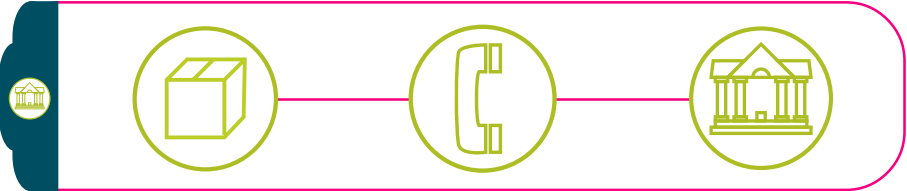IBM

WebSphere Commerce Suite. Redefining customer and partner relationships.

e-business

It's crowded out there. With intense competition in an ever-expanding global marketplace, you're challenged with differentiating your business. If you've already created a presence on the Web, you're headed in the right direction. But offering information about your products and services, and engaging in basic e-commerce transactions with customers is just the beginning.

What real e-commerce is all about extends beyond buying and selling. It's about streamlining your business processes while integrating them with the Web. Processing transactions more efficiently. Getting to market faster. Turning inventory quickly so you can lower your carrying costs. Solidifying relationships with customers and partners — the real cornerstone of a successful e-business. Personalizing relationships to create a targeted marketing experience that builds customer loyalty by meeting individual buying needs. And consistently keeping your customers happy while keeping your suppliers up to the minute to clearly distinguish your business from the fray. IBM has the solutions and the know-how to get you there — helping you drive your top line while protecting your bottom line.

What's the opportunity?

First, it's important to have a sense of the magnitude and reach of the Web. International Data Corporation (IDC) predicts that the number of Web users will grow from 196 million in 1999 to over 502 million by the year 2003. Even more staggering, e-commerce will grow from the $111 billion reported in 1999 to $1.3 trillion in the year 2003.[1] Analysts agree that a large percentage of this total will come from the business-to-business segment. Huge numbers. Huge opportunities.

To build a solid and successful e-commerce business, you need a firm foundation. IBM WebSphere™ Application Server is the e-business foundation that allows you to transform and leverage the resources and systems you have today into the kind of business you want to become tomorrow. With WebSphere Application Server, you have a flexible development environment that breaks the barriers of writing code every time you need a new application. Instead, your development team can reuse what they've already created, saving you time and money. Collaboration. Content management. E-commerce. And more. The flexibility of WebSphere Application Server helps you to respond quickly, easily and efficiently to evolving business requirements, shifts in your marketplace and the demands of your customers.

To help you take advantage of the e-commerce opportunity, we've developed solutions that address your challenges and promote the growth of your e-business. Whether you're moving from Web presence to basic commerce, migrating to a highly scalable, robust commerce solution or offering hosting services, IBM WebSphere Commerce Suite (formerly IBM Net.Commerce) solutions can help you achieve e-commerce success.

IBM WebSphere Commerce Suite: taking the lead

As the e-business frontrunner, IBM has helped thousands of companies in their transformations to e-business. Now, part of the IBM WebSphere Software family, IBM WebSphere Commerce Suite gives businesses of all sizes the ability to establish effective e-commerce sites in business-to-consumer, business-to-business and e-marketplace environments. From catalog and store-front creation to payment processing and integration with your current business systems, WebSphere Commerce Suite provides the framework to conduct e-business in a secure, scalable environment.

WebSphere Commerce Suite is founded on an open, industry-standard architecture and based on Extensible Markup Language (XML) and Java™ technologies, as well as standard Internet and database access protocols. Delivering the scalability, manageability, extensibility, security and performance you need to begin at any level of the e-commerce spectrum, WebSphere Commerce Suite helps protect your existing investments in systems and applications. By offering state-of-the-art, advanced business-to-business and business-to-consumer capabilities, WebSphere Commerce Suite allows you to manage content, leverage relationship marketing, facilitate the ordering process and integrate your Web site with your business-critical systems (as well as your trading partners'), like inventory, order processing, pricing and shipping. All designed to attract and retain customers while capitalizing on the rich knowledge base you've created and the processes you've already established for your extended enterprise.

Whether your business sells to consumers or to other businesses, WebSphere Commerce Suite can easily accommodate a broad spectrum of e-business needs. WebSphere Commerce Suite technology is the engine that drives more than 40 percent of the top 100 retailers. If you're a retailer, you know that capturing that first sale isn't the challenge: it's building a long-term relationship with every customer to ensure repeat business. With WebSphere Commerce Suite, you can take relationship marketing to the next level by offering accessories and special bundles that complement customer purchases. And by recommending substitute products, if you're out of stock. The result is that in addition to providing customers with products that meet their immediate needs, you develop the basis for those positive, long-term customer relationships.

If your business sells to other businesses, you understand that supporting the relationships you've already established with your customers is key to continued success. The Boston Consulting Group (BCG) foresees one-quarter of business-to-business purchasing will occur online by 2003.[2] So how do you begin to plan now to meet that future demand? By continuing to offer the familiar mechanisms for doing business with your company online as you do in your traditional business model. This approach ensures a familiar and comfortable experience for your customers. By allowing you to provide the same quick orders, multiple orders, reorders, scheduled orders and auctions you offer today, WebSphere Commerce Suite helps increase the efficiency and flexibility of those processes while driving down costs.

Providing a rock-solid foundation to ensure your Web site is up and running whenever your customers and partners need it, IBM DB2® Universal Database™ helps you complete your WebSphere Commerce Suite transactions conveniently, reliably and securely — with consistent performance. Any type of data, including text, images, video and audio, is stored and retrieved easily. With support for Java technology, Java Database Connectivity (JDBC) and multimedia objects, DB2® helps your team deliver a total Internet experience that will impress even the most Web-savvy users. WebSphere Commerce Suites also supports Open Database Connectivity (ODBC), conforming to your specific computing needs by allowing you to use either DB2 or Oracle databases.
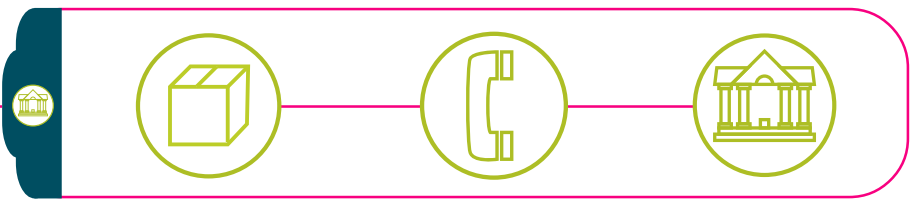
WebSphere Commerce Suite supports Lotus® Domino™ for collaboration, e-mail and discussion group capabilities and also provides messaging confirmation to your customers after they've placed their orders, assuring them that those orders have been received. A single sign-on feature enables customers already logged on to a Domino server to be recognized and authenticated within WebSphere Commerce Suite. And customers whose browsers are enabled with X.509 certificates can be automatically recognized and authenticated, simplifying life for both you and your customers.

IBM SecureWay® Directory, bundled with WebSphere Commerce Suite, allows you to securely share data with people, applications and network resources. LDAP-compliant, SecureWay Directory helps improve communication, speeds development and deployment of Web applications and increases the security of your network.

A great place to start growing your e-commerce business

You know the reasons consumers and businesses flock to the Web. Convenience, certainly. And 24-hour, 7-day-a-week availability. The Web is an easy venue for gathering information, saving the user — and your staff — valuable time. With e-commerce activity expected to hit $426 billion by the year 2002[3], your Web site needs to be up, running and ready — quickly. WebSphere Commerce Suite, Start Edition for Windows NT® gets you on your way by offering a cost-effective, end-to-end solution that will transform browsers into buyers.

IBM Net.Commerce has garnered numerous awards, including:

Reader's Choice Award, *Network World,* November 1999. *Fifty-nine percent of the respondents used IBM Net.Commerce — two times that of the nearest competitor, Microsoft.*

Well-Connected Award for best business-to-business e-commerce solution, *Network Computing,* May 1999.

Hyper Award, Best of Web, E-commerce platform, *New Media Magazine,* February 1999.

Editor's Choice Award for Web Storefront Software, *PC Magazine,* January 1999.
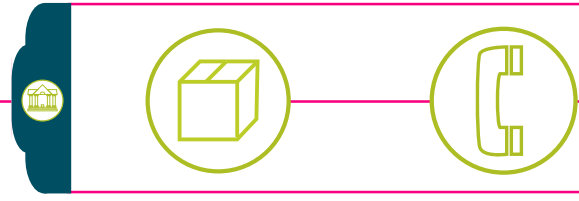
Begin to build your Web site by using IBM WebSphere Commerce Studio — available in Developer and Professional Developer Editions as a companion product to WebSphere Commerce Suite. WebSphere Commerce Studio is the most complete set of Web development tools available today, designed to create exciting, functionally interactive, flexible Web sites. And you don't have to be a programmer to take advantage of WebSphere Commerce Studio tools. Create and edit HTML, DHTML and Java Server Pages (JSP) components with a drag-and-drop visual page designer.

Let the store creator wizard guide you through every aspect of creating a storefront. Leverage prebuilt sample stores that illustrate end-to-end purchasing flows for business-to-consumer and business-to-business environments. Customize existing store models to create new models for store generation. Easily manage your site's content and links with a built-in workbench environment that even incorporates third-party management tools. And provide an intuitive purchasing experience for users that results in increased sales.

Now that your store has been developed and organized for easy management, you want to start driving your site's traffic and sales by giving unique experiences to your buyers. Through the relationship marketing and merchandising capabilities in WebSphere Commerce Suite, Start Edition, you can build loyalty by offering customers products that are complementary to their initial purchases (cross-selling). By offering more valuable products (up-selling), you create additional revenue opportunities for your e-commerce business. You can easily group merchandise into packages or bundles, selling an ensemble of items, or suggesting replacement products, if necessary. Relationship marketing in WebSphere Commerce Suite, Start Edition greatly increases your merchandising capabilities — and that means more sales from satisfied customers.

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

With WebSphere Payment Manager, you can extend and enhance customers' Internet purchasing experiences by offering them secure, online payments. At the same time, you can realize additional cost savings and increased operational efficiencies when processing Internet payments through Payment Manager.

If you are a hosting service provider, WebSphere Payment Manager provides unique market opportunities to extend payment capabilities within your existing business. Retain and grow your merchant base. And develop a customized e-commerce solution that addresses merchants' individual needs.

Advance your site to the next level

When your Web site has become wildly successful, you'll want to add more functionality to accommodate higher transaction volumes and to integrate your existing investments. WebSphere Commerce Suite, Pro Edition includes all the features and benefits of the Start Edition, with enhancements that support personalization, auctions, advanced catalog navigation, advanced relationship marketing and content management tools.

To help you understand everything that's happening on your site, WebSphere Commerce Suite, Pro Edition comes equipped with convenient, pre-packaged reports. Review site and sales traffic. Know how many orders you've received, what browsers your customers use and what sites they've traveled from. Calculate your revenue stream and develop a targeted advertising plan based on category and product activity. And find out what users are searching for on your site to assist in selecting the right product mix.

The personal touch

Understanding your customers and their needs is key to becoming and remaining a successful e-business. Leveraging Blaze Software's industry-leading rules engine — in combination with WebSphere Commerce Suite — delivers a robust combination of sophisticated relationship marketing tools. Tools that give you the insight and ability to meet immediate customer needs while building loyalty for the long haul.

Promote and recommend products based on merchandising business rules and customer-specific information — like demographics or what's in their shopping carts — to improve customer service. Create effective cross-sell and up-sell techniques that bolster your per-customer revenue. Develop accurate marketing strategies. Design targeted, measurable campaigns and promotions. And reduce per-customer acquisition costs. All saving money while building your customer base.

Sound advice

The WebSphere Commerce Suite, Pro Edition product advisor feature helps customers find products that best fit their interests, offering a set of tools to help you customize catalogs that cater to specific shopping preferences and purchasing patterns. Whether the customer is extremely knowledgeable or is a product novice, product advisor assists in finding exactly what he's looking for. Product comparisons. Product guidance. Q & A. The product advisor feature allows you to take your customer insights and translate them into a positive experience.

A win for the highest bidder — a win for you

Conducting open-cry, sealed-bid and Dutch 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 your communication and settlement overhead while increasing speed and efficiency. You can implement auctions as your sole sales mechanism or as a way to move selected merchandise, like discontinued products or excess inventory. An auction gallery is included so that your customers can view, search and specify bids on items.

Content management made simple

IBM WebSphere Catalog Architect [4] gives your customers just what they're asking for: comprehensive, accurate, consistent, current, personalized product information. Your staff can spend less time proofing and editing unwieldy catalogs and more time merchandising and promoting your products. Designed to help you create, manage and control large quantities of product and SKU data quickly and efficiently, WebSphere Catalog Architect — packaged with IBM WebSphere Commerce Studio, Professional Developer Edition — allows you to publish that data directly to WebSphere Commerce Suite. With XML import and export capabilities, WebSphere Catalog Architect enables you to repurpose key information for other business needs.

What's hot

We're continuing to develop new technologies to enhance your customers' experiences and your profitability. IBM HotMedia™ — a Java-based, rich media toolkit — compels users to navigate through such effects as animated GIFs, 3D-object movies, and audio and video clips. Part of WebSphere Commerce Studio, IBM HotMedia facilitates buying decisions, driving your sales. And you can also leverage IBM HotMedia in your WebSphere Catalog Architect implementation. Download and try IBM HotMedia at: *www.ibm.com/software/websphere/commerce/servers/hotmedia.html*.
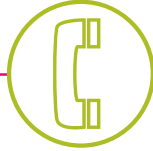
Leverage what you've got

When you're ready to extend your back-end systems, you can provide realtime, dynamic information (like inventory and pricing) to your entire supply chain through WebSphere Commerce Suite tools, preserving your investments. Integrating your existing systems and data reduces site development, network installation and ongoing maintenance costs — giving your staff time to address pressing business challenges. Through XML, you can facilitate the universal exchange of information between trading partners and those back-end systems, using flexible, emerging industry standards. Extract, analyze, sort and even customize vital information, regardless of the platform or software of origin. And with this data, create a personalized experience for each of your customers.

IBM Commerce Integrator — a complementary offering to WebSphere Commerce Suite, Start and Pro Editions — is designed to simplify and accelerate the process of fusing your business-critical applications with the Web — facilitating sales, support-ing supply chain linkages, building stronger relationships with your trading partners and significantly improving e-business efficiency. Benefits of Commerce Integrator? Plenty.

- Provides a secure, reliable framework for integrating WebSphere Commerce Suite into your enterprise resource planning (ERP) and business-application systems while reducing costs

- Eliminates redundant maintenance of product, customer, inventory and order information

- Improves overall system performance by guaranteeing delivery of messages and transactions

- Provides GUI tools on the Microsoft® Windows NT platform to make develop-ment and maintenance simple and fast

- Offers a standard method for trans-mitting product and order-related data to more than 35 different platforms using IBM MQSeries®, IBM's market-leading message middleware

We predict that you'll save 25 to 50 percent on development time using Commerce Integrator. Your return on investment will increase as cycle times decrease, enabling you to reach a global marketplace swiftly and securely.

Start now

When you absolutely have to get up and running right away, IBM e-business, Start Now Program, E-commerce Solutions is the way to go. With affordable hardware, software and service offerings, the Start Now Program is available on an array of platforms. IBM Business Partners can get you started by supplying:

- A server packed with features and options that will grow with your business

- IBM WebSphere Commerce Suite software to help you stay heads above the competition

- Consulting and implementation services from your experienced, knowledgeable IBM Business Partner, giving you the help you need, when you need it

When you're the host

Many small businesses and merchants
are ready to move their operations to the
Web. As a commerce service provider
(CSP), you're in the position to capitalize
on this untapped market by providing the
expertise and hosting capabilities they
need to make a smooth transition to the
Web. But you need a complete solution
that delivers low administration costs,
seller self-provisioning, reliability and
extensibility. And you have to meet your
customers' needs for a low-cost, low-risk
solution that's simple, secure and easy to
use. No problem.

Our service provider solution builds
on the scalable, multimerchant platform
of WebSphere Commerce Suite —
helping you establish and operate
full-service, low-maintenance
e-commerce services, 24 x 7. Automate
merchant sign-up, reporting, order
notification and support. Drive additional
revenues by providing new features and
services. Support a variety of business
models and platforms, as well as many
customization and integration points. The
service provider solution offers the
flexibility, performance and availability
you need to win customer approval
365 days a year.

Beyond buying and selling

Because we're committed to helping
you reap the full benefit of e-business,
we've forged relationships with more than
100 software developers. These develop-
ers have created a broad spectrum of
complementary WebSphere Commerce
Suite products and services that support
building a successful e-business.
Customer relationship management.
Enterprise resource planning. Supply
chain management. Merchandising.
Reporting. Personalization. Advertising.
Content management. Fulfillment.
All to help you take advantage of the
e-commerce opportunity.
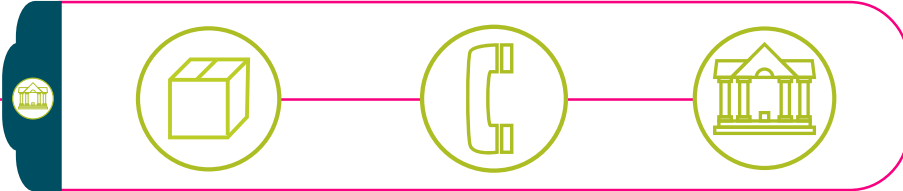
Welcome to the neighborhood

The IBM WebSphere Commerce Community contains online resources designed to help make your e-commerce site a success. As a member of the community, you'll have access to reference applications that can enhance the functionality of your e-commerce implementation and generate new ideas for best business practices. Like sample code. E-commerce business processes. Success stories. Links to e-commerce news. Analyst reports. Interviews with IBM e-commerce gurus. And discussion forums with those IBM e-commerce experts and fellow community members.

For more information

Diverse e-commerce solutions that meet the needs of e-businesses of every size. That's what IBM WebSphere Commerce Suite provides. WebSphere Commerce Suite, Start and Pro Editions run on a variety of widely adopted platforms, including IBM AIX® (Pro only), Sun Solaris™ operating environment (Pro only) and Windows NT. And they're compatible with IBM HTTP Server and Netscape Enterprise Server. If your business runs on IBM S/390® or IBM AS/400® platforms, WebSphere Commerce Suite, Pro Edition will soon be available. Currently, we offer IBM Net.Commerce to support those environments.

IBM provides expertise and proven solutions regardless of the business you're in: retail, business-to-business or hosting. We have over 1,000 Certified Business Partners to help you design and implement your e-commerce solution. And through the experienced IT team at IBM Global Services, you can build your e-commerce business with creative solutions that strategically apply new technologies. And solve complex business problems while achieving bottom-line results.

To learn more about how WebSphere Commerce Suite can help grow your e-business, contact your IBM marketing representative, IBM Global Services, IBM Business Partner, or visit:

www.ibm.com/software/websphere/ commerce

To learn more about what's happening in the WebSphere Commerce Community, including developer solutions, visit:

www.ibm.com/software/websphere/ commerce/community

IBM ®

[1] International Data Corporation, Internet Commerce
Market Model V, 1999.

[2] Boston Consulting Group, 1999.

[3] International Data Corporation.

[4] IBM WebSphere Catalog Architect can be purchased
separately for use with IBM WebSphere Commerce
Suite, Start or Pro Editions.

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