Strengthen customer relationships and profitability. Become an on demand business.

IBM software solutions for the retail industry

Highlights

- **Reduce costs, boost margins and improve customer satisfaction by integrating your entire supply chain**

- **Improve inventory turnover, control and management to help maintain cost-efficient stock levels**

- **Gain a better understanding of customers' needs and buying habits by identifying and analyzing purchasing trends**

- **Improve communications within your company; with suppliers and customers**

- **Leverage affordable, easy-to-use solutions designed specifically for mid-sized retailers**

Solutions designed for retail needs

Competition from nationwide chains and local shops. Increasing customer demands. Fluctuating industry growth. All combine to make it both challenging and exciting to be in the retail business. Competitors squeeze your margins while they try to close in on your competitive edge and snag your customers. Suppliers struggle to respond quickly to changes in your inventory and demand. And no longer satisfied with quality, wide selection and value, fickle customers demand convenient and personalized shopping services online, over the phone, through a catalog or in a store — on demand. Meanwhile, you're looking for ways to transform the customer's experience, cut costs, streamline operations and be more efficient. To do it, you need solutions that can help your entire organization and value chain shift at a moment's notice to any market change to deliver on demand business™.

IBM and IBM Business Partners understand the pressures mid-sized retailers like you face from customers, competitors and the market. We also understand IT. And that combined knowledge gives us the expertise to deliver solutions designed specifically for the business you're in. The IBM Express Middleware Portfolio offers industry-leading technologies that give you a foundation for secure, robust, responsive, standards-based solutions. Your local IBM Business Partner adds applications and services specified to your needs. Designed by and for mid-sized businesses, this combination delivers a solution customized to work for you.

Middleware is Everywhere. Can you see it?

Integrated business solutions

Industry-leading solutions from IBM and IBM Business Partners assist your business with end-to-end integration. These affordable, easy-to-use solutions can make your company more responsive, focused and resilient — bringing better service to your customers, getting faster results from a focused supply chain and gaining greater value from your business operations.

From inventory management and control to e-commerce, collaboration and point-of-sale systems, middleware solutions from IBM can integrate all your business processes within — and beyond — your organization. By facilitating integration and collaboration, IBM Express Middleware solutions can help you become an on demand business. Enhance productivity and teamwork. Create a responsive business environment. Get employees, partners, suppliers and customers to work together more effectively — so you can share information, insights and strategies to deliver superior service.

Improve supply chain expense and profitability

Supply-chain integration solutions can help you efficiently manage inventory and merchandise to align inventory

Retail challenges	IBM solutions
Improve supply chain expense and profitability	**Supply-chain integration solutions** Improve product availability, maintain optimal inventory levels, increase sales and customer satisfaction levels, and reduce order-related costs
Accelerate inventory turnover	**Inventory management solutions** Empower both in-store and warehouse employees to access and update inventory levels, decrease inventory costs, and increase inventory turns
Expand customer access and choice; increase satisfaction	**E-commerce solutions** Create a multi-channel customer experience based on buyer preferences, personalize offerings while measuring promotion effectiveness, support regulatory compliance by linking online storefronts with databases, and integrate customer support and order management with all channels
Market to customers intuitively	**Business analytics solutions** Gain broader and deeper customer knowledge, create new sales opportunities, increase revenue and retention, create targeted promotions using relationship marketing, and improve customer satisfaction and loyalty

with demand while controlling costs and cutting losses. These solutions allow you to:

- *Reduce inventory-holding costs by triggering replenishment using real-time information gathered at the point of sale — instead of counting stock manually.*

- *Maintain optimal inventory by collaborating with suppliers more effectively.*

- *Reduce purchase order errors and accelerate time to market.*

- *Reduce stock-outs and excess inventory shrinkage using exception-based reporting and shipment verification.*

- *Increase margins with access to buying information, inventory availability and pricing.*

Accelerate inventory turnover

Inventory management solutions can help you increase customer loyalty and lower costs by enabling warehouse and in-store employees to update stock levels wirelessly. Using these solutions, you can:

- *Optimize floor space by tracking volumes and purchasing behavior.*

- *Improve customer service by tracking purchasing behavior and anticipating customer demands.*

- *Improve demand-planning and forecasting to help ensure the products customers want are available when they want them.*

- *Improve productivity and lower overhead with enhanced communications offered by wireless connectivity between employees and with customers.*

ON DEMAND BUSINESS™

Collaborate with your entire supply chain

By streamlining your internal operations and facilitating information flow among your organization, your suppliers and your customers, supply-chain integration solutions from IBM can help you serve customers in new and better ways and secure solid relationships with partners and customers. Supply-chain integration solutions enable you to:

- *Connect customers, suppliers and employees to products, information and business processes to facilitate decision-making, teamwork and efficiency.*

- *Take advantage of real-time application sharing, teaming and interaction—solidifying relationships and building personalized communication and trust.*

- *Reduce inventory-holding costs and improve warehouse utilization by making sure suppliers have the information they need to maintain cost-efficient stock levels.*

- *Increase the effectiveness of employees working in disparate locations, giving them tools to work efficiently together in real time— wherever they are located.*

Develop consumer-centric retailing

Using e-commerce and business analytics solutions from IBM, you can improve the customer buying experience as well as overall sales effectiveness and profitability. E-commerce and business analytics solutions help you:

- *Sell and deliver goods and services on your customers' terms and conditions with personalized buying and back-order, substitution and order status notifications.*

- *Improve profitability by triggering automatic cross-selling or up-selling of related items.*

- *Create personalized offerings by mining the most profitable customers to increase customer spending and satisfaction.*

- *Integrate customer support and order management with all channels.*

- *Transform data into buyer information to analyze purchasing habits, preferences and behavior to create targeted promotions and campaigns.*

Open standards, feature-rich functionality

Retail solutions are based on IBM Express Middleware Portfolio offerings, providing:

- Open standards-based technologies—easing integration with new and existing investments, without migrating all applications to one platform
- Industry-proven Java™ support—enabling simplified resource management and reduced IT costs
- World-class expertise and a worldwide network of IBM Business Partners—providing comprehensive business information management services, as well as hardware and software support and services

IBM Express Middleware Portfolio offerings provide many feature-rich functions for retail solutions, including:

- Relational database functionality with self-tuning, self-configuring and self-managing capabilities
- In-office or remote access to messaging and collaborative applications
- Web-site creation, testing, deployment and management capabilities, including wizards, samples and application templates
- Document management, production imaging and document workflow capabilities, including storage and management of content in different formats
- Portal capabilities for employees, trading partners and customers to share content and applications

Standards-based solutions designed for mid-sized retailers

IBM solutions for mid-sized retailers are based on IBM Express Middleware Portfolio offerings, designed specifically to meet the needs — and budgets — of mid-sized companies. Based on award-winning DB2®, Lotus®, Rational®, Tivoli® and WebSphere® software from IBM, Express Middleware is:

- *Open*
  Built on open standards, it works with existing business applications, whether they run on Microsoft® Windows®, Linux® or IBM OS/400®

- *Accessible*
  Connects people and integrates processes and information, so everyone and everything can work together more efficiently

- *Nimble*
  Installs quickly – in minutes, not hours – and is ready to go, right out of the box

- *Modular*
  Integrates with all key environments and is easy to extend and upgrade

- *Secure*
  Leverages industry-proven security safeguards from IBM, so you can rest assured your business-critical information is safe

- *Easy-to-buy*
  Comes complete with all components, tools and information for implementation

- *Value*
  Priced for mid-sized businesses, typically based on the number of users or processors, letting you pay only for what you use

- *Custom-built*
  Can be optimized by local IBM Business Partners who understand the technology and can tailor solutions to your unique business goals

- *Reinforced*
  Utilizes all IBM support channels, so you can access everything from technical knowledge and expertise to post-sales support

Flexible and scalable, IBM Express Middleware Portfolio offerings give you features, functionality and affordability scaled to meet your business needs — now and in the future.

IBM and IBM Business Partners add further value by offering affordable services from installation, deployment and configuration to training and education. And flexible financing options give you the freedom to take advantage of business integration solutions today.

For more information

To learn more about business solutions for retailers, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/smb