and quality-assured our communication with all our main contacts. This means that we are able to offer customer service which is noticeably better than that of our competitors."

Lars Hargaard
Marketing Manager
Northern Europe Division
OKI Printing Solutions

The Northern Europe division of OKI Printing Solutions has offices in Denmark, Finland, Norway and Sweden, and employs around 60 people. The company sells printing, fax and MFP (multi-function printing) solutions to businesses across the region – deploying state-of-the-art hardware customised to meet the copying, scanning and printing needs of individual customers.

OKI treats each solution as a project, providing ongoing technical support. The successful management of these projects is a key differentiator between OKI and its rivals.

"The market for printing solutions is characterised by keen competition among suppliers with very similar products and prices," says Lars Hargaard, Marketing Manager of the Northern Europe division of OKI Printing Solutions. "This means that the service we provide for our end-customers, distributors and 700 resellers is a very important competitive parameter."

With a relatively small staff, OKI's Northern Europe division realised that supporting this network of partners and customers effectively would be impossible without the support of a sophisticated CRM system. The company began to look for a solution that would ensure that all its projects could be managed to a high standard.

Leveraging Lotus technologies

As part of its global IT strategy, OKI requires all its divisions to use IBM Lotus Notes and Domino to provide email, calendaring and collaboration services. But the capabilities of the Lotus platform extend well beyond these functions, as Lars Hargaard explains:

"Lotus Domino provides an ideal environment for the development of database-driven applications, and many of IBM's Business Partners sell highly sophisticated solutions based on the Lotus Domino platform. We decided to leverage our existing investment and look for a CRM solution that could make the most of the Lotus environment."

The company looked at four different CRM products from different IBM Business Partners, before choosing to work with IntelliGlobe (www.intelliglobe.dk), a Danish IBM Business Partner specialising in customer relationship management solutions.

"There were several good products, but IntelliGlobe CRM stood out in two crucial areas: it was easy to adapt to our special requirements, and it is so user-friendly that everybody can quickly learn how to use it," explains Lars Hargaard. "User-friendliness and accessibility were important requirements for us because all of our employees need to use the system on a daily basis."

The IntelliGlobe solution was initially implemented for OKI Denmark, and subsequently rolled out across the entire Northern Europe division – providing a common platform that facilitates collaboration between the different business divisions.

IntelliGlobe CRM

"With IntelliGlobe CRM, customer and reseller projects and sales campaigns are stored together with all related communications, such as e-mails, contracts, notes and letters," says Lars Hargaard. "When a reseller or customer contacts us, we are immediately able to view all the necessary information on the screen and provide the best possible service. In this way, we can ensure that each customer is put through to their account manager straight away, helping us to resolve their problems as quickly as possible.

"With IntelliGlobe CRM we have streamlined and quality-assured our communication with all our main contacts. This means that we are able to offer customer service which is noticeably better than that of our competitors."

Supporting mobile communication

In addition to the central IntelliGlobe CRM solution on the Lotus Notes platform, the CRM solution is installed on the laptop PCs that OKI's sales representatives use when they visit customers and resellers. OKI is a champion of flexible working practices, and is keen to enable its employees to work from home when they need to. Over 90 per cent of OKI Northern Europe's staff now spend much of their time away from the office, so providing mobile access to the CRM system is crucial.

"This level of flexibility is made possible by the advanced replication capabilities of the Lotus platform," explains Lars Hargaard. "Lotus provides an extremely reliable way for our employees to work while on the move. If they don't have access to an Internet connection, they can still work offline on a local copy of the data, and synchronise it with the central system as soon as they get back online."

He adds: "Thanks to IBM Lotus Notes and Domino and to the IntelliGlobe CRM solution, all our important business data is stored in one secure repository, which is easier for all our employees to access – we never have to rely on the memory of a sales representative, or on notes scribbled in appointment books and scraps of paper.

"Moreover, it is no longer an issue when employees are away on holidays or at meetings, or when they change jobs. It is easy to take over a customer from a colleague because everybody can see all data and everybody can enter new data into the system."

Tailored to business needs

The IntelliGlobe CRM solution is designed to offer comprehensive functionality out of the box, so it is easier to deploy quickly and at low cost. Yet it is also a highly flexible solution, and can be customised to meet the needs of almost any customer.

In OKI's case, IntelliGlobe was asked to develop a process that would enable the company to handle special discounts. With the new functionality, any special price offered to a customer will follow the order all the way through the distribution channel – ensuring that customers are always charged the agreed amount, even if it differs from the list price.

"IntelliGlobe CRM gives us a complete overview of all special agreements, combined with an automatic notification of all relevant parties via e-mail," says Lars Hargaard. "This ensures that we avoid mistakes and always deliver a professional service to our customers."

This customisation required close cooperation between OKI Printing Solutions and IntelliGlobe, and the successful partnership between the two organisations is a major factor in Lars Hargaard's satisfaction with the CRM solution:

"The cooperation we have had with the people from IntelliGlobe has always been efficient and professional – from the initial roll-out in Denmark through to the adoption of the solution across the entire region," concludes Lars Hargaard. "We have been very pleased with their performance, and we have always received a first class service – just like the service we wish to give to our own customers."

"Lotus provides an extremely reliable way for our employees to work while on the move. If they don't have access to an Internet connection, they can still work offline on a local copy of the data, and synchronise it with the central system as soon as they get back online."

Lars Hargaard
Marketing Manager
Northern Europe Division
OKI Printing Solutions

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IBM

Stadtwerke Ilmenau implements secure communications with IBM and procilon IT-Solutions GmbH

Overview

■ **The Challenge**

To support industry best practices, Stadtwerke Ilmenau wanted to implement a secure, auditable communications platform. Its existing software – SUSE Openexchange – did not support encryption or email signing, necessitating paper-based communications for legal documents.

■ **The Solution**

Worked with procilon IT-Solutions GmbH (www.procilon.de), an IBM Premier Business Partner, to implement IBM Lotus Domino Collaboration Express, running under SUSE Linux. The solution supports server-side secure communication according to BSI guidelines and includes collaboration features such as shared calendaring.

■ **The Benefits**

Employee productivity increased by shared calendaring functionality; secure, auditable email platform enables reduction in paper-based communications, cutting costs and accelerating processes; fast implementation and user-friendly interface enabled rapid transition to new platform.

IBM® Premier Business Partner

procilon IT-Logistics

Stadtwerke Ilmenau supplies electricity and natural gas to more than 20,000 customers in the Thuringian region of central Germany. The company employs 30 people, and maintains its position in the highly competitive energy market through maintaining high levels of internal efficiency in every aspect of its business.

The company is interested in leveraging open standards technology, and was running its mail servers under SUSE Linux, using the SUSE Openexchange application. Users were accessing their email through an Openexchange client running on Microsoft Windows-based desktop PCs.

"We were very happy with the Linux operating system, but the email application could not deliver all the functionalities we needed," explains Simone Wienhold-Engelhardt from Stadtwerke Ilmenau. "There was no shared calendaring, so it was difficult for our employees to schedule meetings effectively, and the software did not support email encryption or auditable tracking."

Under German law, Stadtwerke Ilmenau could not be legally certain that an important document sent by email had reached the correct destination unless the email was digitally signed. Since digital signatures were not supported by the company's existing email platform, such documents had to be sent by recorded postal delivery, which was expensive and comparatively slow.

Preserving investment

Stadtwerke Ilmenau sought a new email platform that would support these advanced features, but would allow the company to preserve as much of its existing IT infrastructure as possible.

Working with procilon IT-Solutions GmbH, an IBM Premier Business Partner, Stadtwerke Ilmenau implemented IBM

Lotus Domino Collaboration Express, running under Linux on its existing hardware platform. The new solution provides shared calendaring features, and offers the company a wide range of options for extending its collaboration environment – for example, instant messaging via Lotus Sametime.

To introduce the required new security features, the company worked with procilon IT-Solutions GmbH to deploy JULIA MailOffice from ICC, which is integrated with the IBM Lotus Notes & Domino platform. The combined solution provides a secure mail gateway with support for encryption and digital signatures, making the company's messaging compliant with the guidelines of the German Federal Office for Information Security (BSI).

"JULIA MailOffice is a solution designed to enable complete and legally binding communications to be sent via email, without any need for paperwork," explains Simone Wienhold-Engelhardt. "It provides a fast, transparent server-side gateway that automatically handles all tasks from encryption and signing through to decryption – it even checks for malware. Above all, it integrates itself perfectly into the existing IT environment, appearing just like a simple SMTP server to internal users."

She adds: "The implementation of the new solution was completed in just four days, and our users responded well to the introduction of Lotus Notes, which is very user-friendly. Procilon deserves a lot of credit for managing the project so successfully."

Benefits

Moving to the Lotus Domino Collaboration Express platform has enabled Stadtwerke Ilmenau to introduce new functionalities while extending the value of its investment in the existing hardware infrastructure

and Linux operating system. The rapid implementation and training by procilon have also contributed to the success of the project as a low-cost, non-disruptive exercise.

Simone Wienhold-Engelhardt concludes: "The Lotus Notes and Domino solution has improved both internal and external communications, increasing the productivity of our staff and enabling us to avoid the costs, risks and delays of traditional paper-based communications."

IBM

Novart reaches out to resellers with IBM and Sofor

Overview

■ **The Challenge**

Novart needs to communicate product and delivery information to a network of resellers across Finland. Without a centralized IT system to handle the information, the company relied on postal communications – which can be a relatively slow, expensive and unreliable channel.

■ **The Solution**

Working with Sofor (www.sofor.fi), an IBM Business Partner, Novart implemented Novanet, an intranet, extranet and content management solution based on Sofor's iPublisher, an application built on IBM Lotus Notes and Domino. The solution is integrated with Novart's existing ERP system.

■ **The Benefits**

Integrated solution makes it possible to deliver live business data straight to resellers, saving time and money on communications and almost eliminating the need to re-enter data into different systems. Intuitive iPublisher interface makes content management simpler for Novart staff.

Novart Oy, based in Forssa and Nastola, Finland, has more than fifty years' experience in the Finnish furniture market. The company produces more than 750,000 items of kitchen, bathroom and household furniture every year, and sells them under the Petra, Parma, A La Carte, Novasani and Estrade brands. Novart employs 512 people and achieves annual revenues of €90.2 million.

Novart manufactures around 10,000 different products, which it sells primarily through a network of resellers, including 400 sales staff and around 90 retail outlets. To ensure that sales teams are kept fully informed about the latest products, prices and availability, and to keep the company's

production processes closely aligned to consumer demand, Novart must stay in constant communication with these resellers.

"We used to communicate with our resellers via post," explains Pentti Korhonen, CIO of Novart. "We sent up to 300,000 letters every year, all over Finland. It was an expensive way to communicate, and it caused delays for our financial systems and production planning. Moreover, managing all this correspondence was a labour-intensive manual process for our staff."

An integrated solution

Novart began to look for a computerised solution that would enable the reseller network to access data directly from the company's central ERP system.

"We decided to consult Sofor, one of the largest IBM Business Partners in Finland," explains Pentti Korhonen.

"We quickly discovered that Sofor's iPublisher application would deliver all the functionality we needed."

iPublisher is a Web 2.0-ready content management solution that enables Novart staff to create and manage intranet and extranet pages, drawing content from a variety of sources including the company's ERP applications. The extranet is designed to enable resellers and other users to interact quite seamlessly with live data from Novart's production systems.

"With the new solution, which we call Novanet, information moves from our ERP system through the Sofor iPublisher database and straight out onto the extranet, where it can be viewed by our resellers," says Pentti Korhonen. "This eliminates the need to send information by mail – delivering substantial cost-savings in terms of postage and manual processing."

Sofor iPublisher is built on the IBM Lotus Notes and Domino 6.5 platform, which Novart has now adopted as its corporate email and collaboration solution. The Lotus Notes and Domino software runs on a Linux operating system and supports more than 500 users.

"Lotus Notes and Domino provides a versatile platform, and has a lot more to offer than just email," says Pentti Korhonen. "The ability to build database-driven applications that are fully integrated with calendaring and communication functionalities opens up a range of possibilities for future development."

"By leveraging IBM Lotus technologies and its own software expertise, Sofor has provided a portal and a content management solution that deliver real value to our business."

Pentti Korhonen
CIO
Novart Oy

Reducing costs and boosting efficiency

With 300,000 fewer letters to print, package and post each year, Novart's new Novanet solution is set to deliver significant cost savings – potentially more than €200,000 in postal tariffs alone, not to mention stationery and manpower costs.

"Even more important is the improvement in the speed and certainty of communication," says Pentti Korhonen. "With Novanet, we can be sure that our distribution network is receiving up-to-date information on products, catalogues, price lists, delivery routes, factory capacity and order confirmations. By improving the flow of information between manufacturing and distribution, we can increase production efficiencies and ensure that customers receive better service."

He concludes: "By leveraging IBM Lotus technologies and its own software expertise, Sofor has provided a portal and a content management solution that deliver real value to our business."

IDeA builds Communities of Practice with IBM and Conseq

Overview

■ *The Challenge*

Tasked with continuing to spread best practice and improvement in local government, the Improvement and Development Agency (IDeA) was looking for ways to develop its offerings beyond the traditional static website. Looking to the latest knowledge management theories, the IDeA identified the support and promotion of peer-to-peer contact as a key means of improving knowledge sharing. The implementation of a "Communities of Practice" solution would support individuals in local authorities across the country in sharing their knowledge and enable IDeA to work closely with practitioners in identifying and sharing best practice.

■ *The Solution*

The IDeA and Conseq (www.conseq.co.uk), an IBM Business Partner, designed a Web-based networking solution that would provide a collection of online tools, including discussion forums, wikis, blogs, event calendars and document libraries. The solution,

A problem shared

is a problem solved...

...try networking

Share it. Solve it.

www.communities.idea.gov.uk
working for local government improvement

I&DeA
improvement and development agency
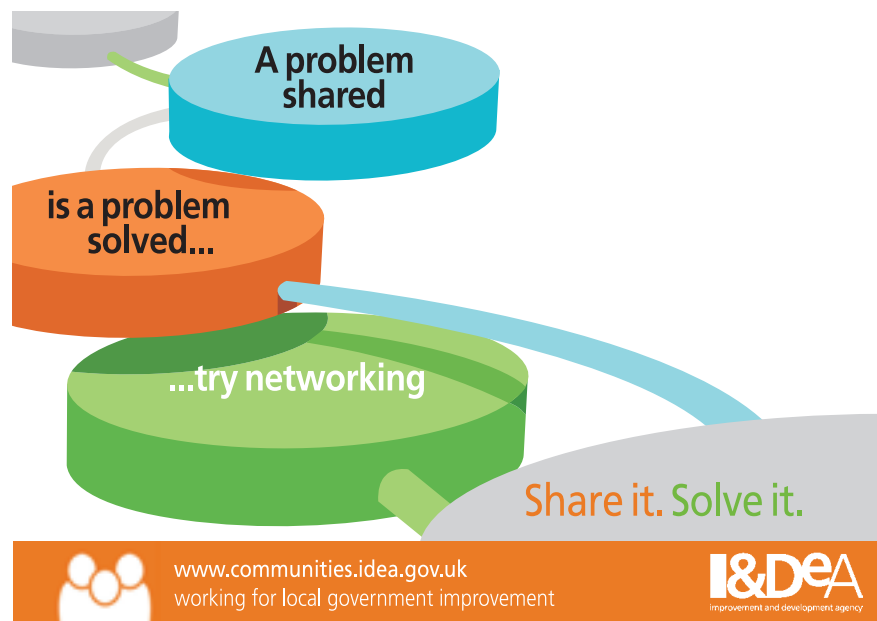
which is accessible at www.communities.idea.gov.uk, is designed to run on the Local Government Association and IDeA's existing Web site publishing infrastructure, using IBM WebSphere Application Server Network Deployment 6.1, and supported by an IBM DB2 9.1 database running under Linux.

■ *The Benefits*

Providing online support for networks, panels, boards and group discussions (all of which are established mechanisms within Local Government) through the

'Communities of Practice' tool encourages exchange of information between peers, helping to spread best practices between local authorities. The browser-based solution is designed to conform to very high levels of accessibility for all users, and minimises the need for bespoke internal firewall configuration and IT solutions.

IBM Business Partner

CONSEQ™

> *"This solution really promises to revolutionise knowledge management within local government. By taking a Web 2.0 approach – where communities are set up, maintained and managed by the users themselves, and all the content is user-generated – we are creating a more flexible environment that helps people communicate much more effectively."*
>
> *Andrew Milne*
> *eServices Consultant Manager*
> *Local Government Association*

The Improvement and Development Agency (IDeA), based in London, is a national central body that supports self-sustaining improvement within local government by providing practical solutions and encouraging knowledge transfer and flow across local government. The organisation employs around 320 people.

One of the IDeA's main responsibilities is to support the spread of best practices in every area of local government. To this end, as part of its knowledge management strategy, it has developed a central knowledge bank (www.idea.gov.uk) which provides information across a wide range of issues – from diversity and sustainable communities through to leadership and performance management.

"The knowledge bank is a useful tool, but we wanted to move to the next level of Knowledge Management and support a more personal, peer-to-peer approach," explains Andrew Milne, eServices Consultant Manager at the Local Government Association (LGA). "One of the best ways to facilitate the spreading of best practices from one local authority to another is to encourage people to develop relationships with their peers across the country. We wanted to develop 'Communities of Practice' – networks of people with an interest in a specific area of local government – to promote the exchange of ideas and the transfer of knowledge."

The IDeA realised that the Internet was an ideal medium for these Communities of Practice, since it would enable individuals to contribute without leaving their local areas.

However, since the IT capabilities of local authorities are highly variable, a browser-based solution would have to offer all the required functionality whilst retaining a design that meets industry standard accessibility guidelines.

Building a solution

"The content management system that sits behind our main Web sites was developed in conjunction with Conseq, an IBM Business Partner," says Andrew Milne. "We approached Conseq with the aim of using what we had learned during the development of our existing Web site content management system, and extending this solution to help us develop a new Web-based application for the Communities of Practice site."

Conseq specialises in developing applications using a wide range of IBM software technologies, and in this case proposed a solution based around two clustered Windows servers running IBM WebSphere Application Server Network Deployment 6.1, supported by DB2 9.1 on a Linux-based database server.

"The solution is made up of a number of modules held together in a single cohesive application," explains Gary Grant, Director at Conseq. "Given that there are over two million people in local government, a solution that could scale quickly was essential. The combination of Websphere and DB2, which are built to scale from the ground up, gives us the tools we need to ensure performance and administer the environment as it grows."

The Web-based application, which can be accessed at www.communities.idea.gov.uk, gives

users in diverse communities the ability to join discussion forums, write blogs and upload documents, develop wikis and even organise events to encourage face-to-face contact. The solution has been live for just nine months, and is already home to 4,500 regular users in 145 communities, dedicated to such varied subjects as fire safety, risk management and Cornish language teaching.

"This solution really promises to revolutionise knowledge management within local government," says Andrew Milne. "By taking a Web 2.0 approach – where communities are set up, maintained and managed by the users themselves, and all the content is user-generated – we are creating a more flexible environment that helps people communicate much more effectively."

A foundation for growth

"We haven't started the marketing of this service yet, so most of our current users are known to the agency or have found it through network contacts," says Andrew Milne "Without any formal encouragement from us, they have set up a number of vibrant communities and the feedback we're getting is very positive.

"User numbers are growing all the time – and with a potential user-base of up to two million local government employees, we think this solution – built together with Conseq, using IBM technologies – could really make a big difference to the way local government works."

As the solution becomes more popular, the demands on the IDeA's IT resources are likely to increase. Thanks to the clustering and load-

balancing features of WebSphere Application Server Network Deployment, the organisation will be in a good position to provide high availability for its services – simply adding new nodes to the cluster as and when required.

'The wisdom of the many'

The content generated by users is stored efficiently by the DB2 database, which runs under Linux and offers excellent performance. Using a relational database as a content management system enables data and documents to be organised and classified in a flexible manner, helping users to find the information they need more easily.

"For example, if one user submits a document he can apply a number of user-defined tags to help other people search for it," explains Gary Grant. "If a second user finds the document and realises that it could be useful in an area that the original submitter didn't think of, he can also tag it. The system harnesses the 'wisdom of the many', helping information flow within and between these online communities."

Andrew Milne concludes: "The combination of IBM DB2 and WebSphere technologies with Conseq's application development expertise has delivered a solution that aligns perfectly with the IDeA's objectives. By helping local authority workers forge relationships with their peers and share knowledge, we are promoting the spread of best practices in all areas of local government."

"The combination of IBM DB2 and WebSphere technologies with Conseq's application development expertise has delivered a solution that aligns perfectly with the IDeA's objectives."

Andrew Milne
eServices Consultant Manager
Local Government Association

German Chamber of Commerce pushes information to the Web with IBM

Overview

■ **The Challenge**

Cut the time to publish new data to the Web; reduce administrative costs and dependence on technical staff

■ **The Solution**

Working with KUMAtronik, an IBM Business Partner, IHK Bodensee-Oberschwaben implemented up2date content management solutions on an IBM @server xSeries® model 345 server running Red Hat Linux V8.0 and IBM WebSphere® Application Server Express V5.01 software

■ **The Benefits**

Time taken to publish new Web catalogues cut from more than one month to around two weeks; non-technical personnel can now make Web site changes, leaving the IT team free to concentrate on business support

The Association of German Chambers of Industry and Commerce (DIHK) is made up of 81 separate Chambers, which represent the interests of commercial organisations to local, state and regional authorities. Among the 81 Chambers is the IHK Bodensee-Oberschwaben, in the south of Germany near the Swiss and Austrian borders, which represents around 27,000 companies.

Providing information is an essential part of a Chamber's role, and with such a large number of members the Web provides an excellent low-cost channel. Frequent site updates were difficult and costly to manage, as they required a technical specialist using Microsoft Frontpage to capture, key and load new content. It was not possible for non-specialists to add content, and there were no capabilities to manage scheduled changes.

Mr Klaus Burkhart, Head of IT Department at the Chamber of Commerce states, "Providing news, notices of legal changes, business opportunities, training courses and much more means that the Web content changes frequently. Seminars and courses are published as online catalogues, and it was taking more than a month to publish completed new versions. We wished to remove this delay, and reduce the costs of running the service."

Accelerating information

The Chamber turned to IBM Premier Business Partner KUMAtronik Software GmbH, a subsidiary of KUMAgroup Holding GmbH (www.kumagroup.de). KUMAtronik proposed a content management solution designed to let authorised Chamber users publish content directly without the need for technical personnel, thus reducing costs and dramatically speeding publication cycles.

KUMAtronik implemented its up2date

Content Management Server software, which is used to maintain the portal infrastructure; up2date Eventshop software, used to offer online booking services for seminars; and up2date CatalogCreator software, to create and publish comprehensive seminar catalogues.

The entire system has been implemented on a single IBM xSeries model 345 server running the Red Hat Linux V8.0 operating system. The x345 server supports IBM WebSphere Application Server - Express software, which manages the publication of pages to the Web and the underlying transactions generated by seminar and training course bookings.

KUMAtronik completed the entire installation in a short period of time, and was able to pass the new system over to the Chamber's IT administrators after only one day of training.

Klaus Burkhart, Head of IT Department adds,"By allowing various employees to update the Web site – not just technicians fluent in HTML – the new content management solution from KUMAtronik has simplified our site maintenance and update processes. Using the up2date CatalogCreator software, we have shortened the production time for its seminar catalogues from 40 days to 15 days."

Up to speed with Express
IBM WebSphere Application Server - Express, a simplified application server with a development environment based on IBM Rational Web Developer allows organisations to create and manage a Web presence rapidly and at low cost. Combined with content management software such as up2date, IBM WebSphere software enables even small, non-technical teams to publish to the Web and retain the ability to scale up if demand increases.

"The up2date CatalogCreator and IBM WebSphere Express solution has shortened the production time for our seminar catalogues from 40 days to only 15 days."

Mr. Klaus Burkhart,
Head of IT Department, Bodensee-Oberschwaben Chamber of Commerce

Joachim Bruck, Director of Sales and Partner Management up2date, KUMAtronik Software GmbH, comments: "IBM WebSphere software allows organisations to start with a small investment, and then build up as the solution develops, without the need to buy additional components. With the up2date content management solution, Bodensee-Oberschwaben has eliminated costs and is able to create a more timely service for members.

"By deploying the new solution on the Linux operating system, the Chamber benefits from lower costs and higher security for its Web site. The IBM @server xSeries model 345 server offers high performance, quality and reliability, and we expect the Chamber will experience less downtime and reduced maintenance costs with it."

Answering the call of duty
Klaus Burkhart says, "Chambers have a duty to provide services as efficiently as possible. With the IBM and KUMAtronik solution we are confident that members of the Bodensee-Oberschwaben Chamber have up-to-date information, delivered on a highly reliable system that has reduced our costs and made it easier and faster for the Chamber team to operate."

SWC01728-DEEN-00

IBM

The Public Revenue Tax Office of Macedonia prepares for EU compliance with a robust IBM solution.

Overview

Public Revenue Tax Office of Macedonia
Skopje, Macedonia
www.ujp.gov.mk

Industry
• Government

Products
• IBM Lotus software
• IBM SAN Switches
• IBM System p5 550 Express Edition server
• IBM System p5 570 servers
• IBM Tivoli software
• IBM TotalStorage 3582 Tape Library
• IBM TotalStorage DS4300 disk system
• IBM TotalStorage DS4000 EXP100 Expansion Unit
• IBM TotalStorage DS4000 EXP710 Expansion Unit
• IBM TotalStorage DS4800 disk system
• IBM WebSphere software

IBM Business Partner
• Ultra DOO

УПРАВА ЗА ЈАВНИ ПРИХОДИ

"Our infrastructure should be better prepared for entry into the EU, and to top that off, we are now offering new and improved services for the citizens of Macedonia."

—Goran Trajkovski, director, Public Revenue Tax Office of Macedonia

As part of the Ministry of Finance, the Public Revenue Tax Office of Macedonia (PRTO) serves the country by assessing taxes and educating its taxpayers. PRTO manages financial information and retains proof of all taxable goods and services.

Challenge

As part of the requirements for joining the European Union (EU), PRTO needed to update its IT infrastructure and implement state-of-the-art software to better serve its citizens. The organization had been using six-year-old UNIX® servers and an integrated Serial Storage Architecture (SSA) system which could not accommodate the new software and services. Without increasing operational costs, PRTO needed to invest in a comprehensive, highly available solution to process increasingly intensive data transactions and to securely store critical national tax data.

Solution

PRTO deployed a comprehensive, centralized IT infrastructure, including hardware and software solutions. Two clustered IBM System p5™ 570 servers provide the core of PRTO's data center and are running IBM Informix®, IBM WebSphere® and IBM Tivoli® applications as well as the IBM Lotus® Domino® messaging platform and the AIX 5L™ operating system. The System p5 570 servers provide high availability and flexible capacity. Continuing its high-availability strategy, PRTO implemented an offsite disaster recovery system with two IBM System p5 550 Express systems.

The organization deployed a storage area network (SAN) to match the availability and performance of its primary data center using a suite of IBM TotalStorage® disk storage systems and IBM expansion units. For disaster recovery site storage, PRTO implemented an IBM TotalStorage DS4300 disk system.

Benefits

• Helped PRTO to improve its responsiveness to citizens and its effectiveness at conducting daily operations

• Enabled PRTO's infrastructure to process significantly more jobs

• Helped PRTO boost its communication and collaboration

For more information

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ibm.com/systems

SMC03010-USEN-00

IBM

Welwyn Hatfield Council achieves single sign-on with IBM Tivoli Access Manager

Overview

■ **The Challenge**
Welwyn Hatfield Council provides its users with more than 20 different IT systems, each of which had its own access protocols. The complexity of access management and the frequent need to reset forgotten passwords were draining user satisfaction and increasing help-desk traffic.

■ **The Solution**
Consulted Pirean (www.pirean.com), an IBM Premier Business Partner, who recommended IBM Tivoli Access Manager. From a single initial log-in, the software handles password management and access for all Welwyn and Hatfield's systems.

■ **The Benefits**
Easy-to-use software 'learns' new access protocols as new systems are installed; users now only have to remember one sign-on, reducing the need for password resets, increasing security and boosting productivity while reducing helpdesk traffic.

Pirean
Unlock Your Business Potential

IBM®
Premier Business Partner
™

Welwyn Hatfield Council provides housing, transport and related community and social services for more than 98,000 people in southern Hertfordshire. Employing nearly 700 people, the Council operates with an annual budget of around £60 million.

The council's IT environment includes more than 20 different systems, dealing with all aspects of local government management. A large amount of sensitive information is recorded – including internal financial data, housing tenancy and benefits information and council tax records – and security is therefore a key issue. Each system is protected by its own access protocols, usually involving a combination of names and variously-formatted passwords.

Most users had to access at least five or six of these systems on a daily basis, which meant remembering five or six different sets of identification details.

Passwords were often forgotten and needed to be reset, wasting time, reducing user productivity, diverting valuable resources away from more useful tasks.

"We performed a staff survey about our IT systems, and it was quite clear that password management was one of the major areas of user dissatisfaction," says Warwick Turnbull, Head of IT for Welwyn Hatfield Council. "Not only did the users have to remember a large number of passwords, but the passwords all expired at different times and often had to be composed of different combinations of alphanumeric characters. It was very difficult for users to keep track."

Meeting the challenge
Just as the issue was coming to a head, Welwyn Hatfield Council was contacted by Pirean, an IBM Premier Business Partner with considerable

expertise in information security solutions.

"Identity, security and access management are among the biggest challenges in the public sector at the moment, and Pirean has developed a range of solutions to meet these needs," says Stuart Wilson, Chief Executive Officer of Pirean.

"Because of the complexity of most public sector software environments, over one-third of calls to IT helpdesks involve resetting passwords; and there is always a danger that instead of memorizing access details, users will write them down, which can compromise security."

Pirean recommended implementing IBM Tivoli Access Manager for Enterprise Single Sign-On (TAM E-SSO), powered by Passlogix technology. The software is able to intercept and respond to password requests from almost any system or application on behalf of a user, who only needs to remember one password. The software keeps a portfolio of access details for all the different systems a user needs, automatically recognising new applications and learning their access protocols with minimal input from administrators.

Of course, users may still forget their initial sign-on details, but TAM E-SSO forms a first line of defence for the absent-minded: Welwyn Hatfield Council has set the software up to prompt users with hints and questions to help them remember. As a result, it is now extremely rare for the Council's outsourced IT helpdesk to receive password reset requests.

"Best of all, the Tivoli solution can deal with password change requests

"With IBM Tivoli Access Manager, we have achieved a secure, reliable and user-friendly single sign-on solution that saves time and effort for administrators, technical support staff and the users themselves."

Warwick Turnbull
IT Manager
Welwyn Hatfield Council

from the applications automatically, so users no longer have to think up new passwords every 30 days – in fact, they don't even have to know what the passwords for individual applications are," says Warwick Turnbull. "Access management is now relatively hassle free for users and administrators, without compromising on security."

Less lock-outs boost productivity
"With 700 users, our helpdesk used to have four or five password reset requests each week," explains Warwick Turnbull. "The Tivoli solution has almost completely eliminated this, so our outsourced technical support workers can concentrate on more important technical support issues. Because users almost never find themselves locked out of the systems they need, we have boosted productivity too."

He concludes: "Pirean came along at just the right time, and proposed a solution which meets our needs precisely. With IBM Tivoli Access Manager, we have achieved a secure, reliable and user-friendly single sign-on solution that saves time and effort for administrators, technical support staff and the users themselves."

WebSphere software

JK Group: The number 1 seller of tanning salon equipment powers up WebSphere

Overview

- **The task**

   To improve dovetailing between internal and external processes, better involve dealers and customer service, create an infrastructure for the flexible introduction of new business models
- **The solution**

   The introduction of an Internet-based portal as a company-wide integration platform using IBM WebSphere Portal Express and integration into SAP R/3 using IBM WebSphere Business Integration Server Express Plus
- **The benefits**

   Single point of contact to the company, faster, flexibly modelable and more transparent processes, lower IT costs, higher service quality through service-oriented architecture

Tanning salon equipment from the professionals

Tanning salons have to be equipped attractively in order to indulge demanding customers, but the investment should profitable for the long term. Therefore, operators are eager to reach for the innovative, high quality products from the Ergoline and/ or Soltron product lines. These products are produced by the JK Group, an international company that is the world's leading manufacturer of commercial tanning beds and tanning salon equipment.

The company's history began in 1927 as a cabinet and cartwright's workshop founded by Josef Kratz. There is currently quite a group of subsidiaries covered under the umbrella of JK Holding GmbH. They offer a complete palette of products and services revolving around tanning beds and tanning salon equipment. The entire consolidated group employs a total of about 700 employees. Consolidated sales in the JK Group amounted to

about 230 million Euros in 2003. Its products are sold in 40 countries.

SOA era introduced

JK Holding is based in Windhagen in Westerwald, Germany and is responsible for strategic planning, research, development and centralized services. "We place great value on lean structures in development, production and administration," says Michael Gross, director of IT World at JK Holding, "as well as on excellent relationships with retailers, our most important sales channel, and on an excellent factory customer service!" January 1, 2006 marked the beginning of a new era: the first step toward a new service-oriented architecture. With the installation of SAP R/3, a new ERP system was introduced. At the same time, an Internet-based service portal was implemented using IBM WebSphere Portal Express. It is closely integrated with enterprise resource planning in the SAP system by means of IBM WebSphere Business Integration Server Express Plus. "This is a huge success for us," comments Michael Gross. "Because with this solution we have positioned ourselves well for the next ten years."

Gate to the world of tanning salons

The portal forms the interface and integration platform for business processes between internal systems and external participants. "From a long-term perspective, the portal will become the gate to the world of tanning salons," says Michael Gross. "We will incorporate suppliers,

customers, dealers and employees." The first implementation step addressed the area of service. Processes in the areas of sales, returns, inventory management, stock-taking, service, orders and equipment history are supported. "This is one of the biggest advantages because we receive a considerably higher service quality because we know precisely where our equipment is, who is servicing it and what kind of maintenance work was performed." The decision in favor of IBM's WebSphere has set the company's course strategically because this technology is absolutely open and flexible for any type of future growth. "Openness and a cleanly produced infrastructure are particularly important to us," emphasizes Michael Gross. "It is open to business models that we are still thinking about today, but which we have to be able to implement into our processes tomorrow, but without changing anything in the infrastructure." And he will only reveal so much. "Because there is still much untapped potential in the field of tanning beds and equipment for tanning salons."

Personalized access to defined processes

The project ran over a period of only four months. The test version was ready in just four weeks. Together with the IBM team, which prepared the SAP launch, and the team from the IBM subsidiary and medium-sized company specialist SerCon Service & Consulting, which handled portal development, processes were developed that were designed to be mapped on both sides. After personalized login, certain functionalities are then available for individual authorization groups, whether dealers or company service technicians. The portal maps these personalized functionalities, such as inventory inquiries, while the entire data maintenance and processing lies in the ERP system. "The advantage of this portal is that the processes that run in R/3 can be displayed fast and flexibly to

"An excellent live start for ERP and an integrated Web portal."

Michael Gross, Director IT World, JK-Holding GmbH, Windhagen

the "outside," says Michael Gross. "Enterprise resource planning and the portal form a unit. IBM sent us an excellent and powerful team for this purpose. It was a terrific live start for SAP and WebSphere." Currently, 400 dealers and external service technicians are connected. They were invited to a presentation of the new portal before its launch. It received a positive response right from the start – in the first month, it was used to process about 30 percent of the order items which would have otherwise required manual processing. That lowers costs and effort and the range is limitless. The bilingual portal reaches dealers in Europe and North and South America. Michael Gross: "In one fell swoop, we have the whole world at our fingertips."

Integration and standardization lower costs

At the JK Group, employees prefer to rely on their own company, whether for sales, marketing, leasing or production. When it comes to IT hardware, software and outsourcing, they rely exclusively on IBM and SerCon as professional, long-term and strategic partners. The HTML server for the portal still runs in house, under AIX on the IBM pSeries. "We always become familiar with new systems in house and integrate suggestions for improvement that we receive from dealers, for example," explains Michael Gross. "As soon as we require considerably more capacities, we can quickly have the portal hosted in the IBM computer center at the touch of a button." The next expansion steps

provide for processes that will integrate the suppliers. A Web shop solution is in the works exclusively for dealers based on IBM WebSphere Commerce Express. "That fits in perfectly with the overall IT infrastructure." A higher level of integration and consistent harmonization and standardization will mark the IT path for the JK Group. In this regard, it is way ahead of many other companies. Michael Gross clearly sees the effect: "Our IT costs are falling even as we are adding many more functionalities. It's so simple."

IBM

Niro gains easy access to information with IMAM and IBM Lotus Sametime

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Overview

■ **The Challenge**

Because of the nature of its business, engineering design company Niro stores data in numerous repositories – including a Microsoft Dynamics AX ERP system, an Oracle document management system, and various IBM Lotus Domino databases. Accessing these data sources required client software and specialist knowledge, and it could be difficult for business users to get the information they needed, especially when they were out of the office.

■ **The Solution**

Niro deployed IMAM technology (www.imam.dk), an IBM Lotus Sametime solution from IBM Business Partner Semaphor (www.semaphor.dk). IMAM facilitates the creation of IM agents that can enable users to quickly query the company's databases and retrieve information via a simple Lotus Sametime interface.

■ **The Benefits**

IMAM can connect to almost any data source, which should eliminate the need for specialised client software and make it easier for users to access information. IMAM is designed to enable non-technical users to create IM agents quickly and easily, without any need for coding – Niro was able to set up three new IM agents on the day the solution went live. Lotus Sametime supports mobile devices, so Niro will be able to extend the solution to travelling sales teams.

IBM Business Partner

semaphor

Niro A/S, part of the GEA Group, is a Danish company that specialises in the development, design and engineering of liquid and powder processing equipment for the manufacture of products in powder, granular or agglomerate form. Niro leads the GEA Group's Process Engineering Division, which employs 4,500 people in 50 countries; of these, around 500 work directly for Niro in Soeborg, Denmark.

The company relies on a number of key IT systems to support its operations. Microsoft Dynamics AX provides an ERP solution to handle supply chain management and production processes, while project documentation, drawings and blueprints are stored in an Oracle document management solution. In addition, the company uses a number of database-driven IBM Lotus Notes and Domino applications, as well as email and calendaring functions.

"With so many different data sources, it was becoming difficult for users to get access to all the information they needed," says Pernille Herold, Lotus Notes Administrator at Niro. "Most of the databases required client software, so users could not access the data they needed unless they were using a PC with the right software installed. Often, they had to ask their colleagues to get the information for

them, which was inefficient. Moreover, provisioning all the company's desktops and laptops with the latest client software was a headache for the IT department."

Finding a more flexible solution

Niro started looking for a solution that could provide a more flexible way to access its various data sources, and discovered IMAM (Instant Messaging Agent Manager), a solution for IBM Lotus Sametime from Semaphor, a Danish IBM Business Partner.

"IMAM is an application that integrates with Lotus Sametime and enables the design, execution and management of instant messaging agents, or chat robots," explains Tobias Fonsmark, Managing Director of Semaphor. "These agents can connect to almost any data source – JDBC/ODBC, XML, SQL, Lotus Domino, Google and so on – and extract information for the user."

Niro was already using Lotus Sametime 8 for presence awareness, instant messaging and Web conferencing, so the IMAM solution seemed an ideal way to maximise the value of its existing investment in the Sametime platform.

Pernille Herold comments: "All that our users need is a Lotus Sametime client; they use the simple interface to interact with the chat robots and request data from our databases. For example, we

have built a robot which enables users to check inventory in our Microsoft Dynamics AX ERP system – all the user has to do is type in a product code and the robot immediately queries the relevant database."

Niro has also designed IM agents that connect to the Oracle document management system and to the Lotus Notes and Domino calendaring system. The latter is particularly useful, enabling users to search the calendars of groups that they are not members of. They can simply type in the name of one of their colleagues and the agent will return a list of that person's appointments for that day.

Avoiding development costs

"IM agents for Lotus Sametime have been available for a while now, but building them always used to require expensive custom development work," says Pernille Herold. "By contrast, creating robots in IMAM requires no programming knowledge at all. The solution provides a very simple, GUI-based process that non-technical staff can easily master – saving the cost of development and greatly increasing the speed of deployment. In fact, on the same day that the solution went live, we were able to set up three new robots from scratch."

The simplicity of the IMAM solution means that Niro should be able to

design and deploy IM agents very rapidly in response to changing business needs. Instead of a lengthy development process, IMAM should reduce the lead time on the introduction of new functionalities to a matter of hours.

Niro's next step will be to leverage the mobile capabilities of Lotus Sametime by rolling out IMAM to users' mobile phones. The potential benefits of this rollout for the company's travelling sales teams are enormous – for example, it could enable them to check customer information, order status, current inventory and production scheduling even when they have no access to their PCs.

In the future, Niro also intends to extend the use of Lotus Sametime in other areas of the business – for example, by integrating the software with the company's IP telephony system.

"IMAM from Semaphor is an ingenious solution that leverages the simplicity and flexibility of Lotus Sametime to open up a world of possibilities for our business," concludes Pernille Herold. "With easier access to business data, our users and IT staff save time, and the ability to deploy new IM agents rapidly makes a significant improvement to our business agility."

"IMAM from Semaphor is an ingenious solution that leverages the simplicity and flexibility of Lotus Sametime to open up a world of possibilities for our business."

Pernille Herold
Lotus Notes Administrator
Niro A/S

IBM

VDMA engineers new Web solution with IBM

Overview

■ **The Challenge**
VDMA wanted to improve customer service while reducing phone, fax and administrative workload by consolidating multiple Web sites and legacy applications into a single service

■ **The Solution**
Worked with BMS Systems (www.bmssys.de), an IBM Premier Business Partner, to implement IBM WebSphere Portal Express, IBM WebSphere Application Server and IBM Workplace Web Content Management on the IBM System x platform. The new portal handles numerous third-party applications, Oracle and DB2 databases as well as publishing a variety of Web content, and serves 2,000 users per day.

■ **The Benefits**
Automated content management and more accessible information reduces administrative workload for VDMA staff; portal provides a one-stop shop for member companies and potential customers, improving customer experience and facilitating the marketing of new services.

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BMS Systems

Verband Deutscher Maschinen und Anlagenbau (VDMA, www.vdma.org) provides a vast range of statistical data, technical information, newsletters and member services for around 3,000 companies in the German mechanical engineering industry.

Many of these services were being delivered through separate Web sites with little or no connection between each service. In some cases, connection to legacy systems required members to install client software, which could be inconvenient – or even impossible – for some users. In many situations, requests for information had to be handled manually by VDMA staff, diverting time and effort away from more important tasks.

Having a number of different channels – Web sites, client log-ins, telephone and email requests – could also have a negative effect on customer service by compartmentalizing users and discouraging them from getting the most out of the services VDMA offers. A new solution was required to bring all these services together into one central, easy-to-access resource that would reduce administrative costs and provide superior experience for members.

Designing a solution
The Association worked with BMS Systems, an IBM Premier Business Partner, to design a proof-of-concept for a Web portal and content management system based on IBM WebSphere Portal – Express v5 and IBM Workplace Web Content Management. IBM WebSphere Application Server interfaces between the new portal and a

variety of legacy systems, third-party applications and content databases.

BMS oversaw the deployment and now handles the day-to-day maintenance of most of VDMA's systems. "We have been working with BMS for some time now," says Gerd-Olaf Posselt, IT Manager VDMA. "Their team aren't just technology experts – they understand our business too, so their advice can be invaluable."

Advantages of integration

The new solution shows the advantages of integration: a single, easily-administered Web portal with multi-language support which gives users access to a multitude of databases, applications and services through a simple interface.

"The key advantage of IBM WebSphere Portal is its ability to interface between many different systems and present their data in a unified manner," explains Posselt. "This protects our investment in systems which were not designed to be Web-enabled, like our statistics database; it also provides users with a one-stop shop for all the information they need, accessible 24-7 from anywhere in the world."

IBM Workplace Web Content Management helps keep the new portal up to date, avoiding information bottlenecks and ensuring that content – created by around 200 authors and various third-party providers who work with VDMA's news, publications, statistics and membership databases – is published on time and in the right format.

The VDMA portal also benefits from advanced IBM Technologies like OmniFind, a sophisticated search tool. "OmniFind is the only system we know of that is capable of searching the

portal, the Web, and the Oracle and Lotus Notes databases within a single engine," claims Posselt. "It is highly scalable and capable of handling very large indices. After some fine-tuning, it finally delivered very good search results."

Single Web interface

Bringing nearly all of VDMA's services together into a single Web interface helps the Association market its diverse services to different target groups more easily, extends the functionality available to its members, and helps potential customers gain access to the latest information about the German engineering industry.

While saving time and increasing flexibility for users, the portal also reduces workload for VDMA staff, as automated content distribution means there is less need to manually retrieve and send information to interested parties.

"Most importantly, the combination of IBM hardware and software offers a stable platform from which to expand," adds Josef Trischler, member of the Board of Directors responsible for IT. "We are now embarking on an intensive marketing campaign for the new portal, which will increase traffic on the site even further. With IBM, we are confident in the performance and reliability of our systems now and in the future."

He concludes: "The expertise of IBM and BMS Systems has helped VDMA build a portal we can be proud of. With IBM WebSphere Portal and IBM Workplace Web Content Management, we can offer a more convenient and flexible service to members and the public, improving the customer experience while reducing workload for internal staff."

"With IBM WebSphere and Workplace Web Content Management, we can offer a more convenient and flexible service to members and the public, improving the customer experience while reducing workload for internal staff."

Josef Trischler
Member of the Board of Directors, VDMA

IBM

IBM

St. Paul Travelers well-configured with IBM Tivoli and Portal Partnership

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Overview

■ **The Challenge**

With more than 1,000 desktops and 200 servers, numerous data-centres and a small IT team, St. Paul Travelers UK is always looking for ways to cut software configuration and asset management workload. If the company could cut its infrastructure workload, it would release valuable IT personnel to help contribute to winning in the highly competitive insurance market

■ **The Solution**

Worked with Portal Partnership (www.portalpartnership.com), an IBM Premier Business Partner, to implement IBM Tivoli Configuration Manager and Tivoli Monitoring, helping to manage desktops and data-centres at every level from servers to switches.

■ **The Benefits**

Build-times reduced by more than 75 per cent and manual intervention cut dramatically, potentially saving over 2,800 man-hours for a full re-build of the desktop estate; simpler interface enables configuration to be handled by technical support staff, freeing core IT team for more productive development work; automation increases system reliability and security, aiding compliance with financial regulations; using standard builds reduces desktop maintenance workload.

IBM ®
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portal partnership

> *"Whenever we have lacked skills in-house, Portal Partnership has been able to help. And because Portal Partnership has expertise across the whole portfolio of IBM software, their skills are a valuable asset for our in-house team."*
>
> Matt Barlow
> Technical Development Manager
> St. Paul Travelers UK

St. Paul Travelers UK is a member of The Travelers Companies, Inc., a leading insurance organisation which was established in 1853 and today has assets worth in excess of $114 billion. In the UK, St. Paul Travelers employs around 800 people, providing property-casualty insurance for selected industrial, institutional and professional sectors, and in certain specialist classes through Syndicate 5000 at Lloyd's. For more information visit www.stpaultravelers.co.uk.

St. Paul Travelers UK's investment in IBM configuration and availability solutions began six years ago, when its small UK-based team was responsible for managing the company's IT infrastructure at 17 different sites across 13 different countries. Instead of expensive site visits and time wasted on travel, the team deployed IBM Tivoli Configuration Manager (TCM) to distribute software changes across the company's IT network.

"Back then, we were working with low-bandwidth networks, and TCM offered us the ability to send one copy of the build to a depot at each site and redistribute from there, helping to throttle back on network traffic," explains Matt Barlow, Technical Development Manager at St. Paul Travelers UK. "It was a great solution for the time. Following the success of this implementation, we began to think about extending the concept, and using Tivoli software for automated management of whole data-centres, not just the servers and desktops."

Building a partnership

St. Paul Travelers UK consulted Portal Partnership, an IBM Premier Business Partner, about upgrading TCM and implementing Tivoli Monitoring, providing a solution which can manage all aspects of desktop and data-centre configuration and management – supporting switches, firewalls, routers, load balancers, power-units, storage and servers running most of the main Windows, Linux and UNIX operating systems.

"We had some problems with our previous suppliers, and approached IBM to see if they could recommend a suitable partner for our business," says Matt Barlow. "On the Tivoli team's advice, we got in touch with Portal Partnership and challenged them to design and prove a concept for our new configuration and monitoring solution – a challenge which they handled extremely well."

The company chose Portal Partnership to implement the new solution and help the in-house team perform a major update – installing Windows 2003 on its 200 servers and Windows XP across its entire desktop estate of 1,000 machines, to bring the infrastructure into line with St. Paul Travelers' US operation.

With the new software implemented and configured, St. Paul Travelers UK has been able to cut the build time for a new desktop machine from three hours down to just 40-45 minutes, an improvement of around 75 per cent. More importantly, the manual intervention required from IT staff has been cut to just 10-15 minutes per

desktop. Multiplying this across 1,000 machines has led to considerable reductions in IT workload and cost of configuration – saving as many as 2,800 man-hours on a full re-build of the desktop estate.

Broadening the skill-set

Portal Partnership and St. Paul Travelers UK have now worked together on a number of projects involving TCM, Tivoli Monitoring, and other Tivoli products.

"Whenever we have lacked skills in-house, Portal Partnership has been able to help," explains Matt Barlow. "And because Portal Partnership has expertise across the whole portfolio of IBM software, their skills are a valuable asset for our in-house team."

Portal Partnership's broad skill-set is particularly useful for St. Paul Travelers UK because the company has also invested in several other IBM solutions, including WebSphere Application Server and Rational ClearCase for application development.

"We are looking at ways of integrating our development cycles with TCM, so that code moves automatically from development to test servers, and from there to production machines," adds Matt Barlow. "Ultimately, Portal Partnership should be able to manage this whole project for us."

Simple configuration and monitoring management

TCM and Tivoli Monitoring have cut workload for St. Paul Travelers UK's IT staff, not only by increasing speed of configuring new desktop

PCs and servers, but also because their intuitive user interfaces enables technical support staff to handle most of the workload.

"The management of the system has been simplified to the point where it no longer requires in-depth technical knowledge," says Matt Barlow. "This means we can allocate the work to other areas of the business, and keep our core IT team working on real value-add tasks like application development."

The improved asset management and reporting functionalities of TCM also help ensure that St. Paul Travelers UK complies with FSA and Sarbanes-Oxley regulations, by providing a clear audit trail and ensuring that all systems are fully patched and secure.

The next step for St. Paul Travelers is to improve its monitoring and asset management capabilities further by upgrading to IBM Tivoli Provisioning Manager.

"With help from IBM and Portal Partnership, we have built a solution which saves us considerable time and effort, keeping the IT budget low," concludes Matt Barlow. "More importantly, Tivoli Configuration Manager helps us ensure that all our systems are up-to-date and well-protected from security threats – aiding compliance and reducing business risk."

"With help from IBM and Portal Partnership, we have built a solution which saves us considerable time and effort, keeping the IT budget low. More importantly, Tivoli Configuration Manager helps us ensure that all our systems are up-to-date and well-protected from security threats – aiding compliance and reducing business risk."

Matt Barlow
Technical Development Manager
St. Paul Travelers UK

Business portal transforms the way avBUCH produces and publishes books

Overview

- ***The Challenge***
  Reliance on e-mail to structure the book publishing process led to unnecessary high costs and inefficiencies for this publisher of agricultural works; with writers, editors and designers in separate locations throughout Europe, overcoming the issues created by distance was a vexing challenge during the publishing process

- ***Why IBM?***
  IBM offers a robust, easy-to-manage portal and collaboration platform especially tailored for small and medium businesses

- ***The Solution***
  IBM® Workplace™ Services Express software

- ***Key Benefits***
  - *Increased efficiencies during the book publishing process helped lower production costs by about 20 percent*
  - *Improved collaboration means the publishing house can increase the number of titles it produces by five books per half-year season with the same amount of resources*
  - *New business portal allows contributors throughout Europe to collaborate more effectively on book production*

Agronomy, the study of agriculture, is thousands of years old. Authorship on agronomy dates back almost as far. And avBUCH—an Austria-based publisher of books on agriculture, gardening, fruit-tree production and cooking—enjoys a rich 80-year tradition of its own. But just because the roots of the endeavor run deep, this specialty book publisher still can't escape the realities of modern-day business.

As with many publishers, avBUCH requires technologies that foster collaboration and provide structured workflows to manage a multi-step publishing process. As a highly decentralized, multinational company, avBUCH also needs to overcome the challenges that distance presents to producing high-quality titles. "In our main office in Vienna, we have about six people working on the books,"

"Now all of the information related to a book is just a click away."

*—Katharina Schober
Chief Executive Officer
avBUCH*

"The production costs are decreasing because improved collaboration means that people need less time to get better results."

–*Katharina Schober*
Chief Executive Officer
avBUCH

explains Katharina Schober, chief executive officer at avBUCH. "We probably have another 10 people spread throughout Austria that contribute to the titles. Our art director is in Hamburg, as are several other authors. And we have a graphic designer in Croatia."

avBUCH confronts its workflow and collaboration challenges

In the past, avBUCH relied on e-mail to communicate and share manuscripts and other documents pertinent to its books. "When we used e-mail to share documents, we had a lot of problems communicating effectively with people outside of our main office," explains Schober. "It seemed like we spent an inordinate amount of time searching for documents or the right version of a document. The reliance on e-mail hindered our ability to make the workflow around publishing a book easy and transparent."

The collaboration challenges really came to a head when avBUCH purchased another publishing house that was headquartered in Germany. "Immediately, we needed to share documents with people in Germany, and those people needed the ability to work in our publishing system," says Schober. "Plus, when we purchased the German publishing house, we realized that they produced books at a lower cost than we did. They were a smaller company, which allowed them to enjoy much more efficient document management. Comparatively, we wasted a lot of time and effort transporting and looking for documents."

In order to refine the book production process, avBUCH contacted IBM Business Partner Pierre Bruyère. "We realized immediately that a business portal could help avBUCH," explains Claudia Cech, marketing and communications consultant for Pierre Bruyère. "There are many people who need to collaborate on a single book title. To name just a few, there are authors, graphic designers and editors—as well as the marketing and sales professionals. Because avBUCH relied on e-mail to share documents, they had a hard time ensuring that everyone was working on the proper version of a document."

Pierre Bruyère investigated a number of portal products, including IBM Workplace Services Express, as well as several open source alternatives. "Ultimately, IBM Workplace Services Express offered the desired functionality at a lower cost than the open source products," explains Pierre Bruyère, CEO and owner of Pierre Bruyère. "The open source alternatives would have needed significant customization, which would have proved expensive and required substantial development time. Workplace Services Express, on the other hand, offered considerable out-of-the-box functionality, and it proved very easy to customize."

Plus, Workplace Services Express is based entirely on open standards, which proved attractive at avBUCH because the company runs the open source Linux®

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operating system. "Open standards simplify systems integration and allow for the quick implementation of business processes," explains Bruyère. "avBUCH deals with a lot of partners, and they can't control the technologies their partners use. By combining Workplace Services Express and open source and open standards products like Linux, it is easier to bridge those technology gaps."

In fact, Bruyère credits the combination of Workplace Services Express and Linux with helping to reduce costs and lower the IT administration overhead. "Linux is more stable, faster and a lot safer than Microsoft® Windows®," he claims. "Once the system went live, the combination of Workplace Services Express and Linux did not require any additional maintenance. Also the importing of data into Workplace Services Express is simplified by open standards, and this results in reduced administrative costs for different data formats."

Business portal streamlines the publishing process

Already, the business portal at avBUCH is revolutionizing the way contributors collaborate on a title. "The portal helps enforce the workflow needed to create a book," explains Cech. "The author can create a document. The publisher, editors and designers know that they are working on the latest version of the document. By offering a central repository for manuscripts—and making sure that everyone is working on the right version of each manuscript—the portal really saves contributors a lot of time."

Plus, the document management capabilities and the structured workflow reach far beyond the manuscript production process—improving the way that multiple business units work on book titles. "Not only does the portal help us create and edit manuscripts, but it contains all of the pertinent data for everyone who works on a book title," explains Schober. "For every book, there is a page in the portal that contains marketing materials—such as the jacket blurbs and press reviews. There is another page for the graphic designers that includes all of the cover concepts and other artwork. We even scan all of the invoices related to a title so we can calculate the cost to produce a book directly in the portal. Now all of the information related to a book is just a click away."

In addition to its document management capabilities, the portal will be used to replace the various Microsoft Access databases—thereby integrating all the data into one system. This, in turn, will transform the way the publishing house produces manuscripts. "For certain kinds of books, we've started to organize the manuscripts directly in the database," says Schober. "Right now, we are producing a book that references 300 different varieties of apples. The book has six authors—four in Germany and two in Austria. Instead of composing discrete manuscripts on their local hard drives, they enter information about the different apple varieties directly

"With the new portal, we should be able to produce about five additional books during the same period of time without adding any resources, which is quite significant for a small publishing house like ours."

*—Katharina Schober
Chief Executive Officer
avBUCH*

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into a central database via the portal. Not only does this help ensure up-to-date content, it also makes it easier for the designers to import the content when they produce the layout."

In the future, avBUCH plans to extend its portal to include information for booksellers. Because avBUCH is a relatively small publishing house, it faces resource limitations when it comes to marketing its titles. By providing press clippings, synopses and other marketing material to booksellers through the portal, avBUCH hopes to increase the visibility of its books—ultimately resulting in increased revenue.

Portal offers centralized IT administration and easy customization

Aside from offering improved collaboration and document management, the avBUCH business portal delivers the advantages of centralized IT administration. "There are many different workers in several locations who need to collaborate on a book, and instead of worrying about whether everyone can access information, everything they need is presented to them through the portal," explains Cech. "Plus, we wanted to build a solution that would grow with avBUCH as the company's needs changed, and the portal is very easy to customize. So if a new employee arrives or if someone's role changes, the portal can be easily adjusted to give people the access and privileges they need."

Business portal reduces costs and increases efficiencies

Of all the benefits of the new business portal, avBUCH is most excited about its potential to lower the cost of production. "It is already very evident that the portal is going to make it less expensive for us to produce books," explains Schober. "The production costs are decreasing because improved collaboration means that people need less time to get better results. Thanks to the increased efficiencies, I estimate that our production costs are going to be reduced by about 20 percent for a typical book title."

Aside from reducing production costs, the new business portal encourages more effective collaboration, which allows avBUCH to publish more titles using the same amount of resources. "In our business, we track titles on a semiannual basis," explains Schober. "In the past, we've averaged about 25 to 35 books per six months. With the new portal, we should be able to produce about five additional books during the same period of time without adding any resources, which is quite significant for a small publishing house like ours."

For more information

For more information, contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/software/lotus

Gyldendal accelerates backups with IBM Tivoli Storage Manager

Overview

■ **The Challenge**

Managing several TB of data spread across many different storage and backup systems was proving costly and labour-intensive for Gyldendal. The challenge was to consolidate all storage and backup infrastructure to a single platform, and automate as many of the IT administration processes as possible.

■ **The Solution**

Working with IT WIT (www.it-wit.dk), an IBM Business Partner, Gyldendal chose IBM Tivoli Storage Manager as a strategic platform for storage and backup. The company is now in the process of phasing out all other systems and moving data to a storage area network managed by the Tivoli software.

■ **The Benefits**

Easier, safer management of storage environment using powerful reporting tools; daily backups require less time and manpower; better documentation of all relevant processes; lower total costs of storage management.

Gyldendal is one of Denmark's most respected and influential publishing houses. Since 1770 Gyldendal has played an important role in Denmark's cultural development – publishing groundbreaking novels, poetry and other literature. Today Gyldendal also runs book clubs and publishes educational material, dictionaries and a range of 'how-to' books.

The company has grown steadily, and the volumes of data generated by its IT systems have increased along with the business. As is the case in many enterprises, Gyldendal's IT environment had developed piecemeal, with individual point solutions implemented to meet specific business needs as and when they arose. The result was a raft of different applications and servers – all with their own, proprietary backup systems.

"It was a considerable strain to securely and efficiently manage our data," says Søren Larsen, IT Specialist at Gyldendal. "We wanted to consolidate all backup, storage and restore functionality to a single platform and automate as many processes as possible. We found the answer with IBM Tivoli Storage Manager."

Designing a policy

Gyldendal turned to IBM Business Partner IT WIT, which specialises in backup and storage solutions centred on the IBM Tivoli technologies. The consultants from IT WIT recommended that Gyldendal should establish a formal backup policy to set out how data should be stored and what level of availability the various types of data should have.

Søren Larsen says: "All our data is valuable, but some types can be stored offline without affecting our business performance, while others need to be accessible instantaneously at all times. The policy helped us to clarify and classify our needs".

The policy is now being implemented, using a storage area network (SAN) with a number of disk arrays to hold instant-access data, and tape libraries for less critical data.

Fast, incremental backups

IT WIT is also deploying IBM Tivoli Storage Manager (TSM) to provide an incremental backup facility for Gyldendal's storage environment.

Prior to the TSM implementation, rising data volumes had made it impossible for Gyldendal to perform a full nightly backup of every database and file within an acceptable backup window. Moreover, by doing a full backup every night, Gyldendal was rapidly filling its storage capacity with identical copies of its files. With numerous tapes to manage, there could even be uncertainty about which version of a given file was the right one.

"Up until recently we had been able to perform the nightly backup during non-office hours," says Søren Larsen. "But the sheer volume of data was making this impossible. We had to find a better, smarter and faster way of performing these tasks, and we needed to address the issue of having multiple copies of the same data."

With the new TSM solution, only new or revised data will be backed up on a daily basis, with full backups taking place at wider intervals. This is designed to reduce the amount of data that needs to be moved across the SAN each night, and will aim to eliminate the problems with multiple copies.

Klavs Kabell, Senior System Consultant at IT WIT comments: "As storage experts, we are seeing an ever-increasing demand from all sorts of companies for intelligent backup and storage solutions. Business growth depends on the ability to handle a rapid acceleration in data volumes, so deploying an effective storage management solution has become a crucial part of business success. In our opinion, IBM Tivoli Storage Manager is second to none when it comes to highly secure and automated backup and storage management."

A true partnership

When the TSM solution has been fully implemented according to its current specifications, Gyldendal will be able to back up, monitor and restore all systems from a single central point of control. TSM will be able to log and document all backup and restore processes, giving the IT department a clear and unambiguous picture of current status on the SAN.

"We consider IT-WIT an expert partner for our storage environment, and have been impressed by their approach in helping us define a backup policy," concludes Søren Larsen. "We look forward to completing the implementation with them and reaping the rewards of this important investment."

"In our opinion, IBM Tivoli Storage Manager is second to none when it comes to highly secure and automated backup and storage management."

Klavs Kabell
Senior System Consultant
IT WIT

IBM Information Management software

IMPIRE AG scores with live-action sports content powered by IBM Information Management software.

Overview

- **Challenge**
  Provide 3D sports graphics and statistics in real time for broadcast during professional sporting events

- **Why IBM?**
  IBM acted as a trusted advisor, provided a proof of concept that met the customer's specific needs, and offered products delivering high performance and availability, scalability, and support for Linux®

- **Solution**
  High-performance database platforms provide management, processing and mining of data for instantaneous play analysis and statistical content

- **Key Benefits**
  Improved ability to provide information on demand; higher system availability and reliability; rapid development of new capabilities and features to meet customer demands; faster and more in-depth analysis with data mining; improved ability to quickly modify content; improved employee productivity; better collaboration with employees and customers

Soccer is one of many sports that may soon benefit from IMPIRE AG technology, which uses IBM databases and data warehouse solutions to collect and analyze plays and statistics.

For sports fans, futuristic technology is enhancing the thrill of today's live action. Whether from an armchair or stadium seat, fans are able to experience game highlights shown as IPTV broadcasts or 3D graphics of plays in combination with related sports statistics — delivered to a screen near them. They can watch a soccer player make a goal, and moments later view the same play from a field-level perspective, complete with information about how fast the player was running and how far the pass traveled, as well as historical statistics.

"IBM positioned itself as a trusted advisor. The presales, software services and sales teams worked diligently to understand our business needs and were always available to provide us with the information we needed to make the right business decisions."

— Christian Holzer, Chief Innovation Director, Cairos technologies AG & IMPIRE AG

Increasing excitement and fan loyalty by providing analyses to spectators and the media in the form of colorful 3D graphics is the name of the game for Cairos technologies AG & IMPIRE AG.

This type of viewer experience, multiplied across multiple sports, is what German-based IMPIRE AG delivers to the sports industry. IMPIRE's employees and freelancers provide game statistics, TV graphics, 3D virtual and augmented reality animation, and technology concepts for TV broadcast, multimedia and other content systems. This allows IMPIRE to offer sports teams a marketing tool to heighten fan excitement and loyalty and a diagnostic and profiling tool for player training and recruitment. IMPIRE also licenses the use of the data to media and information outlets.

Handling huge data volumes in real time

To achieve its objectives, IMPIRE needed to replace its complex and expensive-to-manage database infrastructure with a highly available, high-performance solution that could rapidly load data and provide data mining. A flexible data model and development environment would allow IMPIRE to capture live sporting events statistics, distribute them in realtime,

store large amounts of new and historical data from various sources, analyze and publish that data in near-real time, and quickly develop new applications.

Through a proof of concept, IBM demonstrated the best price-performance, scalability and availability, and offered database solutions that were easier to use than other products. IBM's support for Linux and range of development tools also appealed to IMPIRE. "IBM positioned itself as a trusted advisor," says Christian Holzer, chief innovation director, Cairos technologies AG & IMPIRE AG. "The presales, software services and sales teams worked diligently to understand our business needs and were always available to provide the information we needed to make the right business decisions."

IBM Business Partner and reseller Dittrich and Partner Consulting GmbH provided project analysis and design, supported proof-of-concept projects and provides ongoing training.

Collecting game data and broadcasting it live

The data is collected in real time through a semi-automated process. IMPIRE can combine this data with historical data from other databases to generate game analysis, statistics and graphics. It broadcasts game statistics content to stadium fans and makes it available to broadcast stations, Internet and mobile service providers, and other media.

"As a high availability data server that delivers real-time data streaming, IBM IDS enables us to replicate data instantaneously across multiple servers and meets our requirements for live broadcasting of sports replays and analyses."

– Knuth Hartlieb, Head of IT Development, Cairos technologies AG & IMPIRE AG

IBM Informix Dynamic Server databases form crux of operations

To produce 3D graphics and statistics during sporting events, IMPIRE relies upon IBM Informix Dynamic Server (IDS) for fast performance and high availability. "As a high availability data server that delivers real-time data streaming, IBM IDS enables us to replicate data instantaneously across multiple servers and meets our requirements for live broadcasting of sports replays and analyses," says Knuth Hartlieb, head of IT development, IMPIRE AG.

The database has a total size of 15 gigabytes running on Red Hat Enterprise Linux 3 and 4. To ensure that data is available 24x7 and able to service multiple Internet and application needs, live data is replicated in realtime using Enterprise Replication (ER) across several IDS servers in different locations.

At its central office in Ismaning, Germany, IDS with High-availability Data Replication (HDR) and ER functionality is the central repository containing data on all players, clubs and venues. The database platform manages data from individual sporting events (such as goals scored and free kicks in soccer) that is evaluated and published during a game. IMPIRE uses IDS databases at offices in Germany and Austria to replicate the central database, provide historical data and deliver current data for the German broadcasting

network. IMPIRE uses the same IBM IDS with HDR and ER to replicate other databases for security and high performance.

IBM Informix DataBlade™ technology allows IMPIRE to manage multiple data types — text, images, sound, video and spatial data — and to create new database capabilities, such as generating new statistical information on demand for customers. It also helps IMPIRE's software developers quickly and inexpensively create innovative applications.

The company has created customized Web portlets for its sports editors and sales staff, the media, sports clubs and coaches by using IBM WebSphere Portal Express and Alphablox. The portlets improve employee productivity and customer service. To support rapid development of WebSphere Portal applications and promote collaboration, IMPIRE uses IBM Rational Application Developer for WebSphere. By using the application's Enterprise Generation Language (EGL), employees can easily create their own tools and interfaces.

The IBM solution is also helping IMPIRE expand its Web-based business. The company has been able to offer games such as Fussball Manager in which players use real-world sports statistics to assemble and manage their own teams, ranking players against one

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Key Components

Software

- IBM DB2® Alphablox®
- IBM DB2 Data Warehouse Edition (DWE)
- IBM Informix® Dynamic Server (IDS) 10, Enterprise Edition, Workgroup Edition and Workgroup Edition Unlimited
- IBM Rational® Application Developer for WebSphere® Software
- IBM WebSphere Application Server
- IBM WebSphere Portal Express
- IBM Workplace™ Solutions
- Red Hat Enterprise Linux 3 and 4

Server

- IBM BladeCenter®

Services

- 24x7 IBM support and direct contact with IBM labs
- IBM Software Services for WebSphere

IBM Business Partner

- Dittrich & Partner Consulting GmbH

"DB2 Data Warehouse Enterprise Edition gives us powerful data mining tools and rapidly deployable and easy-to-use analytics through DB2 Alphablox."

– Knuth Hartlieb

another and predicting performance against other teams in the league. IMPIRE's new state-of-the-art Web application is a real-time sport datacast called Live Ticker. Live Ticker provides live information about a match and the match day to the online user, including live statistics and analysis.

IBM Workplace transforms collaboration

IMPIRE's customers, employees and freelancers must be able to rapidly access information, applications and business processes anywhere, anytime. IBM Workplace™ Solutions facilitates remote access to IMPIRE's Web portlets, connecting customers with the same tools that are used by IMPIRE's editorial staff and employees and providing access to IMPIRE's system components. The ability to order and receive only the products

> *"Increasingly, we're depending on information on demand to meet the needs of sports fans and media consumers. IBM will be there to help us develop and deliver innovative products that maximize the value we add to viewers' experiences."*
>
> *– Christian Holzer*

they want, such as online request features and datastreams in all types of standard formats, enables customers to have a satisfying experience with up-to-date information on demand.

IBM DB2 data mining provides the competitive edge

To integrate information and analyze data in near-real time, IMPIRE depends upon the data mining capabilities of IBM DB2 Data Warehouse Edition (DWE) software, which provide complex correlations among players and team selections for specific days or the entire season. IMPIRE uses the OLAP Acceleration component of DB2 DWE (formerly DB2 Cube Views) to mix and match current and historical data to create multidimensional models that can provide analyses of plays and players.

Using Alphablox, IMPIRE can embed its analysis into Web applications that are quickly accessible to sports editors and other users. "IBM DB2 Data Warehouse Edition gives us powerful data mining tools and rapidly deployable and easy-to-use analytics through DB2 Alphablox," explains Hartlieb.

New flexibility to meet customer demands

With IBM data servers and development environment solutions, IMPIRE provides information on demand and quickly develops new features and capabilities—such as live tickers and Web-services

interfaces—to meet customer demands. Built on a services oriented architecture (SOA), IMPIRE's infrastructure can easily accommodate content modifications triggered by customer requests for new statistical information or by rules changes in a particular sport. The HDR and ER technologies of IDS deliver the system reliability and availability required by IMPIRE's rapid-fire business.

The ability of IDS to deliver high-quality, real-time sports statistics and graphics in a powerful new way will not only thrill fans and help team franchises, but will also help IMPIRE expand its business to other markets. As IMPIRE grows its operations, it will look to IBM information management solutions to expand database functionality and improve analytical performance.

"Increasingly, we're depending on information on demand to meet the needs of sports fans and media consumers" says Holzer. "IBM will be there to help us develop and deliver innovative products that maximize the value we add to viewers' experiences."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:
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You can get even more out of Information Management software by participating in independently run Information Management User Groups around the world. Learn more about opportunities near you at
ibm.com/software/data/usergroup

For more information on IMPIRE AG, please visit:
www.imp-m.de or
www.bundesliga-datenbank.de

For more information on Dittrich and Partner Consulting GmbH, please visit:
www.dpc.de/mcms.dpc/frameset

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Leveraging IBM Lotus Domino software, Advokatni Kancelar Mgr. Ivo Hala raises its efficiency and revenue while enhancing client services.

Overview

Advokatni Kancelar Mgr. Ivo Hala
Prague, Czech Republic
www.akhala.cz

Industry
- Professional Services

Products
- IBM Lotus Domino Collaboration Express, Version 6.5

IBM Business Partner
- OR-CZ s.r.o.

"Using the IBM Domino solution, employees can access information such as a client's entire case history with a single click of the mouse — allowing us to focus on providing timely, personalized service to our clients."

—Ivo Hala, managing partner, Ivo Hala and Associates

Advokatni Kancelar Mgr. Ivo Hala (Ivo Hala and Associates) specializes in corporate law. The firm offers comprehensive legal advice on mergers and acquisitions, securities issues and bankruptcy and composition proceedings.

Challenge

Ivo Hala and Associates (Ivo Hala) had been using third-party software to manage its client contact information and documents. However, the applications did not allow Ivo Hala to share information among its multiple offices or access information from remote locations, such as clients' offices. The firm needed a more robust collaboration solution that would enable it to easily access client information and respond to client queries as quickly as possible.

Solution

Working with IBM Business Partner OR-CZ s.r.o., Ivo Hala implemented IBM Lotus® Domino® Collaboration Express, Version 6.5 software to improve its collaboration capabilities.

Ivo Hala can store all of its client meeting minutes, contracts, purchases, invoices and phone call minutes within the Lotus Domino application. This information can then be securely shared among all of the firm's branches and employees and accessed from remote locations, such as clients' offices. Information can also be secured so that only specific employees may access it, protecting sensitive client data from unauthorized access.

Benefits

- Boosted revenue by 20 percent because of increased efficiency and resulting ability to take on more clients
- Reduced the time spent searching for information for clients by 30 percent
- Decreased phone bills for calls between branches by 50 percent

IBM®

LOC10101-CZEN-00

IBM

BlueGlue solves a sticky data recovery problem with Silverstring and IBM

Overview

■ **The Challenge**
Recruitment specialist BlueGlue realised that data on laptops was poorly protected against breakage, theft and mistaken deletion. BlueGlue wanted to reduce this business risk by implementing an easy-to-use, cost-effective recovery solution

■ **The Solution**
Working with IBM Premier Business Partner Silverstring, www.silverstring.co.uk, BlueGlue implemented IBM Tivoli Continuous Data Protection (CDP), which automatically replicates data to a central server for secure backup and safe-keeping

■ **The Benefits**
Automated file protection; simplified, user-controlled restore process; file recovery no longer requires visit to headquarters; full disaster recovery system implemented

silverstring

IBM ®
Premier Business Partner

UK-based Specialist recruitment process outsourcing company BlueGlue (www.blueglue.co.uk/ebrochures) focuses on finding personnel for high-tech SME companies and the IT departments of larger corporations. Its unique proposition is based on combining a software and account-management led solution.

Recruitment remains very much a people business, and BlueGlue's ten account managers spend much of their time at client locations, travelling, or working from home, relying on laptop PCs. While the company has deployed a central CRM system for storing client, company and candidate data, vital information is often held on individual users' machines.

Bill Ingram, Managing Director, explains: "Candidate details and client information could all too easily have been lost if a laptop failed, or even if

files were deleted by mistake. Account managers are often flying from client to client, making relatively infrequent visits to the office. We relied on users to remember to synchronise data correctly with the central systems. With information held only on their laptops, it was an unreliable way to work, posing a significant business risk."

Cost-effective recovery for all users
BlueGlue turned to Silverstring (www.silverstring.co.uk), an IBM Business Partner, and requested an easy-to-use data protection solution. Silverstring recommended and implemented IBM Tivoli Continuous Data Protection (CDP) on all of BlueGlue's laptops, with a full disaster recovery service on a remote server.

IBM Tivoli CDP software, which is installed only on the client machines, protects files by creating copies continuously and in real time and saving them to a local, central or

remote disk. If a file is deleted or lost, it, or any previously saved versions, can be restored quickly without specialised technical knowledge.

"A company like BlueGlue is not interested in technology. Our aim was to implement a system that would automate the save-and-recover process as far as possible, and ensure that even in the worst case we would be able to restore the information. Tivoli CDP gives BlueGlue peace of mind, and we see it as part of business risk management," says Bill Ingram.

As users access and use files, Tivoli CDP makes an immediate local copy on the machine's hard drive. If a user mistakenly deletes a file, Tivoli CDP provides a point-in-time restore option for the missing information.

For BlueGlue, Silverstring has configured the laptops to replicate local file copies to the central server too, so should a laptop be lost, broken or stolen, a complete data set can be restored.

Finally, in case the central server at BlueGlue fails, Silverstring uses the Tivoli CDP solution to replicate data to an off-site server, as a final layer of recovery options.

As Bill Ingram says, "If we lost all our laptops and our central server, we could recreate all but the most recent data, so we'd be back in business with almost no impact on our client relationships."

Using automation for efficiency
Alistair Mackenzie, Managing Director of Silverstring, comments, "IBM Tivoli CDP is an outstanding product, and simple to implement regardless of the underlying infrastructure or the particular infrastructure vendor. It's given BlueGlue complete file

protection at very modest costs per user, and the automated nature of Tivoli CDP ensures that the business risk of lost data is reduced as far as possible.

"Tivoli CDP represents a shift from manual to automated management, enabling BlueGlue to maintain its services to clients and support its line-of business objectives. Silverstring assists by finding and implementing IBM software that helps to manage the infrastructure easily and cost-effectively, with limited resources, while meeting challenging requirements."

Bill Ingram comments, "Silverstring was so confident that they did the first demo on my own laptop; they deliberately deleted live data. It was a heart-stopping moment, but successful recovery proved that this is a great solution.

"Silverstring listens very carefully to the needs of fast-growth businesses like BlueGlue, and has deployed a tailored answer based on standards-based software from IBM, delivering an excellent, cost-effective solution."

Working on the Web tomorrow
For the many account managers, visiting the office is a rare pleasure, so Silverstring suggested introducing Web-based access for remote users, enabling them to restore files from the office-based central server without having to return to HQ.

Bill Ingram concludes, "With IBM Tivoli CDP, we will protect ourselves against business risk and make direct savings from the reduced data-recovery time. And working with an IBM Business Partner such as Silverstring, able to extend the Tivoli CDP solution to meet our precise needs, provides a perfect fit for BlueGlue."

IBM

Dogs' Trust makes donation process easy with IBM WebSphere and Triangle

Overview

■ **The Challenge**

To support welfare operations, Dogs' Trust needs to maximise income from sponsors. Responding to new registrations from its Web site using batch processing was too slow, losing potential revenue.

■ **The Solution**

Dogs' Trust chose IBM Premier Business Partner Triangle (www.triangle-group.com) to develop an integrated Web-based system to respond to enquiries in real time, with WebSphere Business Integration Server Express running on the IBM System p5 550 platform.

■ **The Benefits**

Faster enquiry response times offer better user experience, increasing total revenues; automated data transfer cuts workload; WebSphere offers easy addition of new services.

TRIANGLE

IBM® Premier Business Partner

Dogs' Trust (www.dogstrust.org.uk), formerly the National Canine Defence League, was set up in 1891 to promote canine welfare and organise re-homing for stray and abandoned dogs. The charity cares for over 12,000 dogs each year, receives annual donations of around £35 million from its 300,000 members and supporters, and employs around 400 people at 15 re-homing centres across the UK.

As a charity, Dogs' Trust needs to maximise the income it receives from its sponsors. Dealing effectively with potential new supporters is a vital part of this, especially as the charity sector moves away from one-off donations and towards monthly direct debits – a new supporter can mean regular income for life, not just for Christmas.

One of the most important stages in the relationship between Dogs' Trust and its potential supporters is the initial

dialogue. When someone expresses willingness to donate, the charity must act quickly to prevent a loss of interest.

"Now that the internet is many people's main medium for communication, expectations are higher," explains Mike Houghton, Development Manager at Dogs' Trust.

"When potential supporters fill out the registration form on the Web site, they expect a near-instant reply. Our old solution could take five or six hours to return a response, which was becoming unacceptable."

Batch processing of Web registrations was carried out three times a day, and Dogs' Trust estimated that a significant percentage of potential donations were being lost because of the delay.

To maximise income, a new solution was needed to integrate data from the Website, the organisational

database, and the various channels of communication Dogs' Trust uses to keep its sponsors informed.

Single point of data management

To eliminate the delay and provide sponsors with a quick response, Dogs' Trust turned to Triangle, an IBM Premier Business Partner, to select and develop the most cost-effective solution. Triangle, with initial assistance from the IBM Channel Technical Sales team, deployed IBM WebSphere Business Integration Server Express Plus on the IBM System p5 550 platform to create a simple XML-based messaging system that would allow data sent by Web users to be captured straight to the financial database and provide donors with real-time responses.

The WebSphere solution has eliminated the three daily batch files formerly needed to add new registrations, and now updates the IBM UniVerse database in real time. Thank-you replies are generated automatically, offering immediate confirmation to interested donors, and customer data is automatically reflected in the operational database.

Mike Houghton explains, "With the IBM WebSphere solution, the charity is now able to respond instantly and automatically to new registrations, ensuring that potential supporters are given the opportunity to donate as soon as possible.

"The WebSphere solution not only integrates Web registrations, it also enables communications between Dogs' Trust and outsourced operations – such as our high-volume email solution provider – to be integrated. Triangle project managers ensured that the implementation went smoothly, even though there were four different parties involved."

Reduced staff workload

The Web site, telephone and other enquiries place a complex communications workload on Dogs' Trust staff. The automation offered by WebSphere has significantly reduced administrative and maintenance workload in the charity, and released staff for more proactive tasks.

"Our messaging system is so highly automated that it can now run without any human intervention," explains Mike Houghton. "And WebSphere Business Integration Server Express is so reliable that the IT department needs to spend very little time on maintenance.

"The WebSphere solution will improve customer experience and help us maximise income by reducing the attrition rate among potential supporters," explains Mike Houghton. "Based on XML standards, the WebSphere hub can easily be extended to add new channels in the future, allowing us to collaborate more easily with other organisations."

For example, Triangle will implement a second phase of the project to handle credit-card transactions, which will further improve Dogs' Trust's response times and improve customer experience. Other stages may involve using the WebSphere solution to order veterinary supplies for the charity's 15 dog re-homing centres.

"With the IBM WebSphere solution developed by Triangle, Dogs' Trust can be more responsive to business opportunities in the future, maximise revenues and devote more time and energy to the cause of protecting dogs in the UK," concludes Mike Houghton.

woernerundpartner implements project and quality management system with IBM

Overview

■ **The Challenge**

Architectural practice woernerundpartner wanted a better way to store and manage project data, including contact information, documentation and CAD files. With the existing system, data was often misplaced, inaccessible and difficult to back up reliably.

■ **The Solution**

Implemented docma PLAN, docma EDM and docma QM-tools from EDR Projekt GmbH (www.edr-projekt.com). These applications are built on the IBM Lotus Notes and Domino 7 platform, and are integrated with woernerundpartner's email solution.

■ **The Benefits**

Single repository for each project helps to keep data organised and safe; role-based access to information for external parties helps to improve security and convenience; reliable replication helps to increase flexibility for off-site workers

> *"We love the flexibility that Lotus Notes and Domino offer. The replication features give our staff greater freedom to work wherever they like."*
>
> Dirk Hennings
> Architect and IT Agent
> woernerundpartner

One of Germany's leading architectural practices in the field of healthcare planning, woernerundpartner is located in Frankfurt, Hamburg and Dresden. The company works in all fields of architecture, urban planning and interior design, and employs 130 people.

Large-scale architectural projects involve many stakeholders and generate a considerable volume of documentation. To ensure that projects run smoothly and without delays, the company has to keep track of thousands of text files, images, presentations, spreadsheets and emails, as well as complex computer-aided design (CAD) files, while ensuring that the right people can always get access to the right information at the right time.

"It is not just a matter of storing the data – although this generates its own problems," explains Dirk Hennings, Architect and IT Agent at woernerundpartner. "The real issue is to find a sensible way of distributing the data to everyone who needs it."

The company was managing all its projects using simple Windows Explorer folders. It was experiencing misplacement of electric files and had difficulties imposing a standard process for organising data. Without a standardised method of version control for documents, filenames could often became too long, which caused problems for the company's backup software.

"We needed to send documents to many different agencies: local authorities, building control agencies, traffic planning departments, architects, builders and other parties," says Dirk Hennings. "It was a real administrative burden for staff to keep finding and circulating documents, and it was inconvenient for our external partners to have to wait for us to respond to their requests."

Choosing a solution

An initiative to gain ISO 9001:2000 quality management certification for the three woernerundpartner offices provided a good opportunity to implement a new system. The IT team at woernerundpartner decided to look for a project, quality and enterprise content management solution built on IBM Lotus Notes and Domino 7, which the company has used as its email platform for some years.

"We love the flexibility that Lotus Notes and Domino offer," explains Dirk Hennings. "The replication features give our staff greater freedom to work wherever they like, even if there is no network connection. You can, for example, sit on the train for four hours, work on a project offline, and simply replicate the data when you go back to the office."

Finding a partner

woernerundpartner made contact with EDR Projekt GmbH, a software company specialising in ISO 9001:2000-certified project and quality management solutions. Following a successful proposal, woernerundpartner decided to

implement EDR's docma EDM, docma PLAN and docma QM-tools applications, which are built on the Lotus Notes and Domino platform.

The docma EDM software provides a project-based filing system that enables all documents and emails related to a project to be filed according to various key criteria: for example, document type, field of activity, process and sub-project. A similar system for CAD documents is provided by docma PLAN. The two applications make it simpler to set up access rights for both internal and external users, and because they are integrated with the Lotus Notes and Domino email platform, they can send updates and reminders to project stakeholders automatically.

"The docma software gives us a very versatile approach to document control and distribution," says Dirk Hennings. "For example, we can set the software up to give the lead architect access to all the blueprints, while a specialist construction worker will only be able to see material related to his area of expertise."

The docma QM-manual application can store a wealth of information on best practices and operating procedures, helping to keep the business in line with the requirements for its ISO 9001:2000 certification.

As part of the implementation, woernerundpartner upgraded to IBM Lotus Notes and Domino 7. Internal users and external partners can access the system in a variety of ways

– through the Lotus Notes Client itself, via Citrix software, or using a Web browser.

"Our internal users prefer using Lotus Notes because of the ability to work offline, but many of our partners don't want to install client software, so for our company the Web browser approach works well," says Dirk Hennings. "Once we have set up their connectivity and access rights, anyone with a computer can log in to our systems and find the information they need, which means we don't have to worry about sending documents to them manually any more."

Sustainable, scalable solution
Apart from the lightening of the administrative burden, woernerundpartner experiences direct cost savings where CAD files no longer have to be professionally reproduced on paper. More importantly, the company now has a sustainable, scalable solution that can be used to help it to handle more projects, more effectively.

"EDR Projekt GmbH's expertise with Lotus Notes and Domino software is in our opinion unquestionable," concludes Dirk Hennings. "And they made a big difference by working with our staff to show them the benefits of the docma applications – the users are delighted with the new solution. The combination of IBM and EDR Projekt GmbH software gives us and our partners a secure, reliable way to manage projects more effectively and productively than before."

"The combination of IBM and EDR Projekt GmbH software gives us and our partners a secure, reliable way to manage projects more effectively and productively than before."

Dirk Hennings
Architect and IT Agent
woernerundpartner

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Sofia rides easy with IBM integrated information solution

Overview

■ **The Challenge**

Build an integrated information system that would integrate data from different sources and provide updated travel information to staff and passengers

■ **The Solution**

Designed a new consumer-focused service that manages all information from a central point of control, using e-Gate TIS based on IBM WebSphere® software and IBM DB2 Express information management software

■ **The Benefits**

Removed layers of complexity and paperwork; improved employee productivity and customer experience; reduced operational costs

IBS bulgaria

IBM Premier Business Partner

The Central Bus Station in Sofia, Bulgaria, is a busy national and regional road transport hub, with tens of thousands of travellers passing through each week. Bus companies from throughout Europe operate services through the station, reaching destinations in every corner of the continent, from Alicante to Zurich. The station is open seven days a week, 24 hours a day.

With tens of different bus operators, thousands of routes and pricing combinations, and dozens of arrival and departure gates to manage, the Central Bus Station was struggling to manage and share information efficiently.

Daily timetables and prices were published in numerous different reference booklets, making it difficult for staff and passengers alike to plan journeys. Furthermore, without a single, integrated source of scheduling information, bus arrival and departure gates had to be allocated manually, on an ad hoc basis.

The challenge for the central management function was to bring together all the scheduling and pricing information into an integrated whole, and share it effectively with employees and travellers. Unal Kerimov, Station Manager, says, "It was clear that if we could integrate the schedule information from the different bus companies into a single place, then that would be a great help for customers. If we could also use the same information to manage the bus arrival and departure locations and times, we expected to be able to reduce costs and administration."

Integrated information services

The Central Bus Station Sofia turned to IBS Bulgaria, an IBM Business Partner, to build an integrated information system. IBS selected e-Gate Travel

Information System to provide the core travel management functionality, on IBM @server xSeries® servers running the Linux operating system. IBM DB2 Universal Database – Express Edition V8.2 software stores and manages core data, and IBM WebSphere Application Server – Express software provides Web-based access, search and publishing capabilities.

"Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly," Unal Kerimov. "IBS Bulgaria was able to build the integrated travel information service rapidly, complete with data store and Web-based enquiries for both arrivals and departure timetabling, using e-Gate, IBM DB2 and WebSphere Application Server - Express. This kept our costs low, providing a highly effective solution with no additional components required."

e-Gate: a total travel solution

The e-Gate Travel Information Solution is designed to provide a comprehensive, integrated system for bus stations, railway stations and small airports. Designed by IBS Bulgaria, e-Gate TIS manages all arrival and departure information, automatically assigns platforms or gates, and feeds information to public address systems.

IBM DB2 UDB Express, a low-priced full function relational database, featuring self-tuning and self-configuring autonomic capabilities, and WebSphere Application Server - Express, a tightly integrated development tool and application server, are part of the IBM Express middleware solution. IBM Express middleware offers an easily affordable entry point to e-business for small to mid-size companies creating dynamic Web sites. The WebSphere and DB2® solutions are helping Central Bus Station Sofia to create a faster, more responsive business. Productivity is increased through the easy availablity

"Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly."

Unal Kerimov, Manager, The Central Bus Station Sofia

and rapid exchange of information, and simplified infrastructure contributes to lower operating costs. The solution enables multiple bus companies to store and manage information collectively, and communicate with central control personnel to enable them to announce late departures and arrivals, route changes and other travel-related data. e-Gate TIS is built on a three-tier model and is optimised for IBM WebSphere and DB2 middleware Express offerings.

Goran Angelov at IBM Business Partner IBS Bulgaria says, "By building our software on core IBM technologies, we are confident that we can offer our customers the highest standards in availability, reliability and interoperability. The close integration between the IBM components makes it easier for us to deliver integrated information services, which is precisely what companies in our target marketplace need."

Travelling into tomorrow

The next steps for Central Bus Station Sofia will be to offer integrated online ticket purchasing. The prices for each trip are already available from the core system, so providing Web-based transactions and ticketing is a logical next step. Unal Kerimov concludes, "The e-Gate TIS system and IBM technologies have reduced our costs and made it a great deal easier for travellers at the station. The great advantage of the IBS and IBM solution is that we can expand it so easily, making this an excellent choice for our long-term success."

SWC01670-BGEN-00

Satamaito Dairy builds compliance, cuts costs with IBM WebSphere Portal - Express

Overview

■ **The Challenge**
Meet stringent new EU food product traceability directives, improve process control and production efficiencies, reduce production wastage, cut operational costs

■ **The Solution**
Implemented IBM WebSphere Portal - Express 5.0, offering automatic Web presentation of data managed by IBM DB2 Express 8.1 in existing production systems. This management information service is supported by IBM Tivoli Storage Manager 5.2 on an IBM xSeries server model 226 running Linux

■ **The Benefits**
With no change to existing production systems, data from multiple sources is collated and presented automatically, offering reduced costs, greater control, and improved business efficiency

ELINAR OY LTD

IBM Business Partner

Founded in 1902, Satamaito Dairy now sells around €30 million annually of milk products, collecting 45 million litres of milk from farms in the Satakunta province of Finland. Satamaito has 50 employees.

EU regulations on food safety require stringent traceability, including the ability to track farmed ingredients back to their source. For companies such as Satamaito which work with numerous small suppliers, the regulations represent a significant information management challenge. The company's existing systems for process control and reporting were not designed for this compliance task, and the vital information they contained needed to be collated manually.

Jarmo Oksman, Managing Director of Satamaito Dairy, comments, "Product tracking requirements are becoming more stringent, and at the same time we need to keep

the administrative costs as low as possible. The challenge was to find a way to improve our business efficiency, meet the necessary EU directives on food safety, and integrate any new technologies with our existing manufacturing control systems."

Meeting the EU directives with IBM
Satamaito Dairy engaged IBM Advanced Business Partner Elinar Oy Ltd, which specialises in creating business solutions for the food processing industry. Consultants from Elinar Oy realised that much of the raw data needed to meet the food product traceability regulations was already being collected by the existing manufacturing systems. The challenge focused on releasing, storing and managing that data in a manner that would produce value for Satamaito Dairy.

Elinar Oy built a new management information system based on IBM

WebSphere Portal - Express. This solution extracts production data from a variety of systems and presents it to managers through a single browser-based interface.

The underlying applications that the dairy uses to manage milk processing are unchanged, while the WebSphere Portal - Express applications provide the advanced management information required with simple graphical representations of data, key indicators and easy access to data entry.

Jarmo Oksman says, "With the previous system, laboratory test data had to be collected from several different locations and manually collated. The new WebSphere system provides all the figures directly, saving us time and costs, and improving our accuracy. All the product traceability data is aggregated and displayed in a single place, giving us the ability to comply with 100 per cent food traceability using largely automated systems at very low operational costs."

Elinar Oy chose to implement an IBM eServer xSeries server running Linux. Data is managed by IBM DB2 Express Edition, with data security provided by IBM Tivoli Storage Manager. IBM WebSphere Portal - Express provides the portal collaboration capabilities.

"With IBM WebSphere Portal - Express extracting data from existing systems and re-using it, we save on duplicated effort and have reduced the time taken to gather management information – in effect, it is instant process control. This helps us drive down our costs by improving efficiency and allowing us to act more rapidly than before."

Creating information on demand
With wide experience of the food products industry and as an IBM Advanced Business Partner, Elinar Oy

is particularly well-placed to develop solutions for Satamaito Dairy. Elina Juntunen, Managing Director at Elinar Oy, says, "The IBM WebSphere Express portfolio enables Elinar Oy to create very powerful solutions in a complete package. Satamaito Dairy can take advantage of enterprise-strength applications with a high degree of automation that reduce costs and speed information flow.

"We have taken advantage of the IBM WebSphere Portal - Express software to create a very reliable platform for Satamaito Dairy to develop advanced workflow, process control and related management information resources. The users need only use a Web browser to gain access to the data, and user take-up at Satamaito Dairy has been very rapid.

"The IBM eServer xSeries server running Linux provides a resilient and low-cost server infrastructure, and IBM Tivoli Storage Manager gives Satamaito Dairy confidence in the very high security, availability and integrity of its data."

Contributing to tomorrow's success
With the WebSphere Portal - Express solution in place, Satamaito Dairy now has a powerful management information tool at its disposal. Products and processes are more easily tracked, performance data is always on hand, and yet the browser-based interface offers access to information at very low cost.

Jarmo Oksman concludes, "The IBM WebSphere Portal - Express solution from Elinar Oy has placed Satamaito Dairy on an excellent footing not only for meeting EU directives, but also for controlling and refining our processes. This is a reliable, low-cost solution that is a positive asset to developing the business."

SWC02316-FIEN-00

Southwest Europe

Lamborghini accelerates time-to-value with IBM Lotus and WebSphere technologies

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Overview

■ **The Challenge**

Automobili Lamborghini has a large worldwide dealer network. The company wanted a solution that would not only improve communications between the dealerships and head office, but would also help individual dealers to collaborate with each other.

■ **The Solution**

Lamborghini implemented a Web portal based on IBM WebSphere Portal Express, and worked with IBM Premier Business Partner Tecla (www.tecla.it) to extend it using Lotus Sametime and IBM Lotus QuickPlace. The company also integrated a corporate intranet into the solution.

■ **The Benefits**

Dealers can order cars and spare parts easily, via a simple interface; they can also work together to trade spare parts for classic models. Lotus QuickPlace makes it easy to publish documentation online, keeping all parties informed about the latest business processes.

"Integrating the Lotus collaboration tools with the existing WebSphere portal has made a huge contribution to our dealers' ability to cooperate with one another and deliver what their customers need."

IT Systems
Automobili Lamborghini

Automobili Lamborghini S.p.A is one of the world's most prestigious manufacturers of high-performance sports cars. Based near Bologna in northern Italy, the company employs 672 people and achieved turnover of €346 million in 2006.

Lamborghini operates through a network of nearly 100 dealerships, spread across the world. Dealers need to remain in close contact with the company's head office to order new cars and spare parts, and to keep up-to-date with the latest marketing programmes and business operating procedures.

Until 2003, the company relied mainly on traditional channels – telephone, mail and email – to handle communication with this dealer network. This necessitated considerable paperwork, and it was difficult to support global operations in a responsive manner due to the wide range of time-zones in which the dealerships operate. Lamborghini realised that both of these issues could be addressed by providing browser-based access to its central systems via a Web portal.

Building a portal
Lamborghini implemented a solution based on IBM WebSphere Portal Express. The portal was initially rolled out to 50 of the dealerships, and is now used by more than 100 dealers and service centres.

WebSphere Portal enables dealers to interface directly with Lamborghini's ordering systems, which run on an IBM DB2 database. The solution cuts paperwork and reduces manual processing for Lamborghini staff, as there is no longer any need to re-key data into the central system.

The company was immediately impressed with the flexibility and ease-of-use of the new portal infrastructure: the portal project provided a great platform to build on. IBM WebSphere Portal Express provides a highly flexible, scalable architecture which the Lamborghini IT team can easily extend to deliver new services, as and when the business needs them.

The interoperability of WebSphere Portal Express – not only with other IBM software, but also with third party applications and components – makes it an ideal platform for rapid deployment of new functionalities. If and when Lamborghini feels the need to move towards a full Service Oriented Architecture (SOA), IBM WebSphere technologies will provide the perfect environment for it.

Promoting collaboration
With the basic portal in place, Lamborghini began to think about extending the solution. Working with Tecla, an IBM Premier Business Partner, the company decided to integrate IBM Lotus Sametime and IBM Lotus QuickPlace into the portal, providing a host of collaboration options for the dealer network.

The integration and customisation of the new applications went very smoothly: everything was up and running within a month. The professionalism of Tecla, working closely with the in-house team, meant that there were no unpleasant

surprises – the project was completed on schedule and on budget.

Lamborghini has used Lotus QuickPlace to set up an electronic notice board for the dealers, with pre-defined forms allowing them to request spare parts for classic Lamborghini models. Even if parts are in short supply or are no longer manufactured, dealers now have a good chance of finding what they need.

Lotus Sametime instant messaging adds a further channel of communication, making it easy for dealers to discuss their needs and work together to solve problems in real time, wherever they are in the world.

The whole purpose of the portal project was to improve Lamborghini's communications – not only between the dealerships and head office, but between the individual dealers themselves. Integrating the Lotus collaboration tools with the existing WebSphere portal has made a huge contribution to the dealers' ability to cooperate with one another and deliver what their customers need.

Tecla also deployed a corporate intranet for Lamborghini, built on the same WebSphere Portal infrastructure. The intranet enables Lamborghini to publish the latest operational procedure documents and information quickly and easily, ensuring that the dealer network is kept fully informed about the latest developments. It has also simplified task and event management, making it easy for head office to allocate jobs to area managers worldwide.

The immediacy and simplicity with which documents and applications can be accessed online is the main advantage of the solution. It is easy to use and to extend, helping IT Staff to introduce new functionalities and meet emerging business needs.

Teaming for success

Tecla has also provided extensive training for Lamborghini's in-house team, helping the company to self-manage many of the components of the solution.

"I think a lot of credit should be given to the Lamborghini IT team," says Carlo Visani, President of Tecla. "They were fully engaged with this project right from the start, and their hands-on approach will really help them make the most of this solution in the future."

Marco Capelli at Tecla agrees: "Lamborghini is in a great position to get maximum value from their investment – the solution will really improve the company's ability to share knowledge and communicate effectively at all levels. We are looking forward to helping them upgrade to IBM WebSphere Portal 6.0 and IBM Lotus Quickr – the next generation of Lotus QuickPlace – in the near future."

Working closely with Tecla has been a rewarding experience for the Lamborghini team – "We have really benefited from their technical skills and professional approach. The combination of their expertise and the new IBM WebSphere and Lotus technologies is already delivering real business value for Lamborghini and its dealer network."

"The combination of Tecla's expertise and the new IBM WebSphere and Lotus technologies is already delivering real business value for Lamborghini and its dealer network."

IT Systems
Automobili Lamborghini

Lotus® software

Greece's national Nissan distributor drives costs down, service quality up with dealer network built on IBM Lotus Domino

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Overview

■ **The Challenge**

Nissan distributor Nic J. Theocarakis SA and its dealers had to rely on inefficient, error-prone phone and fax communications to transact business, and lack of standard practices impacted service quality

■ **Why IBM?**

IBM offers a market-leading, flexible and Web-ready messaging and collaboration platform that provides rapid application development and favorable TCO

■ **The Solution**

A Web-based dealer network built on IBM® Lotus® Domino® and a Lotus Domino application package from IBM Business Partner e-On Integration SA, with IBM Lotus Sametime® for instant messaging and IBM Lotus Domino Everyplace® for wireless communications—all running on IBM System x™ servers

■ **Key Benefits**

• Real-time information reduced turnaround time to deliver and fulfill car orders from 11 days to 7 days

• Central IT management reduced dealers' IT costs by 69 percent and reduced overall IT costs to 0.21 percent of sales

• Standardized business processes, practices and procedures helped ensure consistent service quality

• Automated ordering helped enforce "first come, first served" car availability policy

Comfortably established, yet innovative—these qualities characterize the firm of Nic J. Theocarakis SA (NJT). The first company to represent Nissan cars in Europe, NJT is the national distributor for the Nissan Motor Company in Greece and the only company that can import Nissan cars and trucks in that country. Already highly competitive with other brands in its market, NJT recently revolutionized the operations of its extended enterprise by creating a sophisticated online dealer network.

NJT meets regularly with Nissan representatives to reach agreement on sales volume targets, policies and prices. It then seeks to meet or exceed the sales targets via a network of 130

"Of our 130 dealers, about 100 of them had different, local systems that couldn't accommodate any of our standards. The Lotus Domino–based system we designed with e-On Integration enabled us to bring the whole network together and standardize processes."

—Michalis Moraitis
CIO
Nic J. Theocarakis SA

independent dealers. The dealers provide the showrooms and service departments, and sell the vehicles; NJT provides training, support and inventory to the dealers and derives its revenue from sales of vehicles and spare parts to customers.

Inefficiencies prompt call to action

The NJT network of dealerships has existed for years, but prior to 2002, it relied on inefficient manual processes for dealer interactions. Daily communications could happen only through phone calls and faxes, often resulting in frustrating delays. For example, if a dealer had to determine the availability of a specific car and model to make a sale, he could only call or fax the distributor between 9 a.m. and 5 p.m. on weekdays—weekend car shoppers had to wait. To obtain spare parts, dealers could only fax in orders once a day, and the warehouses did not respond until the following day. Similar time lapses accompanied daily transactions in all business processes.

Selling approximately 20,000 cars a year nationwide based on phone and fax procedures was time-consuming, costly and required too many personnel—and there was no way to track these exchanges. Further, the many business processes that spanned the divide between distributor and dealers were frequently hampered by discrepant information because people were working in disparate systems. The lack of standardized practices, particularly in the service departments, also made it more difficult to ensure that Nissan standards were being met and customers were receiving a uniformly high level of service.

Ambitious objectives determine the path to a solution

NJT decided to solve these problems by standardizing and automating business processes through a centralized, Web-enabled network. The first objective was to eliminate the use of paper and fax for processing customer orders. Beyond that, NJT wanted a solution that could support radical improvements in efficiency and customer service. For example, the company wanted to institute a nationwide "first come, first served" policy for allocating cars to buyers when demand exceeded current supply of specific models. It also wanted customer submissions of warranty claims to initiate claims processing procedures immediately, helping to speed up

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determinations and payments. Finally, it wanted to enable automated, on demand ordering of spare parts, and wanted to make information and strategic contacts available 24 hours a day—including weekends—to support sales.

Further, Nissan processes were to be streamlined and standardized across the entire network, eliminating ad hoc processes, reducing paperwork and helping to ensure uniform service quality. For customers, NJT wanted to create ongoing histories for all vehicles sold or serviced in its network based on their unique vehicle identification numbers (VINs). The ownership and maintenance record would be visible to any service department in the network, regardless of where the vehicle had been serviced in the past or who currently owned it.

NJT builds on long-standing Lotus relationship

To achieve its goals, NJT implemented a Web-based solution that employed IBM Lotus Domino, IBM Lotus Sametime and the e-On Retail Internet Exchange (RIX) application package from IBM Business Partner e-On Integration, which is built on the Lotus Domino platform, all running on IBM System x servers and IBM System Storage™ DS4700. The solution provides an online, real-time, 24/7 collaborative working environment for about 1,000 users at NJT and its 130 dealers across Greece.

NJT had been an IBM customer since 1984 and Lotus Notes and Domino users since 1995, so Lotus software already served as the messaging and collaboration infrastructure for the company and many of its dealers. The company evaluated several local software solutions for this project, but e-On RIX had a number of valuable attributes that were especially important to NJT. For example, Lotus Domino can be used in conjunction with any client type (browsers and mobile devices as well as the Lotus Notes client), making it both Web-ready and flexible. The rapid application development environment with its many templates would give NJT an "all-in-one" solution for developing forms, reports, agents, views and applications to run on the Web. This would help speed development of the overall solution, keeping development costs to a minimum. Moreover, the solution would have an attractive total cost of ownership (TCO).

"I believe we have one of the best systems in the world. It helps us not only to manage our business well, but to provide excellent service and additional benefits to our end customers."

–Michalis Moraitis
  CIO
  Nic J. Theocarakis SA

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"This was ideal for us and our environment," says Michalis Moraitis, CIO of Nic J. Theocarakis SA. "Of our 130 dealers, about 100 of them had different, local systems that couldn't accommodate any of our standards. The Lotus Domino–based system we designed with e-On Integration enabled us to bring the whole network together and standardize processes."

Skillful change management overcomes resistance

Like any change process, the transformation represented by the new dealer network had to overcome some obstacles. Dealers initially resisted giving up their own systems to join a centrally managed one, expressing particular concern about data privacy and security. NJT offered confidentiality agreements assuring the dealers that their data would be stored in the NJT data center for operational purposes only, and that the new system is designed to sequester each dealer's data from other users of the system. NJT also worked with the dealers to explain the many advantages of the centralized system, such as being able to see availability of cars and spare parts online and to place spare parts orders throughout the day. Dealers were also to receive central IT support, lowering their costs. Eventually, resistance vanished and all the dealers accepted the new system.

Another big challenge concerned data communications over the physical network because Internet lines in Greece were not very reliable and many points in Greece had no Internet access at all. To address this, NJT joined the biggest ISP vendor in Greece, OTEnet, and developed a stable, powerful virtual private network (VPN) over ADSL.

Sophisticated dealer network links sales, service, management

The e-On Web-based dealer network now in place encompasses distinct but integrated processes for the distributor, the dealers, and communications, with 18 Lotus Domino–based application modules that address sales, service, finance, general management and customer needs. The application modules share common information to ensure consistency across all business processes. For example, an overarching CRM application shares information with every process and creates a comprehensive view of all activities for each customer. Another application based on VINs compiles records of the activities associated with each car.

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The e-On RIX application package supports interactions among the application modules and helps ensure data confidentiality and integrity for each dealer's local activities and business. At the VPN level, the applications include a strong security and control procedure based on Lotus Domino access control lists. Data is segregated by organizational unit such as department or dealer, and most users can see only data related to their own company as controlled by the User Roles and the Hierarchical Security Level defined in e-On RIX.

The solution also incorporates IBM Lotus Sametime software for instant messaging and IBM Lotus Domino Everyplace software that gives mobile Lotus Notes and Domino users access to e-mail, calendars, to-do lists, directories and other applications from virtually anywhere, at any time.

Results meet and exceed expectations

Results have been transformative. Immediate online access to information streamlines execution of business processes; having a single, centralized source for all data helps eliminate confusion and simplify collaborative workflows. Data redundancy and inconsistencies are a thing of the past.

As a result of standardized, streamlined processes, forms and practices, NJT has reduced the turnaround time to deliver and fulfill a car order from 11 days to 7 days. As Moraitis attests, "There is no way dealers can make sales outside the e-On RIX system." It is now easy to enforce a "first come, first served" policy when a particular model is scare and dealers are competing for those available in the warehouse. And regardless of where customers go to purchase or maintain their vehicles, they can expect to receive the same high quality of service.

Moreover, central management of the system is radically reducing costs. The dealers, who formerly depended on contract IT support for their local system environments, are now supported by an IT staff of six at Nissan headquarters in Athens. This has resulted in an overall 69 percent reduction in dealers' IT costs. The ratio of IT costs to total sales across the extended enterprise is now just 0.21 percent, compared to averages of 1 percent and 4 percent for businesses in Greece and the United States, respectively.

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Planning for the future

Near-term plans for NJT include moving data storage from the Notes Storage Format (.nsf) to the IBM DB2® format to accommodate increasing volumes of data and acquire the capabilities of a relational database. Two new application modules are also in the works: one concerning stolen cars, and the other for managing test drives and vehicle replacements during customer car repairs. Asked if he is almost finished with creation of his dealer network, Moraitis replies, "No, I think there are some other places where we can grow bigger. New demands come in every day. The system is alive, it grows along with us."

For now, however, the NJT dealer network is providing a significant competitive advantage. "I believe we have one of the best systems in the world," says Moraitis. "It helps us not only to manage our business well, but to provide excellent service and additional benefits to our end customers."

For more information

For more information on IBM Lotus Notes and Domino, IBM Lotus Sametime and IBM Lotus Domino Everywhere, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

IBM

Datasys gives FAREN easy access to ERP with IBM WebSphere Portal

Overview

■ **The Challenge**
With an increasingly mobile sales force, FAREN wanted to enable its employees to access product information, check availability and submit sales orders from anywhere and at any time.

■ **The Solution**
FAREN worked with Datasys (www.datasys.it), an IBM Business Partner, to deploy a new version of its ACG ERP software on the IBM System i platform. Datasys built a Web portal front-end for the solution using IBM WebSphere Portal Express 6.0 to provide access to the ERP system for employees and large clients.

■ **The Benefits**
Solution enables user-friendly access to ACG ERP from laptops and mobile phones – increasing flexibility and improving customer service. Self-service functionalities for sales reps and clients reduce workload for call centre staff. Datasys implemented the new system within one week – helping FAREN roll out the solution rapidly.

IBM Business Partner

DATA SYS N@TWORK

FAREN Industrie Chimiche SpA is an innovative chemical manufacturer, specialising in the development and production of maintenance, sanitation, lubrication and detergency products. Based in Milan, Italy, the company employs 50 people, operates from twelve locations across Italy, and exports its products across Europe and South Africa.

FAREN relies on a network of highly mobile sales representatives, who spend much of their time visiting client sites to promote and sell the company's products. During sales negotiations, it is critical for these representatives to have access to information such as current stock levels and production capabilities, so

that they can make accurate estimates of lead-times and delivery dates for new orders.

"Our existing IT environment, based around ACG ERP software running on the IBM System i server platform, provided excellent functionality in terms of financial management, production planning and logistics – but it did not offer secure remote access," explains Barbara Altamore, IT Manager at FAREN. "As a result, when our sales teams needed information, they had to ring our call centre and request it over the phone. This was not very secure, and there was a possibility that the wrong information could be passed on. Moreover, it created a lot of work for the call centre staff."

Consulting the experts
FAREN decided to find a better solution, and consulted Datasys, an IBM Business Partner that specialises

in solutions involving IBM Lotus and WebSphere technologies. Datasys helped FAREN evaluate the requirements for a mobile working solution, then recommended upgrading to a new version of ACG and implementing a self-service portal using IBM WebSphere Portal Express 6.0.

"Datasys was involved in this project from beginning to end," says Barbara Altamore. "The Datasys team have an excellent understanding of our business and of the chemicals industry in general; as a result, they invariably come up with innovative solutions to meet our IT needs."

Datasys helped FAREN implement the new ERP platform and design and develop the new Web portal. The implementation itself took just one week, and Datasys has continued to work with FAREN's in-house team to support and improve the new platform.

Easy access to information

IBM WebSphere Portal Express provides a highly intuitive interface for the back-end ACG ERP system, making it easier for sales teams to query product databases and find related documents. It also provides access to the company's ordering system, so orders can be placed almost immediately – eliminating the delays that resulted from the previous paper-based system.

"With the IBM WebSphere Portal Express solution, our agents can log in to our portal whenever they wish and wherever they are – using a standard PC, laptop, or even mobile phone," says Barbara Altamore. "This gives us a more flexible, secure and efficient way to transmit crucial business data, and also allows us to reduce the workload of our call centre staff.

"The Datasys team have an excellent understanding of our business and of the chemicals industry in general; as a result, they invariably come up with innovative solutions to meet our IT needs."

Barbara Altamore
IT Manager
FAREN

Extending the solution

"The portal is becoming a key strategic asset for us," she adds. "We have already given our sale agents access to it, and our aim is to extend it to our biggest customers as well, enabling them to place orders directly into our ERP system. This will mean a further reduction in call centre workload, reducing transaction costs and improving the customer experience by shortening response times."

By providing self-service functionalities for both sales teams and major customers, FAREN will be able to reduce the cost of sales significantly.

"As with any company, reducing operational costs is important to us," concludes Barbara Altamore. "But it is even more important to maintain good relationships with our customers. By making it easier to give customers accurate information about our products and capabilities, and by enabling us to respond to their needs more rapidly, this solution from IBM and Datasys has already become a vital part of our customer service strategy."

IBM

The IBM home page can be found at **ibm.com**

LOC14031-ITEN-00 (03/08)

IBM

Informa realizes up to seven times faster performance with next release of IBM Informix Dynamic Server.

Overview

Informa
Bergen op Zoom, Netherlands
www.informa.nl

Industry
- Information management services

Employees
- 18

Products
- IBM Informix® Dynamic Server (IDS) 10
- IBM IDS 11
- IBM System p™
- IBM System x™

"IDS is well known for its high performance and reliability. Now with IDS 11, IBM has enhanced performance and manageability, and lowered total cost of ownership even further to make it the clear winner against Oracle and other database vendors."

— Rob Prop, Manager Professional Services, Informa

Supporting more than 700 companies, from small businesses to large enterprises, Informa is a leading provider of custom data management solutions in Belgium, the Netherlands and Luxembourg. Informa helps companies ensure that data is immediately accessible and up to date whenever users need it.

Challenge

Facing rapid data growth, Informa customers need to lower the cost of storing and retrieving data, while still providing users with uninterrupted access. And as companies build even more demanding applications, Informa experts must help them maintain rapid response times.

Solution

For more than 20 years, Informa has helped companies build resilient, high-performance information infrastructures with IBM Informix Dynamic Server (IDS). Now by combining IDS 11 with IBM System p and System x servers, Informa will enable its customers to turbocharge applications, grow capacity and increase workload, while slashing total cost of ownership. Informa estimates that its customers will be able to handle 300 percent more data or 30 percent more database instances without adding DBAs by upgrading to IDS 11 from the previous version.

The new customizable footprint features of IDS 11 will help PVM, an Informa customer, further minimize hardware requirements for its real estate applications. Informa tests also show that the optimistic concurrency feature in IDS 11 will help several customers (among which is a large insurance company) to enable their back-end systems to share information on demand, 24x7, with Web services while still performing batch processing in the background. As a result, Web services that previously couldn't access data due to time-outs are now capable of running with almost no delay. Additionally, IDS 11 is helping improve query response times. In one case, a job that took 36 minutes to run can now be completed in approximately 7 minutes.

Benefits

- 30 percent reduction in administrative costs
- 30 percent reduction in hardware requirements
- 20–40 percent reduction in application development time and cost
- 10–15 percent reduction in total cost of ownership
- Up to seven times faster response times using the optimistic concurrency feature
- Solidified value proposition for increased sales and greater customer retention

IBM

Solution from IBM and Acuity helps TCE Tools modernize its communication methods
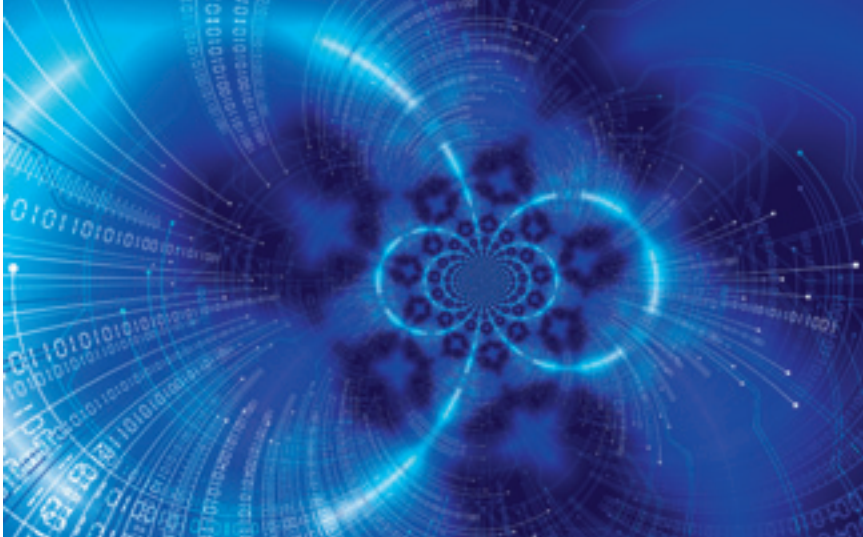
It's almost axiomatic. With growth come new IT challenges. Additional employees, increasing demands from an expanding customer base and rigorous industry compliance standards combine to increase the pressure on small and mid-market enterprises to modernize systems and devote more of their limited resources to implementing, integrating and managing IT systems, rather than focusing on the issues central to their business.

IBM Business Partner Acuity B.V. specializes in helping companies as they modernize by providing highly targeted consulting and technical expertise, enabling customers to fully exploit the capabilities of IBM Lotus® Domino®, IBM Sametime® and the IBM WebSphere® Portal solutions for the benefit of their business, while minimizing their resource commitment.

One Acuity B.V. customer, Netherlands-based TCE Tools (TCE), is a developer of specialized tools for the global aluminum-extrusion industry.

By leveraging IBM WebSphere Portal Express, IBM WebSphere Portlet Factory, IBM Lotus Domino Collaboration Express, Lotus Sametime installed on IBM System i™, Acuity B.V. enabled TCE to enhance communication and information management with both customers and employees.

Acuity builds standard solutions, such as customer relationship management, as well as custom solutions to meet the unique business needs of each customer and subsequently implements and integrates those solutions, thus facilitating the fastest possible return on investment.

"We are a technical company, and my job is to bring together a technical team who can work very quickly on IBM solutions for each of our customers," said Ronald Dekkers, technology director for Acuity B.V. "We put a lot of effort into research and development, and we focus only on Domino, Sametime and WebSphere Portal instead of trying to become expert on

**IBM Business Partner:
Acuity B.V.**

Acuity B.V. provides business solutions in the field of collaboration, content management, customer relationship management and service relations management. Acuity serves the small and mid-market, with a focus on manufacturing, wholesale and transport companies.
Acuity B.V. is headquartered in 's-Hertogenbosch, The Netherlands.

ACUITY

a wide range of IBM solutions, so that when I'm consulting with a customer I can go very in-depth about the capabilities and scalability of those solutions."

"With the implemented solutions of Acuity and IBM, we have increased our efficiency and improved our performance by greatly enhancing communication with our employees, customers and suppliers."

Rob Verberkt,
company director,
TCE Tools.

Leveraging IBM tools to improve customer satisfaction

A small company competing globally, TCE called on Acuity B.V to modernize its external communications methods by developing a solution which would enable TCE customers to directly access, via the Internet, the TCE enterprise resource planning (ERP) system -- running on the IBM System i -- in order to view production, scheduling and delivery information relating to their orders, and even enter orders, from remote locations 24 hours a day.

At the same time, TCE employees were grappling with communication roadblocks relating to antiquated and non-integrated systems dispersed among several servers. Customer service staff, in particular, needed real-time visibility into customer order information, while all employees would benefit from advanced collaborative functionality, such as instant messaging, calendaring and scheduling, as well as remote access to the data and applications critical to performing their jobs.

Using IBM WebSphere tools, Acuity deployed business-to-business and business-to-employee Web portals, enabling customers and employees to enter and access previously decentralized information on the Web. Because that information interacts directly with the company's ERP solution, it is always up-to-date.

As a result, the company has seen incoming customer service calls decrease by 20 percent. And with the advanced collaborative functionality enabled by the IBM Lotus tools, the Acuity solution improved system visibility and enabled real-time communication among employees, thereby reducing long-distance costs and increasing productivity.

"With the implemented solutions of Acuity and IBM, we have increased our efficiency and improved our performance by greatly enhancing communication with our employees, customers and suppliers," said Rob Verberkt, company director, TCE Tools.

Dekkers sees in the TCE solution a blueprint of sorts for future customers in the Netherlands/Belgium region. "Until recently, the portal concept hasn't been accepted in this market, but I see it coming. Businesses understand the IBM commitment to open-source, and that with WebSphere they can connect to virtually any back-end and software-based architecture. It's Web-based, and that's the way they are going to have to work in the future," Dekkers said. "The same goes with Lotus Sametime. Customers would say 'I don't need to chat'. They didn't see the value, but now we're showing them that the Sametime solution is fully customizable, and that it's not chat; it's things like online meetings and presentations."

An expanding IBM relationship

Being technology-focused, Acuity has always worked very closely with IBM on technical and development issues, testing its solutions in the IBM virtual innovation center, for example. However, the company is taking steps to extend its marketing and business development partnership with IBM, gaining advanced industry - "optimized" status in the manufacturing industry of IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve.

"Our relationship with IBM is definitely growing," said Dekkers. "In a very big IBM world, we see new opportunities all the time, new departments and programs we can leverage."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com**/partnerworld/industrynetworks

For more information about Acuity B.V., visit: www.acuity.nl

For more information about TCE Tools, visit: www.tce-tools.nl

IBM®

Israel Securities Authority accelerates stock exchange reporting and increases productivity with a flexible IBM Lotus software suite.

Overview

Israel Securities Authority
Jerusalem, Israel
www.isa.gov.il

Industries
- Financial Markets
- Government

Products
- IBM Lotus Domino Enterprise Server
- IBM Lotus Notes
- IBM Lotus Sametime

רשות ניירות ערך
Israel Securities Authority

"With the IBM solution, we can count on a reliable system for processing electronically signed stock exchange reports. What's more, ISA teams can truly collaborate now."

— Natan Hershkovitz, Chief Information Officer, Israel Securities Authority

Established in Jerusalem in 1968 by the Israeli government, the Israel Securities Authority (ISA) protects the interests of investors in Israeli capital markets. Patterned on the United States Securities and Exchanges Commission (SEC), the ISA is also responsible for the Tel-Aviv Stock Exchange (TASE), which parallels United States-based exchanges such as the NYSE and NASDAQ.

Challenge

Following the passage in 2001 of an Israeli law permitting the use of electronically signed stock exchange reports, the ISA needed a more robust groupware solution than its existing stock report management system. Employees needed the right tools to efficiently process electronically signed reports. In addition, the organization saw that it required improved collaboration across teams, with better e-mail, calendar, and instant-messaging functionality.

Solution

The ISA deployed an easy-to-use, full-featured solution to manage its electronically signed stock exchange reports. Based on the IBM Lotus® Domino®, Version 6.5.4 platform, the flexible groupware solution includes IBM Lotus Sametime® 7 and IBM Lotus Notes® software to support collaboration needs across the agency. The IBM Lotus Domino Enterprise Server software acts as the e-mail and application server, allowing employees to efficiently route electronic stock reports for validation.

IBM eServer™ xSeries® servers provide the power to support the new platform.

Benefits

- Offers a flexible, reliable system for processing electronically signed stock exchange reports

- Decreases processing time for stock exchange reporting with a robust groupware solution

- Improves employee productivity by enabling real-time collaboration

- Provides a stable platform that ensures compliance with current Israeli regulations and can be easily adapted to the changing landscape of the Israeli securities market

IBM

Netherlands Chamber of Commerce means business, thanks Metaware and IBM Solutions Builder Express

Where does business go when it needs vital information, a regional presence and a voice at the table of government? Its local chamber of commerce, of course. In the Netherlands, 21 regional chambers operating through 60 offices provide essential services to businesses throughout the country.

Although the Netherlands Chamber of Commerce is decentralized to respond to local issues, its units must work together to fulfill a mandate set by the Dutch government: to implement economic laws introduced so that businesses can benefit from reliable information recorded by an impartial organization.

Central to this role is the management of the national Trade Register, which records some 1.4 million businesses, associations and foundations. In performing this enormous task, along with providing other information and resources to both business and government, the Chamber of Commerce operates a single quality management system that ensures consistency of service across its organization.

Overview

■ *IBM Business Partner:*
Metaware, provider of intranet applications, portals and workflow solutions that support quality control, document management, knowledge management, complaint management and continual improvement.

■ *Client:*
The Netherlands Chamber of Commerce

■ *IBM PartnerWorld Offerings:*
Training and certifications
Solutions Builder Express

PartnerWorld ®

ibm.com/partnerworld

WITHOUT BOUNDARIES

And that's where IBM Business Partner Metaware comes in. With its intranet and workflow management solutions, Metaware provided the Chamber with a highly cohesive network, one that connects units across a far-flung organization and supports their overall quality initiatives.

When the Chamber wanted to innovate still further and sought a portal that would give employees access, anytime, anywhere, to its stores of information, Metaware was able to win this new business through a compelling sales presentation. Created with IBM Solutions Builder Express, the presentation demonstrated with great effect the portal solution's functionality, affordability and quick deployment.

> *"The demo toolkit, with its charts, flash video and PowerPoint decks, enables us to present the concept and benefits of our solutions with impact and clarity"*
> *–Ad Voets*

Presenting solutions

Metaware has been highly effective in its market by recognizing that small and medium-sized businesses succeed or fail according to how well they leverage information. Accordingly, Metaware has built deep expertise in developing, implementing and managing Lotus Notes® / Domino® applications, ranging from simple workflow procedures to integrated customer information and quality management systems that encompass quality control, document management, knowledge

management, complaint management and continual improvement.

Metaware has earned certifications to demonstrate the firm's depth of knowledge and expertise in Lotus Notes, Domino and WebSphere Portal. It is also pursuing certification as an on demand solution advisor. The firm's clients appreciate Metaware's skills as well as the fast deployment of its solutions, thanks to the IBM WebSphere Express offerings.

Dynamic, flexible and easily managed, Metaware's applications are available as a total package or in separate modules. Simple design makes the modules easy to integrate and adapt to different specifications. Armed with everything that appeals to the SMB

market, Metaware relies on IBM Solutions Builder Express for practical resources that help clinch the sale.

The SBE portfolio offers horizontal and vertical industry solutions aimed at helping IBM Business Partners focus on mid-market customers through a range of enablement resources. The portfolio consists of more than 30 different solution starting points, each featuring a solution overview, solution planning guide, solution implementation guide and demo toolkit. The related technical assets

include resources for solution architecture and recommended software, hardware and tools; implementation planning; customization information; technology simulators; and sample code, data, scripts and configuration for a quick start. Advancing the sales process, the demo toolkit offers a customizable presentation to be used with the end customer, video clips of the solution and a "how-to" document.

Clarity and impact

"The demo toolkit, with its charts, flash video and PowerPoint decks, enables us to present the concept and benefits of our solutions with impact and clarity," says Ad Voets, president, Metaware. The flexibility of the toolkit is especially attractive, as Metaware can adapt the presentation materials with its own branding.

Business Partners find SBE resources especially beneficial in reducing the risk associated with delivering a solution, as proven practices are embedded into each and every solution starting point.

"In the case of the Netherlands Chamber of Commerce, we were able to present quickly and clearly a solution for our customer with which they were unfamiliar," says Voets. The solution consisted of a personalized portal, complete with individual mailbox and agenda items, and newly built Lotus Notes applications that display news and articles from national and regional newspapers. In the next phase, the portal will connect

employees to the business-critical Trade Register as well as several existing Lotus Notes databases.

Like an ace in the pocket, Solutions Builder Express is helping Metaware score an advantage early in the sales cycle – and building confidence among clients like the Netherlands Chamber of Commerce that choosing Metaware solutions is simply good business.

PartnerWorld®

WITHOUT BOUNDARIES

IBM ®

IBM

COFRM spreads best practices with a quality management solution from Isotader

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Overview

■ **The Challenge**

Responsible for providing a common interface for organisational management between local pharmacies, COFRM wanted to introduce standardized processes to govern operations and communications with its associates, in order to facilitate the tasks assigned by Spain's national health service.

■ **The Solution**

Worked with Isotader, an IBM Business Partner, to develop a quality management solution based on COFRM's existing IBM Lotus Notes and Domino 7.5 platform. The solution provides built-in workflows for both COFRM's internal operations and associate pharmacies, which access the system remotely via a Lotus Notes client.

■ **The Benefits**

Simple, single platform for quality control, email and collaboration can reduce workload for IT staff by up to 50 per cent. Centralization of quality management system enables standardized policies to be spread more easily across the region, helping pharmacies to dispense pharmaceuticals safely, and improving service for customers.

IBM **Business Partner**   **ISOTADER** GRUPO

The Colegio Oficial de Farmacéuticos de la Región de Murcia (COFRM) is an association that provides services for all pharmacy professionals in the Murcia region of south-eastern Spain. The Colegio acts as an interface between its 1,400 associate members and the Spanish national health service, offering legal, financial and employment advice, as well as information and training. It employs 50 people to administrate a sector that is worth around €75 million per year.

COFRM is one of the most advanced Colegios in the country in terms of computerisation, and has already implemented corporate email and calendaring for all the pharmacies in the region. This collaboration platform is based on IBM Lotus Notes and Domino 7.5 technologies.

"The introduction of the Lotus Notes and Domino collaboration software was a big step forward for pharmacies in Murcia," says Antonio Rodriguez, IT Director at COFRM. "But we soon realised that Lotus technologies could offer us more than just email. With the ability to develop databases and applications that are fully integrated with our communication platform, we could start to standardise workflows and spread best practices across the region."

Finding a partner

COFRM identified quality management as a key area for IT development, and began looking for a partner with the right levels of experience and expertise to design and implement a solution. After considering a number of options, the organisation chose to work with Isotader, an IBM Business Partner that specialises in solutions based on Lotus technologies.

"Isotader provided a full end-to-end service – everything from initial consultancy, through development and implementation, to support," says Antonio Rodriguez. "We are very satisfied with their professionalism, in terms of both project management and technical know-how."

The Isotader solution has enabled COFRM to develop a set of standardised workflows and a database for quality records, which can be accessed by pharmacists using the Lotus Notes client. Operational policies can be defined centrally and communicated to participating pharmacies in the region, raising awareness of the latest regulations and guidelines, and helping them to provide a consistent standard of customer service across the whole of Murcia.

"With the new solution, we can ensure that central policy decisions, whether made regionally or passed down from the national health service, are communicated to all of our pharmacies," explains Antonio Rodriguez. "By following simple workflows, staff can be sure that they are working in a manner that complies fully with the prevailing best practice, improving efficiency and minimizing variations in quality."

Leveraging Lotus technologies

The use of the Lotus Domino platform makes it easy for pharmacies to benefit from the services provided by COFRM, as email, collaboration and quality management applications can all be accessed through Lotus Notes and Domino. Equally, since there is only a single technology platform to maintain, workload for COFRM's IT staff has been reduced by around 50 per cent.

"By leveraging our existing IBM Lotus Domino platform and adding its own technical expertise, Isotader has delivered a solution that will help us implement robust quality management across the region, while reducing workload for IT staff and end users," concludes Antonio Rodriguez.

Montefarmaco OTC finds the right medicine with IBM and Gruppo G.R. Informatica

Overview

- **The Challenge**

  With more than 12,000 pharmacies as customers and only 90 staff, Montefarmaco OTC wanted a better way to manage high volumes of invoices and order requests. Large quantities of documentation relating to recent legislation and a desire to achieve ISO 14000 certification added to the need for a company-wide document management solution.

- **The Solution**

  Montefarmaco OTC implemented InteGRa.Documenti, a solution from IBM Premier Business Partner Gruppo G. R. Informatica (www.grinfor.it). The company's existing IBM DB2 Workgroup database supports the new solution, which runs on IBM WebSphere Application Server.

- **The Benefits**

  Elimination of paper-based filing system saves physical space, simplifies administration and provides easy access to documents; smart archiving features increase efficiency of storage; solution extends investment in existing IBM software platforms – saving money and reducing training costs.

Montefarmaco OTC, based in Bollate, near Milan, is one of the key players in the Italian market of over-the-counter pharmaceuticals and healthcare products. The company delivers its products nationwide to around 12,000 local pharmacies, generating up to 40,000 sales invoices every year.

This mass of documents has to be processed, filed and stored for a number of years in order to comply with a variety of Italian regulations on the traceability of pharmaceutical products. The company is also hoping to achieve ISO 14000 environmental management certification, which also requires a considerable degree of documentation on internal processes.

With just 50 staff at headquarters and 40 in the sales network, Montefarmaco OTC was finding it increasingly difficult to manage all this documentation using traditional paper-based processes.

"Finding an individual invoice was a slow, tedious process," explains Luca Caramella, ICT Director at Montefarmaco OTC. "We had to send someone to the filing room to physically look through the cabinets and find the document. Moreover, we were physically running out of space. We would have needed to take over another room just for more filing cabinets if we had not decided to move to a computerised solution."

Building on IBM technologies

Montefarmaco OTC consulted Gruppo G. R. Informatica, an IBM Premier Business Partner specialising in document management and business process solutions. The company

chose to deploy G. R. Informatica's InteGRa.Documenti software to handle the whole information lifecycle of its various documents.

"All documents are now saved into the InteGRa.Documenti repository, which stores data on our existing IBM DB2 Workgroup database platform," explains Luca Caramella. "The application runs on IBM WebSphere Application Server, which has also been part of our IT infrastructure for some time.

"The fact that InteGRa.Documenti utilises these IBM technologies was a key factor in our decision – not only because it extends the value of our investment, but also because the stability and usability of WebSphere and DB2 gave us confidence in the solution."

He adds: "Often when we implement new software, we have to spend considerable time and money on retraining. But because we are so familiar with WebSphere and DB2, InteGRa.Documenti was easy to learn."

The extreme scalability of the DB2 platform, combined with its exceptional performance, mean that the InteGRa.Documenti will be able to grow as Montefarmaco OTC's business needs and data volumes increase. Montefarmaco OTC estimates that digitising its storage with DB2 and InteGRa.Documenti will reduce storage and administrative costs by around 50 per cent.

Meanwhile, the flexibility and interoperability of the WebSphere middleware has enabled the integration of the new solution with an ERP system, and will help with the company's next project – to open up the InteGRa.Documenti system

"InteGRa.Documenti makes it so simple to keep track of our documents that it is hard to imagine how we ever managed without it."

Luca Caramella
ICT Director
Montefarmaco OTC S.p.A.

to Montefarmaco OTC's network of suppliers.

InteGRa.Documenti

The solution from Gruppo G. R. Informatica not only makes it easier and faster to file, store and access documents; it also helps to run cost analyses and calculate expenses. Built-in workflows are helping to spread best practices throughout the organisation, and ensure that standardized processes are followed by all employees – reducing the risk of documents being incorrectly processed or mis-filed.

"InteGRa.Documenti makes it so simple to keep track of our documents that it is hard to imagine how we ever managed without it," says Luca Caramella. "Whenever we need to find an invoice or contract – whether for financial purposes or to demonstrate compliance with regulations, we have access at the touch of a button."

He concludes: "By taking advantage of the scalability of DB2 and the flexibility of WebSphere, Gruppo G. R. Informatica has delivered a superb document management solution – one that will play a key role in Montefarmaco OTC's business operations for years to come."

IBM

Fabbrica Tessuti Elastici Besana S.p.A. saves €30,000 in system maintenance and technical assistance costs by using IBM Lotus software.

Overview

Fabbrica Tessuti Elastici Besana S.p.A.
Besana Brianza, Italy
www.elasticibesana.com

Industry
• Textiles

Products
• IBM Lotus Notes, Version 7
• IBM Lotus Domino, Version 7

IBM Business Partner
• Idea Technologies Srl

"The IBM solution is more reliable than our previous collaboration platform, as well as more affordable and easier to use."

—Gigi Menegatto, operations manager,
Fabbrica Tessuti Elastici Besana S.p.A.

Fabbrica Tessuti Elastici Besana S.p.A. (FTEB) produces elastic fabric for men's and women's underwear. The company buys raw materials and creates its products as industry demand dictates. FTEB serves a wide variety of customers in the fashion industry.

Challenge

FTEB relies heavily on its e-mail and fax systems to collaborate effectively with its suppliers and customers. The company had been using a third-party collaboration platform, but the platform experienced frequent downtime, which disrupted company operations. Further, FTEB was dissatisfied with the lack of availability of technical support for the solution. To promptly serve customers and remain competitive, FTEB needed to implement a more stable collaboration system that would be supported by a reliable service team.

Solution

To bolster its internal and external communications, FTEB implemented IBM Lotus Notes® and Domino®, Version 7 software on its preexisting Intel®-based hardware. The solution enables a highly available collaboration environment that efficiently sends and receives e-mail. FTEB also uses the Lotus Notes and Domino software to run a software application that manages and archives faxed messages. The combined solution enables users to receive all communications from a centralized interface. To ensure continuous uptime, IBM's technical support team is available for around-the-clock troubleshooting and system maintenance duties.

Benefits

• Saved €30,000 in system maintenance, technical assistance and fax machine toner costs

• Provided 100 percent uptime since implementation

• Enabled FTEB to consistently meet its delivery commitments and heighten customer satisfaction
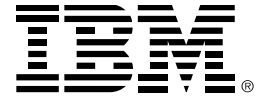
LOC10103-ITEN-00

CRM.COM leverages IBM to deliver low-cost, easy-to-use customer relationship management solutions to the mid-market

The common denominator among software providers who have successfully established a foothold in the mid-market space is an ability to provide their customers with complete solutions that are easy to implement and easy to use.

CRM.COM Software Ltd., an IBM Advanced Business Partner since 2004, should know. It competes worldwide in the mid-market every day. CRM.COM customers, which operate in industries ranging from the service sector to retail to real estate development, typically employ fewer than 1,000 and generate revenues between 20 million and 100 million Euros.

CRM.COM customers are expected to meet the same quality and service standards as their larger resource-heavy competitors, but must do so with leaner staffs and smaller budgets. That is where CRM.COM steps in, delivering a customer relationship management solution with critical functionality at a low cost of ownership in both the long and short-term.

Andros Papageorgiou, chief executive officer of CRM.COM, defined the primary criteria his software must meet in order to succeed in the mid-market: "We've got to be fast to implement and easy to manage. Our customers don't have large staffs, so it is an issue of resources."

He pointed out that his company's staff typically takes from two to five weeks to implement, and that the latest Linux®/Java™ version of CRM.COM Software is virtually self-maintainable. "Our customer can just put it on a server, and they don't have to touch it. When they need an upgrade, then we'll upgrade for them," Papageorgiou said.

The latest version of CRM.COM Software runs on any platform such as Windows®, Linux, Oracle®, DB2® or MS SQL™. Whether a user opts for a traditional on-site implementation or chooses an online hosted one, the customer gets a robust solution boasting an array of core modules for critical sales, service and marketing processes, as well as highly specialized modules developed to meet industry-specific demands.

> *"Our partnership with IBM has allowed us to draw on a lot of IBM technical expertise, and this has helped us tremendously with the initial development of our software."*
>
> Andros Papageorgiou, chief executive officer, CRM.COM

One such customer is Lumiere TV Public Company LTD, the leading pay-TV operator in Cyprus. LTV business is a high volume, consumer service-oriented and mission-critical endeavor, and it needed a CRM solution to manage all customer service processes on a 24-hour basis for more than 35,000 subscriber accounts. Among those processes: maintaining up-to-date subscriber billing and contact information, invoicing individual subscribers based on the programming package subscribed to, tracking disconnected and reconnected service and issuing pro-rated credits or invoices.

Leveraging CRM.COM Software with IBM WebSphere® – Express software running on the IBM System x™ with the Linux operating system, LTV was able to automate its customer service, optimize resources and keep costs low, while staying responsive to customers.

"CRM.COM Software is powerful, yet very easy to use," said Michalis Kokkinotrimithiotis, LTV subscriber service manager. For instance, a call center agent with minimal training is able to carry out a difficult reconnection process all the way from calculating the fee, re-establishing the service, accepting payment and re-enabling the decoder through the real time conditional access, Kokkinotrimithiotis said.

"And IBM WebSphere provides the stability and performance we need. WebSphere enables very fast performance across our network, which consists of a central call center and retail outlets throughout Cyprus," Kokkinotrimithiotis said. He also has also been pleased by the System x processing speed, particularly on batch invoice runs, which involve some 90,000 financial transactions.

Papageorgiou pointed out that the primary and preferred development platforms of his company are IBM WebSphere and IBM DB2. "DB2 is very robust and technically a top-tier database, and Websphere is absolutely the best Java application server; very stable and well-priced for the mid-market," he said.

Development experts from IBM have twice visited the CRM.COM development center in Cyprus, working closely with CRM.COM technical teams during intensive weeklong workshops. "Our partnership with IBM has allowed us to draw on a lot of IBM technical expertise, and this has helped us tremendously with the initial development of our software," he said.

CRM.COM participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve.

CRM.COM is "optimized" in the retail industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with their own solutions and other criteria.

The company has just recently begun leveraging these programs for lead generation, and Papageorgiou is excited about the possibilities. "We're working closer with the IBM sales teams in the UK, Greece and Cyprus, extending our partnership with IBM to joint marketing and sales activities, and we intend to be much more active in the future. IBM is a great mid-market partner to have."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at:
ibm.com

For more information about ISV resources from IBM PartnerWorld, visit:
ibm.com/partnerworld/ industrynetworks

For more information about CRM.COM, visit: CRM.COM

For more information about Lumiere TV, visit: lumieretv.com

IBM

CONFINDUSTRIA VICENZA – Associazione Industriali della Provincia increases its member satisfaction levels using IBM Lotus and IBM DB2 software.

Overview

CONFINDUSTRIA VICENZA – Associazione Industriali della Provincia
Vicenza, Italy
www.assind.vi.it

Industry
- Professional Services
- Associations

Products
- IBM DB2 CommonStore for Lotus Domino – NT
- IBM DB2 Content Manager for Windows
- IBM Lotus Domino Designer
- IBM Lotus Domino Enterprise Server
- IBM Lotus Notes
- IBM Lotus Sametime
- IBM WebSphere Application Server Express
- IBM WebSphere Portal Extend

IBM Business Partner
- Matika

CONFINDUSTRIA VICENZA
Associazione Industriali della Provincia di Vicenza

"Using the IBM solution enables us to quickly and easily provide timely, accurate and relevant information to our members, positioning us to become the leading business association in our territory."

—Franco Baltistello, CEO, CONFINDUSTRIA VICENZA – Associazione Industriali della Provincia

Established in 1945, CONFINDUSTRIA VICENZA – Associazione Industriali della Provincia (formerly Associazione Industriali della Provincia di Vicenza) provides its member manufacturing companies in Vicenza with professional services. The association is one of the largest within Confindustria, the Italian Manufacturers' Association.

Challenge
The association needed a more-direct link to its member companies. The organization had been relying on a paper- and fax-based communication system that was cumbersome and time-consuming to maintain. To keep its members continually abreast of important information, such as changes in legislation, the organization needed to find a better way to communicate with its members.

Solution
CONFINDUSTRIA VICENZA – Associazione Industriali della Provincia worked with IBM Business Partner Matika to implement a role-based portal solution based on IBM WebSphere® Portal Extend and IBM WebSphere Application Server Express software that enables single-sign-on access for members, allowing them to check their account statuses and access documentation.

In addition, the association installed IBM Lotus® Domino® Enterprise Server, IBM Lotus Notes, IBM Lotus Sametime® and IBM Lotus Domino Designer software, which will enable it to provide its members and employees with new services, including e-mail, instant messaging, video and Web conferencing, as well as discussion forums.

To manage all of its content and documentation, the organization plans to implement IBM DB2® CommonStore for Lotus Domino – NT software and IBM DB2 Content Manager for Windows information management software.

Benefits
- Increased customer satisfaction levels by 10 percent

- Solution from Matika decreases amount of time employees spend managing documents by 50 percent

- Boosted employee productivity by 20 percent

IBM®

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Mercatone Uno finds e-commerce success with IBM WebSphere® Express Edition

Overview

■ **The Challenge**
Mercatone Uno wished to expand sales to the Web quickly and with the least possible business risk. At the same time the company wished to drive costs out of the supply chain and improve cross- and up-selling opportunities

■ **The Solution**
Working with IBM Premier Business Partner Tecla, Mercatone Uno implemented IBM WebSphere® Express Edition on IBM @server xSeries® model 345 servers, running Red Hat Linux Enteprise Server. The solution connects with the company Enterprise Resource Planning (ERP) solution on IBM @server iSeries servers.

■ **The Benefits**
Sales have risen by approximately 5 per cent and customer satisfaction scores are up by 20 per cent. Customers are able to browse, buy and place delivery instructions online, as well as check stock status at stores before making a visit. Supply chain costs have reduced by around 3 per cent.

Premier Business Partner

Mercatone Uno is one of Italy's leading non-food hypermarket chains, founded in 1978 and now with 90 stores in the group. The company sells an enormous variety of goods, from cycles to hi-fi, saucepans to chainsaws, and every conceivable home furnishing product. Mercatone Uno differentiates itself by maintaining product quality and keeping costs as low as possible, with a network of stores throughout Italy.

As more consumers switch to shopping online, the company recognized that its store-only sales model was becoming a limiting factor. With outlets located mainly out-of-town, high-value urban sales to young professionals were being missed, yet an online sales channel could reach these new markets and avoid the expense of opening new stores.

Emanuele Robba, Project Manager for the e-commerce programme, comments, "The company had limited information technology expertise, and was wary of making large technology and manpower investments: Mercatone Uno needed a way to enable e-commerce with relative ease, and turned to Tecla for advice. Our request was to build an online supermarket where customers complete the total purchase, right through to delivery. We wanted a low-cost, high-performance system that did not require costly maintenance."

Browse and buy, cut your costs

Tecla, an IBM Premier Business Partner (www.tecla.it), designed and implemented a complete e-commerce solution that would allow customers to browse and buy online. Most importantly, the new solution integrated with stock and retail systems, to assist with an ongoing drive to reduce supply chain costs.

Tecla selected IBM WebSphere Commerce Express 5.6 for Linux, on

two IBM eServer xSeries model 345 servers, running Red Had Enterprise Linux 3.0 Enterprise Server. Orders placed on the customer web site are transacted on the Web servers, which then hands stock, delivery and payment details to the company's Enterprise Resource Planning system, based on an IBM @server iSeries server.

Costs down, sales up, satisfaction high

Emanuele Robba comments, "The site allows the customer to have the traditional shopping experience they would enjoy in the actual shop itself, despite them being on a website - so all the stock, promotions, payment methods are displayed exactly as they would be in the shop.

"We chose the IBM WebSphere solution because it allows us to offer choice to customers in exactly the same way as we do in the stores. The combination selling and discount management facilities are excellent, and we felt re-assured that we could offer every type of client equal levels of guarantee in terms of service, goods availability and delivery."

The new web site collects transaction information from customers, which is then used to create targeted offers and discounts, designed to boost sales. Some 16,000 online customers are served daily, and Mercatone Uno estimates that around 5 per cent of its recent sales increases have come from the new e-commerce operations, and customer satisfaction scores have improved by 20 per cent.

IBM WebSphere Commerce Express software features pre-built product catalogues, searches and shopping carts, as well as advanced functionality designed to enable discounts, cross-selling, up-selling and targeted marketing campaigns. Easy-to-use administration tools facilitate effective

site management with a limited support staff, a key business driver for Mercatone Uno.

IBM WebSphere Express Edition

Tecla leveraged the out-of-the-box Web commerce capabilities of IBM WebSphere software to deliver advanced customer service offerings without a lengthy, costly development period. IBM technologies enabled Mercatone Uno to quickly and affordably establish an online sales channel that provides convenient services to customers in existing and new territories.

When customers browse for products, they are searching data from Mercatone Uno's enterprise resource planning (ERP) system, effectively allowing customers to view inventory from their homes. For larger items where people wish to see the furniture in-store, rather than visiting several stores to find the right product, customers can locate the items online ahead of time. At the back-office, this online location facility has reduced the need to ship products between stores, reducing supply costs by an estimated 3 per cent.

Carlo Visani, Senior Software Engineer at Tecla, comments, "Deploying the Web site on the open and affordable Linux operating system ensures a secure, reliable e-commerce environment, while the IBM WebSphere solution's open-standards technology enables a seamless integration into the company's backend systems."

Emanuele Robba concludes, "As the site's success grows, with IBM solutions Mercatone Uno can offer more products online, converting the company into a true multichannel retailer."

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