



Hawaiian Greenhouse flourishes on the Web with Net.Commerce.

What more impressive way is there to remember friends, family or clients than by saying "Aloha" with a box of exotic orchids or anthuriums from Hawaii? And there's no easier, more secure way to do

that than with a few clicks and a credit card at www.hawaiian-greenhouse.com.

Hawaiian Greenhouse takes great pride in supplying the highest quality fresh tropical flowers worldwide. Since 1965, the family-owned business has thrived on growing large crops and selling to a small group of wholesale customers. But times have changed. Increasing competition and lower profit margins have made retail a more lucrative sales channel. And Hawaiian Greenhouse is making the most of this channel by using e-business to increase sales volume and expand its customer base, while keeping operational costs to a minimum.

Three years ago, Hawaiian Greenhouse automated its order fulfillment, accounting and customer-tracking functions with an IBM e-business solution powered by Lotus

Notes and Lotus Domino. More recently, Hawaiian Greenhouse took advantage of IBM Net.Commerce START, and IBM DB2 Universal Database for Windows NT to Web-enable its front-end sales process with a complete, secure online storefront.

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— Lynne Kuwahara, Co-Owner, Hawaiian Greenhouse

Application	Web-based florist
Business Benefits	100% est. annual growth in retail sales; 100% ROI in 18 months; 10% to 15% of new orders online; 50% reduction in order processing time; improved customer service
Software	IBM Net.Commerce IBM DB2® Universal Database™ for Windows NT® Lotus® Notes® Lotus Domino™
Hardware	IBM Netfinity™ IBM PC Server IBM PC workstation IBM ThinkPad®
Business Partner	DataHouse



Retail business has bloomed ever since Hawaiian Greenhouse went online with an IBM e-business solution.



Hawaiian Greenhouse's e-business has blossomed—more than 2,000 customers visit its site each month, generating 10 to 15 percent of the company's new orders. "We are doing \$475,000 worth of business today compared to the \$175,000 we were making in wholesale—and I expect our retail sales to double by next year," affirms Hawaiian Greenhouse co-owner Lynne Kuwahara. "We achieved 100 percent return on investment in 18 months".

Implemented by IBM Business Partner DataHouse, the online store and integrated back end have reduced the time it takes to process orders by 50 percent, while virtually eliminating human errors. "We couldn't have done the volume of business we are doing now without the IBM e-business solution," Kuwahara claims. "This past Christmas we shipped 700 orders in two to three weeks, without increasing our staff."

Integrated system supports rapid growth

Hosted on an IBM Netfinity server on DataHouse's premises and powered by Net.Commerce, the online store provides full retail functionality, including a searchable catalog, a shopping cart and online checkout, with credit card transactions secured by industry-standard 128-bit Secure Sockets Layer (SSL) encryption. The product catalog and incoming orders are stored in DB2 Universal Database on the Web server, from where orders are transmitted to the back-end Domino server at Hawaiian Greenhouse and processed automatically.

According to Clyde Shiigi, vice president at DataHouse, DB2 plays an important role in supporting key customer service features on the Web site. Storing highly detailed product information, DB2 enables shoppers to search the catalog by almost any attribute that comes to mind. "DB2 helps make the online catalog searchable and scalable," Shiigi says. "These features are essential in enabling Hawaiian Greenhouse to provide a customer-friendly and robust e-business solution."

In addition, Net.Commerce provides functions that allow customers to track their orders in process. Account information and personal address books are stored in Hawaiian Greenhouse's customer database, also residing in DB2.

DataHouse integrated the online store with Hawaiian Greenhouse's back-end order fulfillment system. "Hawaiian Greenhouse staff can use their Web browsers to access the orders, which makes things very simple for them," Shiigi explains. To access the orders and track fulfillment, Hawaiian Greenhouse is equipped with two IBM PC workstations and an IBM ThinkPad 701C.

Kuwahara appreciates the difference the integrated system has made: "When we first started our retail business, we were manually doing all the work orders, message cards, labels and so on," she recalls. "Today, we are fully automated. The Domino system, in combination with Net.Commerce, has simplified the entire process 100 percent."

Flower grower branches out

To maintain its edge over the competition, Hawaiian Greenhouse plans to expand its online catalog to include floral products from other suppliers as well as other native Hawaiian products, such as coffee, pottery and macadamia nuts. Shiigi, expects these plans to lead to further expansion of the IBM e-business solution, which is a boon to DataHouse. "IBM is a big part of what we do," he emphasizes. "Their products are reliable, and that's critical. The success of my business hinges on the e-business success of customers such as Hawaiian Greenhouse."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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For more information about Hawaiian Greenhouse and DataHouse, visit:
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