



Strategies to support next-generation e-commerce.



New e-business models are emerging as companies try to effectively compete in an ever-changing marketplace. With a foundation that includes the right strategy and solid execution, your business can transform itself to not only compete but thrive in today's rapidly changing business climate.

Making the move to e-commerce is one of the most important decisions your company will make. As organizations face the challenges of reducing transaction costs and improving business process efficiencies—as well as diversifying their offerings to gain greater marketshare—they continue to see the advantages in leveraging Internet technologies.

Creating loyal and profitable customer relationships while improving customer satisfaction. Accelerating time to market. Extending globally into new markets. Linking vendors and suppliers to turn inventory faster while increasing fill rates. Lowering labor costs, reducing paperwork and dramatically reducing the cost of individual transactions. Together, these results make a compelling case for e-commerce.

A successful e-commerce strategy is one that is easily integrated with your company's business processes, creates a rapid return on investment and is low-risk to your overall business. E-commerce success requires a comprehensive game plan that covers your enterprise internally and externally. Whether you're a manufacturer or a retail enterprise, you'll want to build your e-commerce strategy on a solid foundation and one with secure, reliable software to seamlessly integrate with your existing systems—like order processing and inventory management—ensuring business process efficiencies. And growing with your future business needs.

Your e-commerce solution should complement and extend your marketing strategy, letting you analyze customer buying behavior and launch marketing campaigns dynamically, yet be easy and flexible enough for marketing managers to use. Your e-commerce strategy should also provide realtime customer service and integrate with your service support line.

Following a plan that efficiently integrates e-commerce with your current operations creates solid revenue growth.

To participate successfully online, you'll need to:

- *Promote a strong brand by presenting a consistent image and product—wherever your customers encounter you.*
- *Fully integrate customer service processes.*
- *Consolidate and leverage information collected across all your commerce channels—in-store, call centers, kiosks, wireless and Web.*
- *Effectively and efficiently manage content on the Web.*
- *Integrate easily to back-end systems like order processing and inventory management.*
- *Respond to competitive business pressures quickly with a platform that provides rapid development and deployment capabilities.*
- *Operate on a platform that can easily integrate with your customers' systems.*

Create an e-business blueprint

Rather than being a discrete set of functions separate from the rest of your business, e-business concepts and functions must be embedded in your overall business strategy and execution. A good place to start is with an inventory of your e-commerce requirements. Begin by conducting a cost analysis of your e-commerce needs. Keep your goals in mind—streamlining business processes, improving customer service and satisfaction and adding another revenue stream to your existing business. Analyze and understand your competitors' strategy as well as your customers' buying behavior. You'll also want to conduct enterprise resource planning that tracks the anticipated progression of your e-business. Estimating how your e-business will mature helps to determine what e-business solutions will gain the fastest return on your investment and reduce current overhead expenses. By effectively addressing your market and financial requirements, you can map a solid plan for implementing your e-commerce solution—one that can respond to your current requirements and react and grow with your ongoing competitive needs.

Profitable e-commerce solutions:

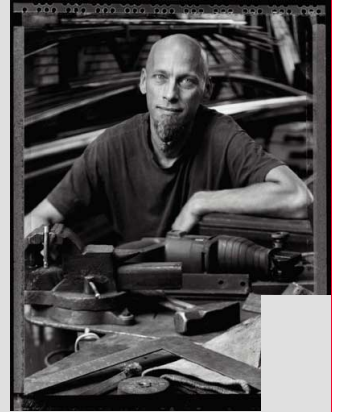
- *Improve margins quickly by simplifying workflow with a lower-cost online channel.*
- *Reduce delivery costs and time associated with labor and paper-based processes.*
- *Simplify and reduce costs with electronic payments.*
- *Decrease inventory and warehousing expenses by linking directly to vendors.*
- *Improve customer satisfaction and loyalty with more responsive, accurate information and service.*
- *Extend your market globally with efficient processes and systems.*

Mazda: on the fast track to e-commerce success

Bright, blue skies. The sun beats down on the asphalt track. Excitement builds as the voice over the loudspeaker prompts drivers to move their vehicles to the starting line. The checkered flag comes down, signaling the beginning of the first lap. Engines roar. Racing fans go wild. And Mazda North America is just as ecstatic.

Mazda delivers the high-performance competition parts that keep racecar drivers on the track—and the fans screaming for more. Qualified racing customers can purchase parts at a special discounted price through Mazda's competition parts program. Reduced costs have created a network of loyal customers—who are driving new demand. With Mazda's competition parts department fielding up to 100 parts and availability calls a day, it needed a proven solution to streamline the process while fulfilling customer expectation.

Mazda wanted to do more than put an updated parts catalog on the Web. It wanted to integrate the catalog with inventory so customers could check product availability in realtime as well as purchase their selections. With limited resources, Mazda needed a solution with rich, out-of-the-box e-commerce functionality that included payment processing, ordering, campaign management and reporting capabilities. And that leveraged—and preserved the investment in—its Java™ technology-based Parts Availability System and legacy IBM S/390® systems. IBM WebSphere® Commerce provided just the functionality and scalability Mazda was looking for.



Demanding conditions drive innovation

With a WebSphere Commerce solution, Mazda customers can search more than 3,000 parts by category, car model, engine type or year range—all with any standard Web browser. The system displays product data as well as availability and, if the part is out of stock, estimated time of arrival. Moving forward, Mazda plans to add features like registration that verifies racing credentials and qualifies customers for the competition parts program; online ordering; and payment processing.

The benefits of Mazda's Competition Parts System? Reduced call-center traffic and a projected 25 percent increase this year in racing parts' sales. "We know that WebSphere Commerce will scale to new demands, wherever we take this solution," says Grant Uehara, Mazda North America manager of Web application development. "It will give us ideas for service enhancements and ways to do things that we haven't even envisioned."

How can you leverage the Internet to anticipate your customer base and keep your customers returning?

Establishing and managing close relationships with your buyers—whether they are consumers, suppliers, trading partners or resellers—is paramount to achieving online success.

In the world of competing technologies, how will you build an e-commerce solution that is compatible with those of your suppliers, buyers and trading partners? Whatever your business model, invest in a solution that is based on open, industry-standard technologies that reduce configuration costs and ensure superior reliability.

Will you provide customer support? If so, evaluate your current strategy to determine if it provides:

- *Integration. Does your telephone response system support Internet orders?*
- *Adequate coverage. Will the traditional 9 A.M. to 5 P.M. customer service shift suffice or should you extend those hours? Remember, with the Internet, your business is open 24x7, across all time zones.*
- *Service. Can your customers request assistance, ask questions and receive responses over the phone and Internet?*
- *Support. Can customers access an historical, online view of all orders—whether they were placed online, on the telephone, through the mail or at an in-store kiosk?*

How will you compete with other sites that have established close relationships with their buyers, trading partners, suppliers and resellers? If so, evaluate your current strategy to determine if it provides:

- *Direct selling to various types of buyers; identifying B2B or B2C buyers with large or small, frequent or infrequent needs*
- *Personalization programs for frequent buyers who haven't yet joined a public, semi-private or private trading exchange*
- *Instant creation of marketing campaigns, including cross-sell, up-sell and promotions to increase your business*

Will your buyers interact with you through trading exchanges or auctions?

If so, evaluate your current strategy to determine if it supports:

- *Defined rules for auctions, contracts, negotiations, invoicing, payments and fulfillment*
- *Web content delivered to mobile buyers over personal digital assistants (PDAs), cell phones, pagers and other handheld devices*
- *Standards for product descriptions, terms for negotiation and other key processes*
- *Protocols that enable secure transactions and protect personal customer information*

Opportunities await

- *Gartner Group predicts that B2B e-commerce sales will reach \$8.5 trillion by 2005.¹*
- *The Federal Reserve Bank in Dallas reports that B2B sales account for 90 percent of all e-commerce transactions.²*

Will your e-commerce initiative integrate with your existing technologies and business systems? If so, evaluate your current strategy to determine if it provides:

- *Platforms based on open, industry standards that support legacy systems and suppliers' and trading partners' technologies*
- *User-friendly, task-based programs that don't require complex customization with existing systems*
- *Software that adapts as business goals evolve or as business processes change*

How will you support your e-commerce site?

If you don't have the technical expertise or in-house resources to create or support your site, you may want to consider working with a third-party hosting service provider.

Objectives of an e-commerce strategy may include:

- *Decreased operating costs by aligning technology with business processes and integrating existing systems and technologies*
- *Streamlined supply chain processes to help reduce errors and increase productivity*
- *Enhanced interaction with trading partners by providing online procurement capabilities*
- *Improved customer service with realtime support and interaction*
- *Expanded geographic reach by establishing global product fulfillment and shipment capabilities*
- *Increased revenues with personalization, up-sell and cross-sell functionality*
- *Increased mindshare and brand awareness through customer loyalty programs and online communities*

Creating a viable, long-standing e-business

Clearly, a successful site provides a range of e-commerce capabilities—including content and order management, relationship marketing and payment processing. And while these functions are indispensable, you must also get to market quickly. That means customizing, integrating, testing and deploying e-business applications faster.

In building a successful e-commerce site, information and processes are integrated across your enterprise—with trading partners, suppliers and customers. By extending your back-end systems, you can provide realtime, dynamic information to your entire supply chain. As e-business becomes increasingly more collaborative in nature—linking global supply chains—the integration equation can become complex.

Integrating your systems also means linking your e-business with mobile users. By enabling your site to be accessed through PDAs, cell phones and other wireless devices, you add more capabilities, helping maintain a competitive edge. Whatever your business model, giving trading partners and buyers a wireless option can increase the efficiency of your overall e-business while improving service.

Star East delivers show business with e-business



Marketing glitz. Film heartthrobs. Talented television personalities. Much like the Hollywood production houses of yesteryear, actors and musicians in Hong Kong sign exclusive contracts with production companies for their work for TV programs and films. For Star East, a Hong Kong-based entertainment company, marketing this talent is paramount to producing top-billing shows. Star East wanted to showcase its roster of more than 200 artists on the Internet as a way to promote its productions.

The company was challenged with developing an interactive site that would feature rich media content—including chat rooms and games—and would be scalable enough to add content.

IBM worked with Star East to develop the interactive entertainment portal—based on WebSphere Commerce. Along with this interactive content, Star East will soon provide an e-commerce mall and an auction module offering items from music stars, Star East-branded products and movie memorabilia. Star East hopes that the portal will serve as a marketing vehicle to drive traffic back to its other businesses.

Cultivating an audience

Through its entertainment portal, Star East has increased its market share by 25 percent and reached an audience of at least 6 million. From e-commerce and auctions, Star East generates an additional 15 percent in revenues. “With the proliferation of pervasive devices, moving into the mobile commerce arena is a natural step. We are confident that our IBM e-business solution will allow this to happen seamlessly,” says Winston Wong, chief technical officer, Star East.

Mikasa sets a world-class table

Providing a product to satisfy every shopper's sense of elegance isn't easy, but Mikasa—makers of fine china and crystal tableware—has done it, producing over 20,000 different items within a wide variety of patterns. A bigger challenge for Mikasa has been to help customers benefit from this vast range of products. No brick-and-mortar store could come close to giving consumers the choice that the company has been able to provide in its product lines. And Mikasa's original Web storefront—lacking an automated mechanism for tracking inventory—carried only 400 products.



Aware of missed opportunities, Mikasa began searching for a vendor that could put its entire catalog on the Web and assist in redeveloping the Web site as a fully integrated e-business solution. The search ended with another world-class brand—IBM—and the WebSphere software platform for e-business. Mikasa chose WebSphere software because it provides scalability, quick response times and reliable transaction processing, as well as a robust development environment for creating customized applications quickly. “We were seeking industrial-strength technology with a worldwide reputation for quality, and that’s what we got with IBM and WebSphere,” says Erik Redmond, Internet project manager at Mikasa.

Leveraging the out-of-the-box functionality of WebSphere Commerce, IBM Business Partner Web Emporium built Mikasa's new online storefront in just 12 weeks. Because Web Emporium integrated the site with Mikasa's inventory and fulfillment systems, customers can't inadvertently order out-of-stock items, and fulfillment costs are kept low. “Before, very few of our customers even knew that we carried 20,000 products,” says Seth Rubin, director of e-commerce marketing at Mikasa. “Now, thanks to IBM and Web Emporium, our customers can navigate that entire range online, and order in seconds. We can process the orders automatically, and we're well on track to achieve our projected return on investment.”

Building good relationships with its customers is of primary importance to Mikasa, because customers keep their tableware for years, replacing and adding pieces regularly. “With our IBM e-commerce solution, customers will come back to us again and again,” says Redmond, “because we're providing them outstanding service as well as outstanding china.”

Data-gathering, personalization and content management tools that simplify and enhance your marketing and merchandising efforts are critical to effectively compete in the marketplace. With these features, your buyers can easily access products, as well as contracts and other useful information that strengthen your customer relationships.

Engage in dynamic, successful e-commerce

As the e-business frontrunner, IBM has helped thousands of companies with their e-business transformations. IBM WebSphere Commerce software gives businesses of all sizes the flexibility to establish effective e-commerce sites in B2B, B2C, private or public trading hubs and application service provider environments.

From payment processing integration with your current business systems to making on-the-spot marketing decisions, WebSphere Commerce software provides the framework to conduct e-business in a secure, scalable environment.

WebSphere Commerce makes it easier for you to conduct business globally, reaching new buyers around the world. Global support is embedded throughout the entire architecture of the product. So, you can increase loyalty and manage customer relationships more effectively by offering unique regional shopping experiences with the same core infrastructure and catalog. Display text in multiple languages, layouts and payment structures. Convert currency to determine taxation, shipping and payment methods. Global features support 25 currencies, including the euro, Italian lira and Japanese yen.

WebSphere software also extends your e-commerce applications to wireless users. Support for mobile commerce (m-commerce) is built into WebSphere Commerce. Cellular phones, pagers, PDAs and other handheld devices give customers additional flexibility in how they access your company's e-commerce system. Protocols supported are HTTP, using HTML, and wireless access protocol (WAP), employing wireless markup language (WML). With solutions like IBM WebSphere Everyplace™ Suite and IBM WebSphere Transcoding Publisher, you can automate the task of connecting wireless and other Internet devices to your e-business applications and efficiently deliver existing Web content to your customers when, where and how they choose.





With WebSphere Commerce, you can easily customize your e-commerce solution to meet your unique business requirements. The ease of implementation lets you budget your e-business expenses more accurately. And reduced customization expenses help you achieve return on your investment faster.

Founded on an open, industry-standard architecture and employing Java technology and XML-based solutions, you aren't confined to a single vendor-proprietary offering. With Java technology, you can deliver your customized and integrated business applications to the Web with the confidence of supporting your existing and future requirements.

Analyze your e-business

After establishing your marketing programs, it is imperative that you be able to measure success rates. What works? What doesn't? IBM WebSphere Commerce Analyzer provides a robust business intelligence solution designed to analyze and report statistics generated by your customers. You'll be able to compile and run prebuilt reports about traffic and usage—questions that are vital to running a successful e-business.

Accelerate e-business marketing plans

IBM WebSphere Commerce Accelerator is an important key in linking your marketing programs with your e-business. An intuitive interface designed for business managers, store merchandisers, administrators and customer service representatives, WebSphere Commerce Accelerator allows non-technical employees to launch on-the-spot marketing decisions—a key in creating an agile e-business.

WebSphere Commerce Accelerator, included with WebSphere Commerce, helps marketing managers monitor, analyze and understand customer behavior. With this data, managers can create targeted programs and promotions. The solution extends to merchandisers who have the power to determine the most intelligent ways to sell products and track purchases, find lists and change product details. WebSphere Commerce Accelerator can help store administrators manage key operations, including orders, payment and fulfillment. And customer service representatives have the tools they need to create, modify and cancel orders, handle customer registration information and up-sell by leveraging insights into customer behavior and buying patterns.

WebSphere Commerce Accelerator helps you offer customers visually compelling sites with relevant content and catalog data with rules-based, collaborative filtering personalization and merchandising functionalities.

Forest2Market plants the seeds for e-business growth

Leaders in the forest products industry couldn't see the forest for the trees. Poor price reporting and obscure business practices were making it difficult to get a big picture assessment of the industry as a whole. Lacking that perspective made it difficult to make critical business decisions.



The owners of Forest2Market realized that an online timber-pricing database would best serve individual landowners, timber industry consultants, dealers, investment managers and buyers at Fortune 500 forest products companies. The industry needed an e-commerce application that would promote the collection of this data and give members the ability to analyze the information—providing the big picture that industry leaders need.

The company took advantage of IBM Start Now e-commerce Solutions, featuring WebSphere Commerce and IBM DB2® Universal Database™, to create a stable and scalable foundation for their information hub. Timber price reporting, sales data collection, industry news feeds, a historical price index and a locator service to find buyers and sellers keep industry users coming back to Forest2Market. After 10 months of operation, the pricing service has over 200 paid subscribers, representing more than 15 percent of the market—and expansion plans are in the works.

A winning situation for you and your buyers

With WebSphere Commerce, you can take relationship marketing to the next level. Recommend substitute products if you're out of stock. Offer accessories and special bundles that complement orders and purchases.

Conducting open-cry, sealed-bid, Dutch and reverse auctions on your site gives you a new channel to sell your products. If you're already in the business of managing auctions, you can decrease communication and settlement overhead while increasing speed and efficiency. Implement auctions as your sole sales mechanism or as a way to move selected merchandise, like discontinued products, overstocked seasonal items or excess inventory. Offer an auction gallery that lets customers, buyers and suppliers view, search and specify bids on items.

Give customers what they want

You're busy and so are your customers. Give them what they want—comprehensive, accurate, consistent, current, personalized product information—without requiring unwieldy time commitments and effort from your staff.

With IBM WebSphere Catalog Manager, you can easily create, update and manage complete, consistent, correct and current product information all with a familiar—and simple—drag-and-drop interface. By providing a high degree of efficiency, accuracy and detail, you'll increase the return on your investment and boost productivity. For use with WebSphere Commerce, WebSphere Catalog Manager enables personalization and advanced catalog searching; offers merchandising support for bundling (groups of products that are combined for merchandising or convenience) and packaging (orderable units that cannot be broken up). Support for remote database servers allows multiple users from different product divisions to access and update the database from separate workstations to share information and secure data.

May we take your order?

Now that you've developed and organized your site, you're ready to start accepting your customers' orders. Keep in mind, how orders are handled varies depending on the product, customer or buyer and purchasing situation. In a B2B environment, buyers want to negotiate price, particularly for large, bulk orders. In a retail situation, you may want to offer a coupon, discount or rebate offer. In an trading exchange setting, buyers may need to locate a new part and may not be aware of the products or terms you offer.

The best e-commerce solutions should accommodate all these ordering models. And it should handle requests for quotation, regularly scheduled orders or one-time purchases quickly. Finally, the ordering process must integrate with your back-end business systems, like inventory management and contract pricing.

You need to make the ordering process as easy, familiar and automatic as possible for every purchaser. Offer up-to-the-minute delivery status and order confirmation e-mails. Let customers know upfront if the product they ordered is unavailable and when they can expect another shipment. A simple and efficient order process that saves buyers time in procuring products will create a valuable experience and will encourage them to return often, whether it is a B2C, B2B or trading exchange site.

Create and maintain customer satisfaction

Providing the highest level of customer support is an important factor in ensuring high levels of satisfaction. There are many support tools your site can employ, including generic FAQ files, online Q&A databases, newsgroups and message boards. You can also use e-mail management systems with intelligent routing and automated response, live chat, instant messaging and of course, the telephone.

WebSphere Commerce software enhances the online customer service capabilities that support your business' productivity. Your customers won't have to wait for a call back to track their order from suppliers or the shipping department. Instead, they'll have up-to-date tracking and order information within seconds. With these features, you can reduce expenses related to customer service support while meeting your buyers' needs immediately.





WebSphere Commerce has integrated the power of our e-commerce technology with the leading-edge technology of Lotus® Sametime™ and Lotus QuickPlace™ to form an integrated, out-of-the-box e-commerce collaborative offering. You can now quickly deploy these collaboration tools to enable trading partner and customer communications, make joint decisions, share documents, align business processes and monitor results. Collaboration can help you drive profits and reduce costs.

Customers can interact in realtime with salespeople and customer service representatives. With a single click, your customers can request that a sales rep phone them to place an order or gather more product information. Customers can receive a response immediately, ensuring the satisfaction you need to succeed.

Ease their worries—make payments safe and secure

You want your customers to shop your site and do business with you not once but repeatedly. For them to feel comfortable providing personal and corporate credit information, you need to make them feel secure. At the same time, you need to protect yourself from fraud and reduce losses from chargebacks.

Included with WebSphere Commerce, IBM WebSphere Payment Manager is a natural extension of your current business systems. With it you have the capability to securely manage Internet payments and easily integrate them into your operations. WebSphere Payment Manager functions like an enhanced electronic credit card processing bank. You can customize specific payment methods and accept multiple currencies with varied financial institutions and adapt to rapidly changing business requirements by seamlessly adding payment options as they emerge.

Capitalizing on trading exchange opportunities

To remain profitable—and competitive—buyers and sellers need to streamline processes, reduce costs and implement best business practices. With WebSphere Commerce, private trading networks connect fragmented buyers and sellers through a B2B hub where online transactions can be executed quickly and confidently. Your trading partners will more efficiently exchange goods and services while significantly reducing sourcing and transaction costs, enhancing existing relationships with suppliers, buyers and resellers.

Your business can quickly share critical information among your trading community and identify new suppliers and products. With WebSphere Commerce, buyers and sellers can collaborate in realtime and realize reduced sourcing and transaction costs; trading partners can anticipate fast-moving market conditions. Host rugged auctions that support the use of wireless computing devices. And offer robust search capabilities and seamless workflow approvals.

With WebSphere Commerce, you get back a high return on your investment while keeping your total cost of ownership reasonable. More importantly, you'll be able to capitalize on new, revenue-generating opportunities to drive your trading hub strategy—and profitability.

Reach your customers


On the street or on the Web, retail is much more than just buying and selling. What matters in today's unpredictable environment is finding customers and building durable long-term relationships.

After 25 years of serving the retail industry, IBM knows that today's leaders are using the Internet to reach customers in innovative ways. With IBM MerchantReach™: E-commerce Services Solution for Retail, you can have a production-ready retail Web site up and running within 60 days. Conduct secure transactions online 24x7. Personalize the site to meet your—and your customers'—needs. And realize a rapid return on your investment.

MerchantReach products build on one another to grow along with your business. When you're ready, add functionality like online marketing, merchandising, content management and site analytics to create a robust, dynamic and fully integrated e-commerce site.

Turn digital assets into a revenue stream

Digital media are some of your company's most important assets—yet you can't stack them in a warehouse or package and deliver them manually. You need a flexible, portable and easy-to-maintain solution that's not only a digital asset management system but also a distribution system that can generate new revenue.



Media companies with growing volumes of digital assets—photos, video clips, audio files, illustrations and animated images—face new regulatory requirements and the challenge of making those assets available online. IBM WebSphere Commerce for Digital Media allows you to store, search, view, manage, collaborate, purchase, sell and download digital assets, reaching customers directly through the Internet.

This new e-commerce service offering combines industry-proven WebSphere Commerce functionality with the capabilities of IBM Content Manager. Powered by Java technology, WebSphere Commerce for Digital Media allows you to enrich the user's experience and B2B buying interface, forging new customer relationships while strengthening existing ones. And helping to generate and increase revenues as well as your profit margins.

Enhancing your e-business

Using IBM WebSphere Studio as a companion to WebSphere Commerce, you can build, manage and deploy security-enhanced, dynamic, multiplatform Web applications with JavaServer Pages™, HTML, JavaScript™ and DHTML support.

And you don't have to be a programmer to take advantage of WebSphere Studio tools and wizards. Using drag-and-drop technology, Web designers and developers can do their jobs easier.

Make the most of what you have

Often referred to as one of the most important software technologies to emerge in the Web environment, middleware is the layer of software that fits between operating systems and Web applications. Services like identification, authentication, authorization and security are fused together, enabling otherwise conflicting applications to work together.

IBM WebSphere MQ messaging middleware simplifies the task of connecting your applications across disparate environments, allowing information exchange across more than 35 different operating platforms. Your investments in existing applications and systems are protected, helping speed your time to market while increasing your ROI.

Web services help drive dynamic e-business

As the next step in the evolution of e-business, dynamic e-business is about flexibility. Heightened connectivity. Adapting to changes in the marketplace quickly. Efficiently. Without a huge investment of money, time or resources.

IBM Web services help make dynamic e-business a reality. Breaking the barriers of incompatible technologies and platforms, Web services leverage open Internet standards—like UDDI, SOAP, XML and WSDL—to allow you to manage high-volume, scalable, security-rich transactions. Integrate complex business processes across your value chain. And do it all with little custom-coding or human intervention.

IBM Web services-enabled software can speed and simplify B2C and B2B e-commerce functions and improve customer service. Whatever industry you are in, Web services will help you automate processes among disparate channels. Business functions, such as verifying and processing credit card transactions, automating package tracking, aggregating services and evaluating suppliers are translated openly between platforms—without compromising your e-business security.

The rock-solid foundation for e-commerce

WebSphere Commerce is the software that drives e-business. To fully reap the benefits of your e-business, you need a firm foundation. And IBM WebSphere Application Server, included in WebSphere Commerce, is that e-business foundation. WebSphere Application Server powers WebSphere software, allowing you to transform and leverage the resources and systems you have today into the kind of business you want to be tomorrow.

WebSphere Application Server supports all your e-business needs, from simple Web transaction processing to complex, enterprise-wide Web applications. Leverage your existing IT investment to reach new markets and create new opportunities where none existed before. Your development team will value its flexible development environment that breaks the barriers of writing code every time they need a new application. You will appreciate the ability to reuse what they've already created, saving you time and money.

Another cornerstone of your e-commerce implementation is IBM DB2 Universal Database, also included with WebSphere Commerce. Any type of data, including text, images video and audio, is stored and retrieved easily. With support for Java technology and multimedia objects, IBM DB2 helps your team deliver a total Internet experience that will impress even the most Web-savvy users.

Building on this robust platform, you can integrate diverse IT environments to maximize your current investments. Deliver your core business applications to the Web. Grow these applications to meet changing needs and increasing demand. And create an e-business that sets you apart from the competition.

Powering our own business

E-commerce isn't new to IBM. We began in 1996 by testing our marketplace technologies at our own electronics-component trading hub in Singapore. Learning from this experience, we then began building trading networks with greater functionality—based on the award-winning WebSphere Commerce software. In 2000, we saved \$377 million through e-procurement, purchasing 94 percent of our goods electronically through 24,000 suppliers. WebSphere Commerce software also powers our own ibm.com site for consumers and business buyers; it uploads 140,000 catalog items every week and rallied to \$14.9 billion in sales in 2000.

Advancing your e-business to the next level

IBM has the products and experience, solutions, innovative technology and business expertise to help you meet the e-commerce goals you have today—and the ones you'll have tomorrow. Let us help you maximize the e-commerce opportunity to gain—and maintain—a competitive advantage. Over 2,400 Business Partners and Solution Providers have received WebSphere Commerce training and they're ready to help you design and implement your e-business solution. IBM also has relationships with more than 100 Independent Software Developers, who add leading-edge functionality and innovation to our WebSphere Commerce software products. And through the experienced team at IBM Global Services, you can quickly build and deploy dynamic e-commerce solutions. We are committed to e-commerce—and to your e-commerce success.

For more information

To learn more about IBM e-commerce solutions, contact your IBM marketing representative, IBM Global Services, IBM Business Partner or visit:

ibm.com/websphere/commerce





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¹ "The Economic Downturn Is Not an Excuse to Retrench B2B Efforts." Gartner Group, March 13, 2001.

² "B2B E-Commerce: Why the New Economy Lives." Southwest Economy, July/August, 2001.