IBM

Learn how an integrated e-commerce solution can help unlock the value of your resources, on demand.

In a fast-paced global marketplace, you don't have much time to make decisions and get your products and services to market. Without a secure, continuous flow of information and transactions among your employees, partners, suppliers and customers—you can lose valuable productivity and your competitive edge. In the on demand business era, your challenge is to connect your resources, so you can:

• *Provide fast access to the information everyone along your value chain needs.*

• *Integrate business processes end to end across your company, and with key partners, suppliers and customers, to lower costs and discover new revenue opportunities.*

• *Respond with flexibility and speed to almost any customer demand, market opportunity or external threat.*

• *Become more focused on your core competencies.*

• *Improve your ability to make critical decisions more rapidly.*

An integrated business solution can help you facilitate transactions among your customers, partners and employees. It also allows you to view and manage your company as an integrated whole—even when outsourcing important activities to others—enabling you to react to changes on the fly. As an on demand business, you can do much more than increase operational efficiency; you can help unlock the value in the systems and resources you have invested in over time. With IBM business integration solutions, an important element of on demand business, you can help minimize time-consuming process redundancies, while improving efficiencies throughout your value chain. As an integral component in the accelerate category of business integration, IBM WebSphere® Commerce software can help you deliver a business integration solution to simplify and speed access to people, processes and information.

Identifying your business integration needs is one challenge: where to start and how to proceed are other questions that you must address. Based on extensive experience working with customers on a variety of e-commerce initiatives around the world, IBM has developed a Business Value Assessment (BVA) for e-commerce to help guide your enterprise business integration strategy. IBM Business Value Assessment for e-commerce can help provide the high-level direction you need to create a vision, identify success criteria and build a preliminary cost and benefit analysis. Fast and priced to fit your budget,* BVA is your first step toward creating an on demand e-commerce solution that can address your organization's business integration needs.
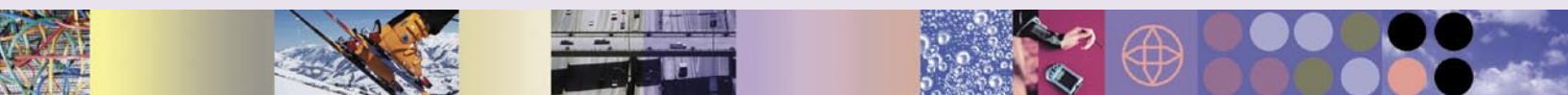
Identify and prioritize your initiatives

IBM consultants plan and execute the BVA from an end-user perspective, employing a proven assessment methodology to help you gain the maximum benefits and insight for your organization. The BVA offering provides a set of tools you can use to prioritize and analyze the impact of making an e-commerce investment, replacing an existing e-commerce solution or adding additional functions to your existing e-commerce solution. IBM consultants implement a proven, three-step methodology consisting of onsite and offsite interviews, workshops and e-meetings (typically taking no more than two to four days during a period of two to four weeks). The final presentation includes one or more of four available, customizable modules to help you answer questions specific to your business needs. You have the flexibility to choose the module or group of modules that address your business needs.

The BVA methodology can help:

- *Provide you with the information you need to make the correct e-commerce investment decision for your company.*
- *Align line-of-business (LOB) and IT management toward a common vision for an e-commerce solution and associated deployment initiatives.*
- *Give you a high-level cost and benefit analysis to define the value of an e-commerce solution in financial terms.*
- *Provide the information needed to justify launching an e-commerce initiative in your organization.*

WebSphere Commerce software preintegrates industry-leading technologies from across the IBM software portfolio to ensure you have the capabilities you need in a single, complete e-commerce solution. IBM's existing clients have achieved many benefits from their WebSphere Commerce solutions, such as:

- *Implementing consistent customer experiences across multiple channels that helped increase sales by 168 percent*
- *Improving customer responsiveness, leading to a 50-percent annual increase in Web conversion rates and an 8- to10-percent rise in average sales transactions*
- *Reducing development time and costs by 92 percent to strengthen relationships with channel partners, resulting in an 80-percent reduction in order-processing and call-center costs*
- *Using IBM WebSphere Commerce Accelerators to streamline development, realizing 30-percent savings in resources*
- *Increasing IT productivity by 46 percent in an 18-month period*
- *Consolidating on a single platform to serve multiple requirements, and eliminating three separate integration providers*

With this comprehensive, personalized business integration solution, you can create cost and process efficiencies that provide the potential for a rapid, quantifiable return on investment (ROI).

Module 1—Business value alignment

"What should our organization do with e-commerce?"

To facilitate the assessment process, IBM consultants work closely with your LOB managers to help determine how you can reap the greatest benefit from an e-commerce solution. Through an onsite workshop and telephone interviews, you can determine e-commerce initiatives based on measurable benefits compared to their ease of implementation. Through these discussions, IBM consultants can help project stakeholders reach a shared understanding of the different investment benefits and risks—and consensus about how to proceed.

Module 2—Business value demonstration

"What might the business-value experience be for us?"

After completing the initial business value alignment, IBM consultants help you create a working model that represents the possibilities of your e-commerce solution and the potential impact it can have on your organization. The output from the Business Value Alignment module is used to prepare and build the model. This day-in-the-life solution scenario enables you to visualize how a proposed e-commerce solution could deliver value. The module, in turn, can enable you to demonstrate the value and functions of e-commerce to a wider audience throughout your value chain. The findings from this module are used for the ROI analysis and for input to help guide implementation.

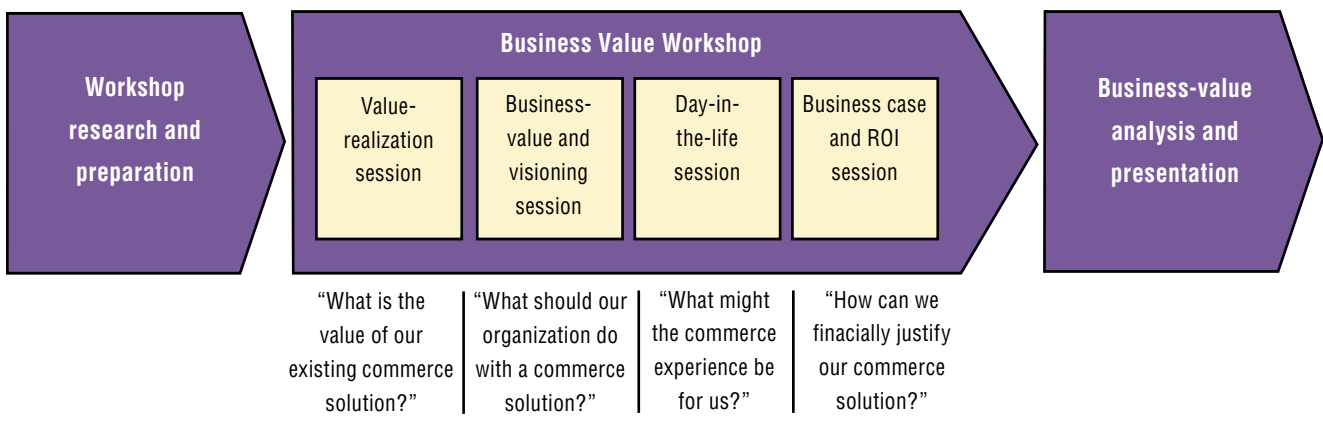**Module 3—Business value evaluation**

"How can we financially justify our e-commerce initiative?"

IBM can work in conjunction with your business to identify the potential employee and IT infrastructure costs required to implement an e-commerce solution and drive revenue opportunities. Data analysis and modeling tools leverage IDC and customer data from WebSphere Commerce software deployments to help produce macro estimates of costs and benefits. The last phase of the evaluation process concludes with a set of findings and recommendations to help you define the next steps in your e-commerce initiatives. Tailored deliverables from this module include a written report outlining ROI and cost-benefit analyses.

Optional: Module 4—Business value realization

"We already have an e-commerce solution, are we receiving benefits from it?"

This module is designed to be used in situations where an e-commerce solution already exists. During this assessment process, IBM consultants evaluate your existing e-commerce solution. Their findings serve as a baseline for an ROI analysis to expand your existing e-commerce software solution, or to replace a current e-commerce platform with a WebSphere Commerce solution.

Workshop research and preparation	Business Value Workshop				Business-value analysis and presentation
	Value-realization session	Business-value and visioning session	Day-in-the-life session	Business case and ROI session	
	"What is the value of our existing commerce solution?"	"What should our organization do with a commerce solution?"	"What might the commerce experience be for us?"	"How can we finacially justify our commerce solution?"	

The IBM BVA offering consists of onsite and offsite interviews, workshops and e-meetings typically taking no more than two to four days during a period of two to four weeks.

Benefit from IBM experience

IBM has the breadth and depth of skills available to help guide you through your e-commerce projects. With extensive knowledge and resources about e-commerce solutions— and the ability to provide a strategic business design—IBM consultants and technical specialists can help you develop and deploy an e-commerce solution that can generate maximum business value for your organization.

The BVA serves as the first step by helping you to build the high-level vision and business case for your e-commerce initiatives.

Overall benefits of an IBM BVA include:

* *A fast start to create the business case for further investment.*
* *Reduced risk and accelerated adoption.*
* *A e-commerce project that can meet your business requirements today and in the future.*
* *Potential to accelerate ROI and realize immediate business value.*
* *Skills transfer and hands-on support to your staff.*

For more information

To learn more about the IBM Business Value Assessment for e-commerce, contact your IBM software sales representative or visit:

ibm.com/software/websphere

With an IBM WebSphere Commerce solution, your company can:

* *Cut costs by improving business-process efficiencies, delivering personalized self-service capabilities on the Web.*
* *Increase revenues through highly targeted marketing techniques.*
* *Increase customer loyalty and wallet share with enhanced services and value-based offers.*
* *Strengthen customer and partner relationships by making it easier to do business with you.*

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ON DEMAND BUSINESS

G325-2410-01