

WebSphere® software



**Accelerators from IBM.
Speed time to value, lower business risk.**



Leverage pre-built capabilities to speed business results.

Market conditions are changing rapidly. Unpredictable market forces such as mergers and acquisitions, expanding regulatory requirements and globalization can inhibit revenue growth. To survive and thrive, you need to improve responsiveness and agility. Yet, based on a recent survey, only 10 percent of CEOs believe their organizations have the ability to be very responsive to market conditions.¹ Streamlining business processes and integrating applications can help your organization take control in today's volatile marketplace — turning it into a more responsive, on demand business.

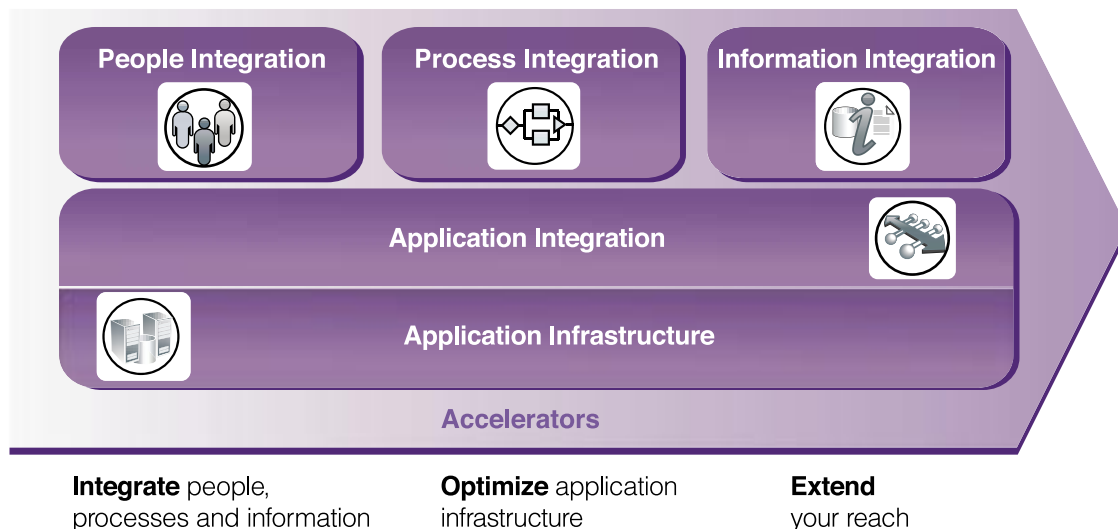
One key to being an on demand enterprise is to integrate business processes end-to-end across the company as well as with key partners, suppliers and customers. The challenge becomes whether to build or to buy solutions to meet these needs. Building customized solutions carries risks including lack of expertise that can lead to greater project risk, time and cost. Usually, custom-built components are not reusable so processes become inefficient and disparate. Each new business functionality request can cause rising development costs.

One study found almost 70 percent of all integration projects utilize custom code written by in-house developers.¹ This includes both internal application integration and business-to-business integration. Many businesses mistakenly believe that it is easier to integrate applications using custom programming and quickly discover an expensive maintenance nightmare.

That's where accelerators from IBM WebSphere® come in. IBM's accelerators speed time to market, reduce deployment costs and lower risk. You can leverage pre-built capabilities to better minimize risk and maximize outcomes. Instead of taking months to solve a business process problem, with accelerators it may take only weeks.

Improve business results with WebSphere

IBM WebSphere software enables on demand flexibility through integration and infrastructure capabilities. These capabilities help you integrate people, processes, information and applications, create a better application infrastructure and use pre-built capabilities to reach customers and employees in new ways. Streamlining business processes through these channels can help your company innovate interactions, improve flexibility and achieve operational excellence.



Accelerators from IBM utilize WebSphere software to help speed time to value and reduce deployment costs. They're part of a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.

Within these WebSphere offerings are a set of accelerators. These pre-built business processes, connectors and adaptors facilitate faster WebSphere implementations. Businesses decrease project risk by using proven technology, architecture and best practices. Accelerators allow your company to improve time to value by speeding customer implementation, streamlining operations and reducing costs. They can help maximize business-to-customer and business-to-business sales and marketing efforts. With IBM's accelerators, your company can adapt and grow based on dynamic market conditions. And since these accelerators remain flexible, they allow a standards-based approach for future innovation. Accelerators provide a fast and affordable way to get e-commerce solutions up and running — quickly, reliably and affordably — while providing an infrastructure for future innovation.

IBM's accelerators are ideal for companies that want to:

- Provide customers with a consistent purchasing experience, whether it's online, in the store or over the phone.
- Target the right customers with the right messages, offers, cross-sells and up-sells.
- Give employees and partners the tools they need to effectively and responsively manage customers, orders, content and campaigns.
- Tightly integrate operations across sell-side channels including Web, store, telesales and the back office.
- Extend e-commerce to selling partners to help them better meet customer needs.
- Support current industry protocols and requirements with dynamic processes that can meet future market conditions.

Why should your company choose accelerators as part of its business solution? Because you want to cut project risk, time and cost. A custom-built solution often results in inefficient, disparate processes without re-usable components. But IBM's pre-built accelerators provide compounding value throughout the business process. They support a consistent purchasing experience regardless of channels. Whether a customer is making a purchasing decision on a Web site or through a catalog, that customer's experience remains constant.

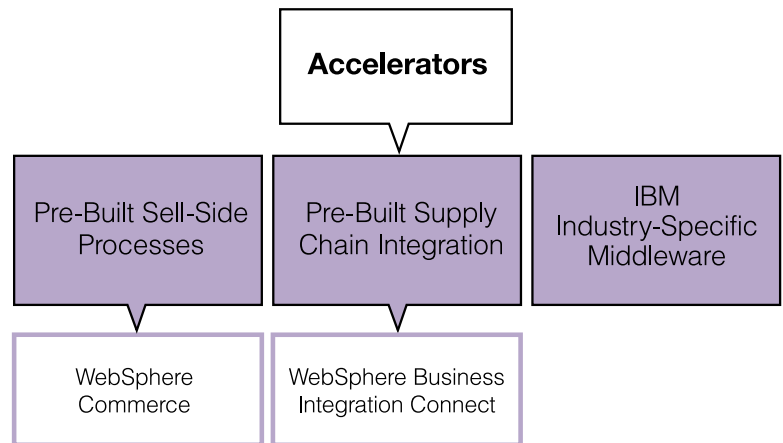
Accelerators can also allow your business to integrate operations within and beyond the enterprise — allowing both internal and external systems to communicate more effectively. WebSphere's proven framework supports the accelerators' capabilities. You get maximum performance, scalability and adaptability. Your business can provide hundreds of out-of-the-box processes and accelerate the implementation of new ones.

Accelerate sell-side processes

Accelerators can help provide a consistent purchasing experience across many channels as well as speed up inventory management for multi-channel retailing. Accelerators integrate product management, distribution and sales processes on a single platform to support Web sites, call centers and kiosks. This allows suppliers visibility into their customers' companies, reducing inventory and labor costs. With accelerators, you can automate business-to-business online sales, provide a guided selling system and strengthen relationships within your demand chain by better distributing, tracking and managing leads.

One of the leading recreation sporting goods stores, REI, needed to maximize revenue across store and Internet channels and provide customers with a more rewarding shopping experience. Using IBM WebSphere Commerce, one of IBM's pre-built accelerators, REI integrated multi-channel retailing features.

REI's customers can now access the gift registry capabilities online or in-store. This resulted in a one percent increase in store sales, totaling more than \$8 million in the first year. REI also achieved 100 percent payback in six months for its store pickup service, one of the new Web applications enabled on the WebSphere Commerce platform that allows Internet shoppers to select items from an REI Web site and have that merchandise shipped to a local store without a shipping charge. REI also improved customer satisfaction and loyalty, and increased share of wallet and customer lifetime value.



IBM's accelerators use sell-side, supply chain and industry-specific capabilities to speed business results.

WebSphere Commerce offers various deployment options that are easily extended to respond to customers' growing and changing needs. Whether your business is a small or mid market firm or a large multi-national corporation, WebSphere Commerce provides the extensibility and flexibility you need to adapt in today's shifting market environment.

“Because of the reusable Java™ code... we’ve reduced development time for new Web sites from three months to one week, saving 92% of the time and costs.”

– Eric Keil, IT director of e-business, Panasonic Management IT²

Accelerate supply chain integration

Your company may also need to integrate operations within and beyond your enterprise to better share documents with supply chain partners. Accelerators allow your company to manage the purchase order process between your back office and your suppliers. This pre-built capability is scalable to effectively manage hundreds, or even millions, of transactions.

IBM helped Panasonic accelerate product distribution to its 20,000 dealers by developing a cost-effective, business-to-business e-commerce strategy. Three sites, one for each of Panasonic's business sectors, were integrated with Panasonic's SAP systems and other legacy applications, enabling dealers to log on to the Web and easily determine the status of their order or the availability of a product. Every online status check saved Panasonic the cost of servicing an inquiry through a call center. Panasonic eliminated 80 percent of order-processing costs. The company projected 100 percent payback of its investment in less than one year, with remarkable savings in development time.

IBM WebSphere Business Integration Connect is one of the IBM accelerators that allows businesses, partners and suppliers to connect. Business Integration Connect can be combined with Community Integration services to help enterprises lower the time and cost required to exchange information securely with the supply chain. It enables customers, partners and suppliers to connect using a wide range of industry standard protocols and multiple security standards. It integrates with market-leading middleware — helping to allow successful, extended integration with partners and customers — and is customizable to configure with additional protocols and data-handling packages.

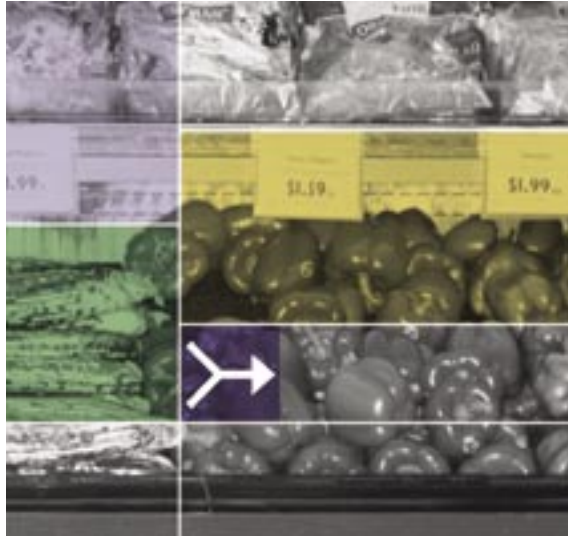
Accelerating solutions that meet industry challenges

Industry-specific middleware accelerates time to value. This solution set is targeted at vertical industry business challenges including adapters, portlets, process models, templates and message sets. For telecommunications, retail, automotive, electronics, manufacturing and other industries, there is a specific set of accelerators to meet your needs. These industry-specific accelerators speed time to market of new products and services, reduce trouble identification and response time, and increase business flexibility and market responsiveness.

IBM WebSphere Business Integration for Telecom provides sophisticated Business Support Systems/ Operational Support Systems (BSS/OSS) integration capabilities for the telecommunication industry.

The capability reduces total cost of operations by streamlining business integration and processes. By providing easier integration of BSS/OSS applications using open-standards, service providers in the telecom industry are able to rapidly provision new services and accelerate their time to revenue. It integrates mobile and fixed-line operations and consolidates associated systems such as billing and customer care.

Using WebSphere Business Integration Server, WebSphere MQ® Workflow, and WebSphere Business Integration Connect, the telecom industry could reduce the IT investment necessary to support business processes. It could provide a basis of delivering customer self-service, reducing inquiries to call centers and set the groundwork for business intelligence.



Learn more

IBM helps your company become more flexible and responsive by having the best products in the industry with the most comprehensive range of capabilities at the lowest cost of ownership. IBM and its Business Partners have the expertise and capabilities to help accelerate your business integration and infrastructure solutions — bringing you closer to creating an on demand business environment.

Visit ibm.com/websphere to learn more about IBM's integration and infrastructure software.





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- ¹ IBM Global CEO Survey, February 2004.
- ² IBM case study, "Panasonic energizes e-commerce strategy with IBM solution." September 2002.