IBM

Net.Commerce Helps Internet Services Company Create the Ultimate Shopping Experience

It's Saturday at the mall. Everything is close at hand, from major brands to boutique items. Shoppers browse, make their choices, and pay by credit card. Could it possibly be more convenient?

Yes, it could. Imagine a shopper visiting every store in the mall with one cart, selecting all the desired items, and paying for everything at once in a single, secure credit card transaction. And doing it from the convenience of home— via the Internet—anytime day or night.

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> —*Bryan Hertz, CEO, Internet & Web Services Corporation*

The ultimate in shopping convenience is now available 24 hours a day at 1WorldCenter, an online shopping mall created, developed and hosted by Internet & Web Services Corporation (IWSC). IWSC intends to make 1WorldCenter the most heavily shopped Internet shopping center in the world. And for performance, convenience, and security—the price of entry to successful electronic commerce on the Internet—IWSC turned to IBM's full-featured electronic commerce package, Net.Commerce, and its scalable RS/6000 SMP hardware line.

"Net.Commerce is helping us revolutionize the way people shop, and the way shopkeepers keep shop," says IWSC CEO Bryan Hertz. "The software allowed us to create a true shopping

center, where both popular brands and unique but lesser-known items are centrally 'located' and easy to find."

Net.Commerce helps large and small businesses start an online operation and integrate it into their existing systems; for instance, automating functions such as updating inventory, calculating shipping charges, and applying appropriate taxes to regional and foreign orders. It lets companies translate product information into dynamic, easy-to-search online catalogs. The solution also allows immediate purchases and instant payments, accomplished with the utmost security.

Making it easy to buy

The flexibility of Net.Commerce makes it possible for 1WorldCenter to differentiate itself from other Web "malls." For instance, rather

than having to visit multiple sites to buy all the products they want, consumers at 1WorldCenter are invited to browse with a single "shopping cart." Says Hertz, "With a few clicks, shoppers can put a Bulova watch, a Wilson basketball, a Mont Blanc pen, and other items from as many stores as they wish into their cart. They can close the connection, sign on later from another computer and add or subtract from the cart before purchasing." Through IBM's Net.Commerce, 1WorldCenter enables merchants to offer shoppers over 20

Application	Online shopping mall
Software	IBM Net.Commerce, IBM DB2, IBM AIX
Hardware	RS/6000 SMP servers

IWSC's headquarters located in San Diego, California

special "VIP services," such as a reminders to customers, a worldwide gift registry, personalized shopping and many other services designed to create shopper loyalty and repeat sales.

Since Net.Commerce allows 1WorldCenter to host all of its participating merchants on a single Web site, smaller vendors benefit from their association with major brands. Consumers benefit from the enormous selection of products—often very attractively priced—and from easy-to-use search options. Because IWSC charges merchants a percentage of product sales rather than monthly fees, it has a vested interest in bringing shoppers all the way to the online check-out counter. IBM Net.Commerce makes it easy and convenient for them to do so.

Net.Commerce even lets shoppers create address books with customized shipping information for items delivered to family, friends, and co-workers, making the delivery of gifts around the world or to multiple recipients essentially effortless.

A new storefront paradigm

IWSC has been providing electronic commerce solutions to banks and insurance companies for years, and hosting and designing Web sites for the last two. 1WorldCenter is the company's latest project, and according to Hertz, the most exciting as well.

The center is already getting about 200,000 hits each day. Current projections are to have two million daily visitors by the end of the year, with 500 major merchants expected to open shops. "There are so many advantages to merchants," comments Hertz. "No utility bills or other overhead, no staff costs or personnel management challenges, and the ability to sell an entire product line 24-hours a day to anyone in the world with Internet access." Some merchants are using 1WorldCenter to create an integrated business solution, coupling an inventory management system with their Internet storefront.

With 1WorldCenter, the only cost to merchants is for the development of their shop "site," another service in which IWSC has expertise. Once a

Web store is created, administrative tools included with Net.Commerce allow vendors to easily add or delete products, and alter the "look and feel" of their sites.

Advances in secure Internet transactions

Few companies can match IBM's commitment and track record with respect to network security. Net.Commerce enables 1WorldCenter shoppers to order products securely over the Web with their credit card and receive instant credit card verification. Online catalog orders are secured using Secure Sockets Layer (SSL), a robust financial Internet security mechanism.

With Net.Commerce, IWSC can also take advantage of SET for 1WorldCenter, and provide an even greater degree of confidence for their customers in conducting commerce over the Internet. The SET standard, developed by VISA and MasterCard with significant contributions from IBM, encodes customer credit card numbers and keeps them hidden from all but the issuing bank.

Infinite expansion possibilities with IBM hardware

IWSC selected IBM's RS/6000 line of symmetrical multiprocessing (SMP) servers to handle the massive computing requirements of its Web hosting and shopping services. Datasys, a longtime IBM Business Partner and BESTTeam member, provided systems integration. Combining the RS/6000 R40, J40, and F50 servers, IWSC has what it believes is the largest and most powerful SMP-based Internet computer system in the world.
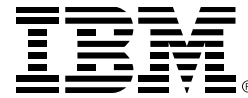
"The IBM solution is a very open system. We can add features and expand it as needed. And, we use the most popular and powerful database system in the world, IBM's DB2 [included with Net.Commerce]," Hertz says.

Adds Sue Freeman, IWSC's director of marketing, "We really put hardware and software solutions to the test, because we're always breaking new ground. We know there are other commerce solutions, but have found that IBM's solutions are far superior. In our experience, IBM is the only company that can withstand the test of time and uphold high integrity in data communications systems, even when working under a lot of pressure."

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