



Delta-Rho illustrates its skills with virtual studio, outbids competition.

Application	Virtual design studio
Business Benefits	Client base expected to grow from 30 to 250 in first two years, with 135% increase in revenue; average 80% growth rate for subsequent five years; services priced 30% to 50% lower than competitors; improved profit margins
Software	IBM WebSphere™ Studio IBM Net.Commerce IBM DB2® Universal Database™ for Windows NT® IBM Net.Data® IBM Payment Suite IBM HTTP Server
Hardware	IBM Netfinity®
Business Partner	Global Information Services de México

A worldwide advertising campaign manager in Japan discusses art concepts with a designer in Mexico, production schedules with a videographer in Manhattan and printing budgets with a publisher down the road—all over the ubiquitous Internet. No conference calls, no exhausting flights across time zones and no postal delays to contend with. And, in half the time it would usually take, the client launches a hard-hitting advertising blitz capturing the market's attention.

This radical vision is becoming reality for a young advertising firm based in Mexico City, Mexico—Delta-Rho Publicidad. The company has launched a virtual design studio, *www.designdr.com*, fashioned

with a wide range of IBM e-business technologies. For the team of ambitious twenty-something marketers at Delta-Rho, the Internet is manna from heaven. Says Rodrigo De La Maza, president of Delta-Rho, “We can offer our design services to clients anywhere in the world over the Internet. It’s a tremendous opportunity for us to grow.”

“IBM’s solution had all the tools we needed to create a comprehensive self-service virtual studio.”

—Rodrigo De La Maza, President, Delta-Rho Publicidad



By creating a virtual design studio with IBM e-business solutions, Delta-Rho expects revenues to increase 135 percent in two years.

And grow they will. Delta-Rho estimates its virtual design studio will help expand its client base—which includes prominent accounts such as Sony, PepsiCo and Blockbuster Video—from 30 to 250 in two years. “With a projected 135 percent increase in revenue during the first two years, online business will surpass our brick-and-mortar advertising operation,” De La Maza predicts. The company also expects an average annual growth rate of 80 percent for the subsequent five years. Because the virtual studio allows Delta-Rho to cut overhead costs associated with managing an account, it can lower the price tag on its services. “We looked at prevalent market rates and realized that with our virtual studio we could offer our services at 30 percent to 50 percent less than any U.S.-based firm,” says De La Maza.

Styled for the Web

Developed by IBM Business Partner Global Information Services de México, the Web site was architected using IBM WebSphere Studio. Corporate clients, who log in using passwords, can avail themselves of easy-to-use, self-service capabilities to track project status, review artwork and provide comments online. Approved collateral can be posted on the company's FTP site for immediate download by the client. The Web site is hosted on an IBM Netfinity server and powered by IBM HTTP Server, which protects sensitive business information with its support for industry-standard, 128-bit Secure Sockets Layer (SSL) encryption.

In addition, IBM Net.Commerce START Version 3 delivers a storefront for individual shoppers, featuring a collection of stationery, cards and other gift items that can be personalized. The product catalog is stored in IBM DB2 Universal Database for Windows NT, with IBM Net.Data providing dynamic database connectivity.

WebSphere Studio enables creative design

“IBM's solution had all the tools we needed to create a comprehensive self-service online studio,” says De La Maza. Jorge Munoz, president, Global Information Services, concurs: “WebSphere Studio allowed us to integrate all of Delta-Rho's requirements—the different ways in which they present artwork, communicate with clients, negotiate contracts and more. It simplified application development,” Munoz explains. “And, with Net.Commerce, we were able to design a user-friendly storefront.”

Delta-Rho evaluated other technologies as well—in fact, it had almost settled for a solution from InterShop. “Then we saw how much more we could accomplish with the IBM solution,” says De La Maza. For example, De La Maza notes, “The browser-based administrative interface allows us to manage the Web site without having to hire someone with extensive HTML knowledge. That's a cost saving.”

With its virtual design studio, Delta-Rho is ready to enter the big league of the advertising world. “The Web site helps us build on our strengths—creativity, commitment and the ambition to deliver the best media services to our customers.”

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

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For information about Delta-Rho Publicidad, visit:
www.designdr.com

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