IBM

Payless.com leads shoe retailers in cyberspace.

As North America's largest family footwear retailer, with more than 4,600 stores, Payless ShoeSource was already a success story. Its affordable shoes, wide selection of the latest styles and convenient, self-service shopping experience had made it one of the most recognized shoe retailers in the United States. But to retain its position as a footwear industry leader, Payless ShoeSource knew it would have to take advantage of business-to-consumer (B2C) e-commerce channels to quickly expand its business into places brick-and-mortar stores had not gone before.

Building on a long tradition of customer satisfaction, Payless ShoeSource demanded that its online store offer the user the best experience possible. Customers should still be able to avail themselves of the same sales and promotions as those available at brick-and-mortar Payless ShoeSource stores.

And with competitors nipping at its heels, Payless ShoeSource wanted its Web site fully operational within just 90 days.

"Net.Commerce and DB2 Universal Database provided Payless ShoeSource a complete e-commerce solution for establishing our online store."

– Rhonda Wells, Director of E-commerce, Payless ShoeSource

Application	B2C online shoe store
Business Benefits	Web site with 700-product catalog launched in less than 3 months; up to 270,000 visitors per month, generating more than 2.5 million page views
Software	IBM WebSphere® Commerce Suite IBM DB2® Universal Database™ for AIX®
Servers	IBM RS/6000®
Services	IBM Global Services

Customers can select from an array of product specials at Payless.com^sm.

e
™
e-business

Working with IBM Global Services, Payless ShoeSource met its goals, and Payless.com[sm] opened its cyberdoors in just three months—offering online customers its hallmark quick, convenient shoe shopping experience. The Web site is receiving more than 270,000 monthly visitors, generating more than 2.5 million page views.[*]

Located at *www.payless.com*, the site was built with IBM Net.Commerce (now part of the IBM WebSphere® Commerce Suite family of products) and IBM DB2 Universal Database for AIX residing on an IBM RS/6000 server. Rhonda Wells, director of e-commerce at Payless.com[sm], concludes, "Our customers like the shopping experience we provide in-store, so we focused on building an easy-to-use site, supported by excellent customer service that mirrors our in-store shopping experience."

Building synergy with brick-and-mortar stores

Payless.com[sm] provides convenient, reliable and easy shopping—24 hours a day, 365 days a year. Online shoppers can access a wide range of information, from store locations to special offers. They can avoid shipping and handling charges by using the free in-store delivery option (the pick-up location is chosen at checkout). And customers have the added convenience of making returns or exchanges at any Payless ShoeSource store.

As the merchant server for Payless.com[sm], Net.Commerce provides full retail functionality through its shopping cart and online checkout features, with credit card transactions secured by encryption. Incoming orders and the searchable product catalog, containing more than 700 items, are stored in DB2 Universal Database for AIX. DB2 also powers applications that generate order status e-mail notifications to customers.

IBM Global Services integrated Net.Commerce with the company's existing CyberCash CashRegister software, which authorizes credit card payments, as well as with TAXWARE—a software package that calculates sales tax for Internet orders.

Online, on budget and on time

Working in concert with Payless ShoeSource and its Web site design firm, Organic, IBM Global Services drew on its extensive retail e-commerce experience to meet Payless ShoeSource's needs. "Net.Commerce with DB2 Universal Database provided Payless ShoeSource a complete e-commerce solution for establishing our online store," Wells says. "This e-business solution ensures that Payless.com[sm] customers enjoy a valuable online shopping experience and provides them with an extremely valuable commodity—convenience."

Now that this foundation is in place, Payless ShoeSource is counting on the online store to scale rapidly, as more of its customers embrace online shopping. Wells believes that as Internet shopping is adopted by more families, Payless will maintain its position as the leader in delivering high-quality, fashionable shoes—both in its brick-and-mortar and online stores. Summing up, Wells says, "The cutting-edge technologies of Net.Commerce and DB2 have empowered us to meet whatever business challenges lie in the future. We couldn't have done it without the IBM e-business solution."