IBM
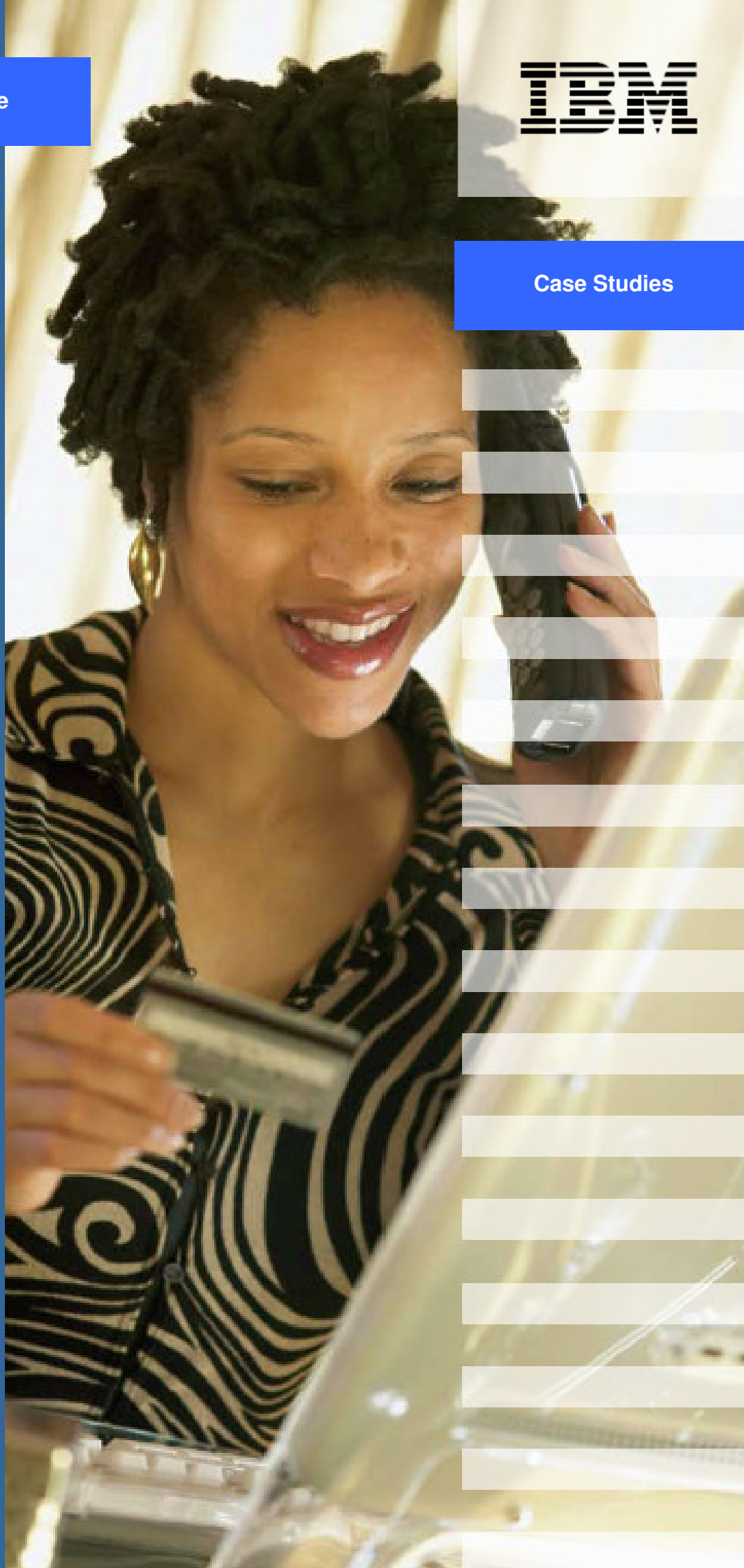
Customer References

Did you know?

More of the world's top 100 online retailers use IBM WebSphere Commerce than any other e-commerce platform

Introduction

In 1996 IBM WebSphere Commerce made its debut as one of the first and most comprehensive packaged e-commerce solutions at the 1996 Olympic Summer Games. The software powered the Olympic Ticket Server, what was then the largest commercial site on the Internet.

Today, IBM WebSphere Commerce is with **over 1.500 active Commerce customers** one of the best and longest selling e-commerce applications on the market. It's the engine running many of the world's top e-commerce sites, and billions of the planet's online revenues flow through WebSphere Commerce-powered touch points.

In subsequent sections, we present selected B2C and B2B case stories from some of our 1.500 active Commerce customers that everyday rely on IBM WebSphere Commerce to run their business.

The presented references are divided into B2C and B2B categories – but notice that several of our customers use IBM WebSphere Commerce for both B2C and B2B.

At request, IBM can also provide access and contact information to some of the selected references.
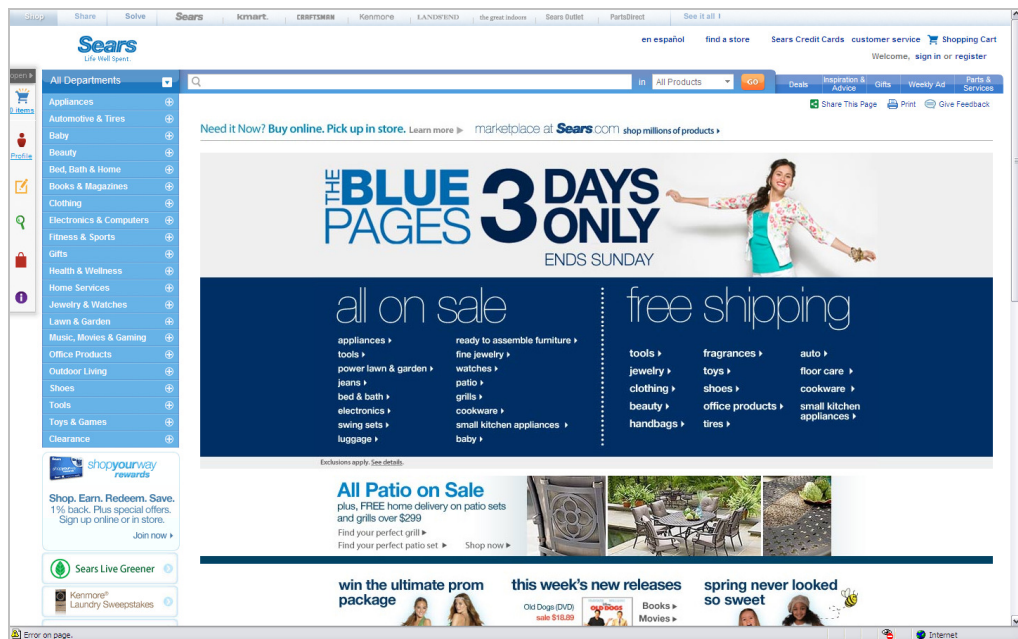
Content

Sears

Sears Holdings Corporation (SHC), the publicly traded parent of Kmart and Sears, Roebuck and Co., is one of the nation's largest broadline retailers, with over US$50 billion in annual revenues and approximately 3,800 full-line and specialty retail stores in the United States and Canada.

SHC is a leading home appliance retailer in North America and is a retail sales leader in tools, lawn and garden, home electronics, and automotive repair and maintenance. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaclyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. The company also offers Martha Stewart Everyday products, which are available exclusively in the United States at Kmart and in Canada at Sears Canada.

Business Need

Sears.com (www.sears.com) existing Broadvision platform was not flexible enough and the partnership was not responsive enough to the broader Sears e-commerce channel in order to increase profits. SHC needed a world-class commerce solution to bring its Kmart.com and Sears.com channels to the next level. SHC also needed to ensure that its investment could be focused and configured quickly to meet future mission-critical needs.

Solution

SHC implemented IBM WebSphere Commerce Enterprise software for its Sears.com and Kmart.com sites. The client used the WebSphere Commerce Enterprise software to support Kmart.com and Sears.com business transactions.

Benefits of the Solution

WebSphere Commerce Enterprise software enabled SHC to take its e-commerce vision to the next level by adding a robust, integrated and multifunction retail e-business platform that provided its customers with a 360-degree retail offering. SHC valued the solution's functionality and flexibility as well as the solution's world-class software provider.

Nokia
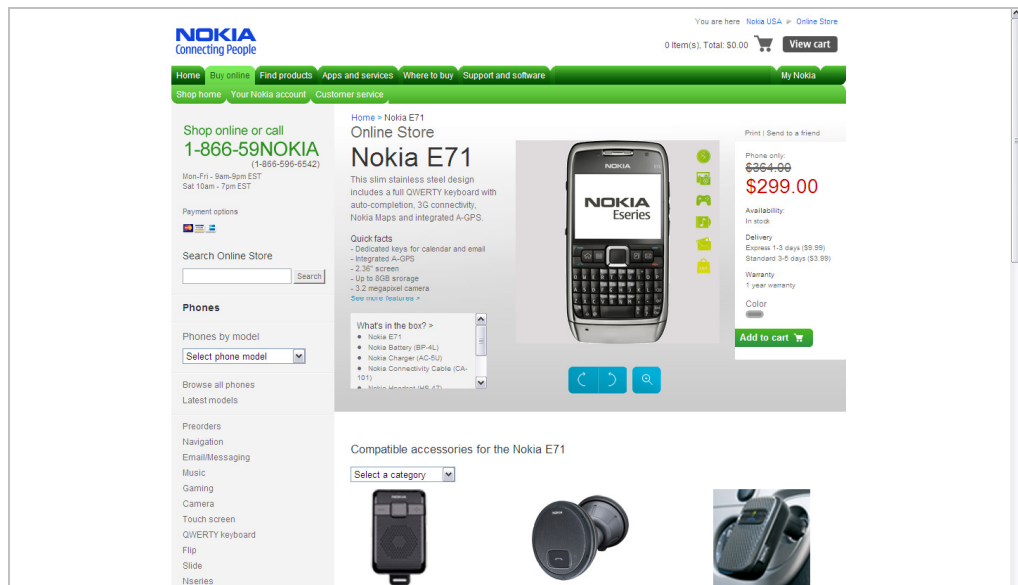
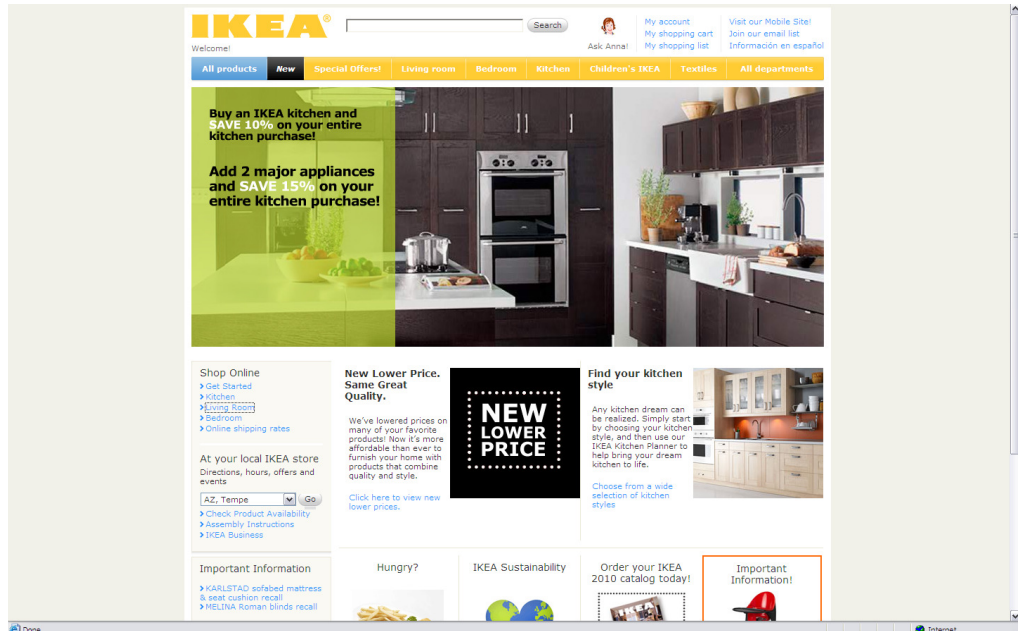

Nokia is the world's biggest mobile phone manufacturer. Nokia selected IBM WebSphere Commerce as new commerce platform for the company's global e-commerce presence. Nokia has currently online stores in production in 15 countries in several languages (see www.nokiausa.com/buy-online as one example of Nokia's 15 current online stores).

IKEA

IKEA (www.ikea.com) needed to consolidate their worldwide e-commerce presence into a consistent, maintainable and scalable cost effective solution, which supported a centralized solution with localized control.

IBM deployed a global e-commerce solution based on WebSphere Commerce, centrally hosted in Sweden. Today IKEA sells online in +25 countries by tailoring products, language, currency, shipping & tax rule to country-specific requirements while maintaining consistent brand experience by sharing business and IT assets.

Argos Retail Group
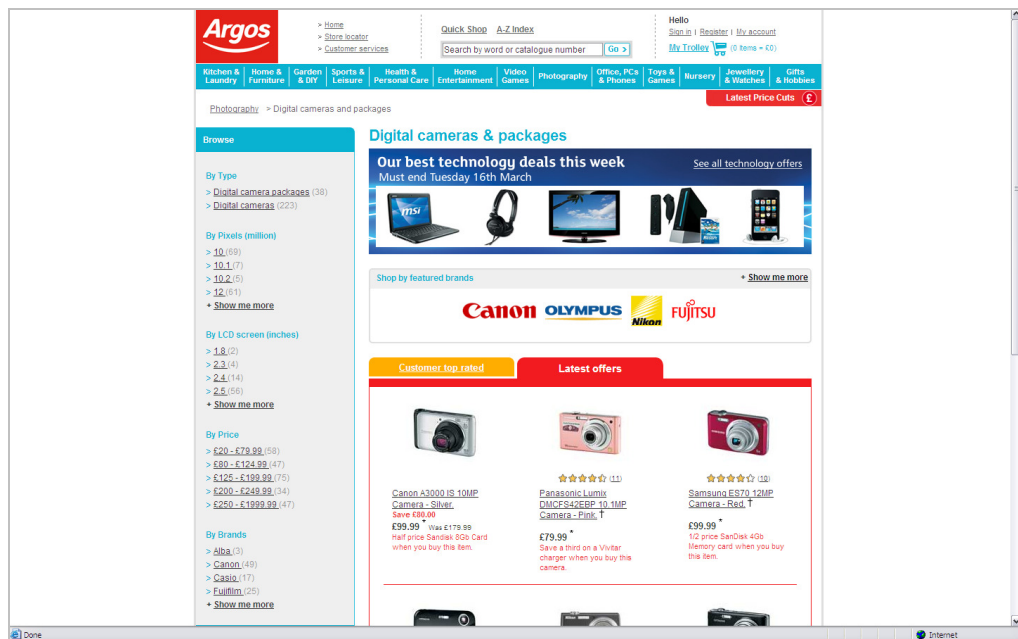
Argos Retail Group (www.argos.co.uk) is the UK's leading general merchandise retailer. Part of the larger GUS retail and business services group, ARG is a multibrand, multichannel retailer that strives to deliver optimal value across its wide range of merchandise, including toys, electrical goods, clothing, hard goods and household furnishings. The retailer prides itself on its convenient shopping experience, letting consumers purchase items in the store, over the telephone or via the

Internet and then collect purchases from the store or have them delivered to the home or workplace. The core ARG brands are Argos Limited (Argos), Homebase Limited and Wehkamp.

Business Need

To provide consumers with convenient, quick access to all of its various retail stores, ARG decided to develop a consolidated Web storefront, supported by a scalable, flexible Internet infrastructure. The retailer selected Argos, the UK's top retailer for toys and small electrical appliances, as the first brand to migrate to the new platform.

Already attracting over 1.4 million monthly visitors each month, the Argos Web site proved to be a valuable sales channel, particularly during the Christmas season.

To accommodate such a high-volume, highly seasonal retail environment, ARG needed a flexible e-commerce platform backed by a solid, scalable information technology (IT) infrastructure. Specifically, ARG needed its robust Internet infrastructure to be:

- Highly available, so customers could shop online, any hour of the day

- Cost effective, enabling the retailer to reduce IT expense

- Scalable, so ARG could tap into additional capacity resources during seasonal peaks

- Flexible, letting the company modify the infrastructure by adding or removing brands as needed to remain competitive.

3

To effectively manage all these needs, the company decided to outsource its new consolidated e-commerce environment, letting the retailer continue to focus on developing brands that offer choice, value and convenience as opposed to managing complex IT systems.

Solution

Having already been a customer of IBM Global Services - e-business Hosting Services for two years, ARG chose to renew its Web outsourcing agreement. The new contract includes managed hosting services for a highly resilient, dedicated infrastructure located in the IBM e-business Hosting Center in Warwick, England. The infrastructure is based on IBM eServer pSeries servers running the IBM AIX operating system and supporting IBM DB2 information management, IBM WebSphere and IBM WebSphere Commerce Suite software.

As part of its strategic outsourcing agreement with IBM, ARG receives service management, help desk support, and the provision of firewalls, routers and switches to deliver a high availability production site. IBM also provides comprehensive backup, restore and offsite storage services to help ensure business continuity even during peak shopping periods. Charges for service elements such as capacity, bandwidth and data backups are tied closely to usage and volumes. As well as supporting live Web sites, the strategic Internet infrastructure also offers a robust staging environment where ARG can add and test new products and prices.

Benefits of the Solution

By consolidating its Internet infrastructure and moving all of its branded e-commerce sites to a single hosting supplier, ARG expects to reduce operating expense. The additional capacity required to accommodate seasonal peaks is charged on a usage basis which, with the seasonal variations Argos experiences, offers a far more variable, cost-effective solution.

The IBM hosted solution delivers a highly resilient platform for the 24x7 security and availability ARG needs to support its customer-centric strategy. Delivering optimal flexibility, the solution also lets the retailer add and remove capacity and Web sites as required, matching infrastructure costs and resources closely to business needs. Best of all, by offloading all of the day-to-day responsibilities of its Internet infrastructure, ARG can focus on strategic business goals such as developing customer relationships and achieving growth targets.

Boots
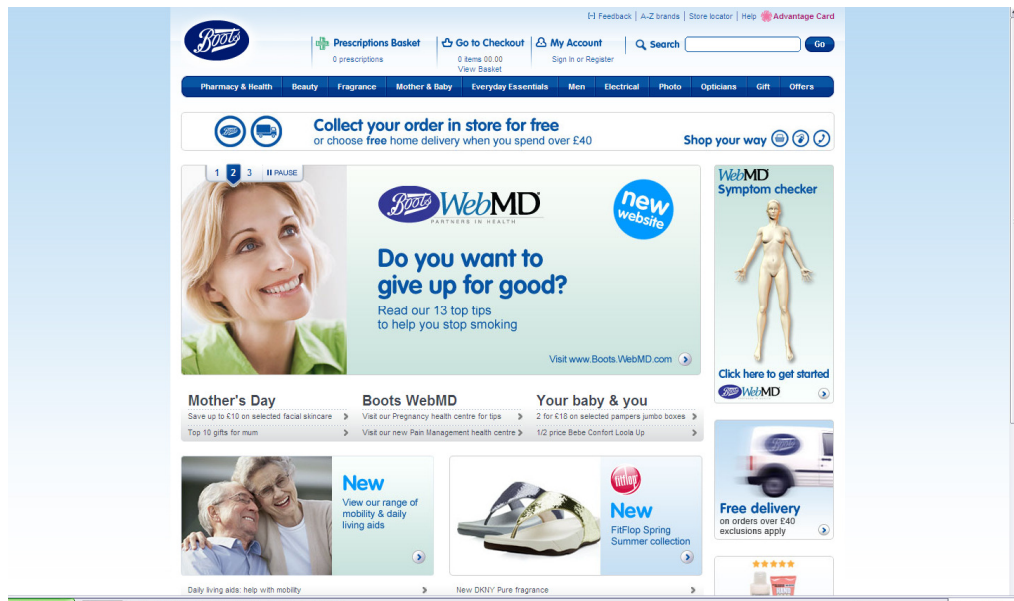
Boots is the UK's leading health and beauty retailer with more than 1,400 outlets in the UK and Ireland, and 300 Boots Opticians. Through Boots.com - Boots also sell health and beauty products online to consumers in several countries like UK, Canada, USA, Netherlands, Norway, Romania, Bahrain, Kuwait, Qatar, UAE, Singapore & Thailand.

Business Need

Boots.com was initially launched more than six years ago. In this time, e-commerce has grown beyond all expectations and technology has come on at pace. In addition, Boots customers' demanded more information and advice alongside our thousands of health and beauty products."

Boots.com needed to update the technology which was used on the site, whilst at the same time introducing the richer content which customers have requested, following extensive customer research.

Solution

In 2008 Boots.com online presence underwent a complete revamp. They partnered with multi-channel experts and utilised a new online presences based on IBM's WebSphere Commerce platform.

The new online site for Boots has a host of new features and functionalities to improve the customer's shopping experience. These include improved navigation and one page checkout, as well as a 'wish list' facility and product ratings and reviews. The new platform will also greatly increase Boots.com's advice and information capabilities. As well as the existing 'Ask Boots' advice portal in partnership with the British Medical Journal, the site will have inspiring video content with advice on everything from morning sickness to beauty videos showing how to get the latest looks.

A new 'live pharmacist' service means that users can email a health question to the site and have a pharmacist call them back with online pharmacy advice within 20 minutes. The service is available nightly, Monday to Saturday from 6pm to midnight.

To deliver users with new exciting content for beauty, Boots.com has a new Beauty editor, ex-Grazia journalist Katie Campbell, who will be covering everything beauty for the site - from backstage trends, beauty masterclass features, new brands and exclusive launches, to insider tips and tricks from the industry experts, updated on a daily basis.

The site's product range has also been expanded, to include new, exclusive lines and gift ranges in time for Christmas. For example, the site's popular Beauty Boutique will now feature online exclusives from brands such as Bliss, Korres and Caudalie.

Tim Stacey, Director of Boots.com, explained, "We know our customers want a quick, simple checkout, delivery options that suit them and to feel part of a community online. This is the first stage in an exciting period of development for Boots' online presence and we are committed to delivering customers a multi-channel shopping experience. There are many more exciting developments planned over the next few months including the launch of a 'buy online and collect in store' service, further developments in health advice and information, and online communities for our customers."

The North Face
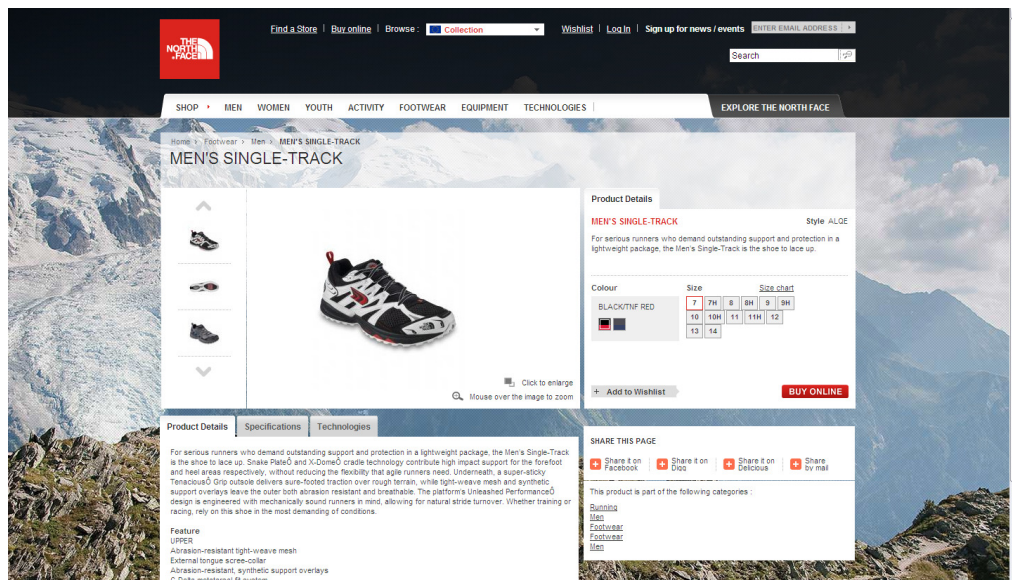
The North Face (www.thenorthface.com) offers an extensive line of performance apparel, equipment, and footwear. Pushing the boundaries of innovation, the company is the first choice of many of the world's most accomplished climbers, mountaineers, extreme skiers, snowboarders, endurance runners, and explorers.

Business Needs

The North Face wanted to launch a new business-to-consumer Web site, allowing it to sell merchandise directly to the public. The company wanted to create a completely integrated brand experience on its Web site, thenorthface.com, ensuring that customers would experience the brand in the same way whether shopping or watching athlete videos. However, because the site features over 900 discrete units of content, an unprecedented level of rich brand content that includes video navigation, product animations and personalization, The North Face struggled to find a solution.

Solution

The North Face worked with IBM Business Partner to implement a site architecture based on IBM WebSphere Commerce Enterprise software, IBM Lotus Web Content Management software and IBM OmniFind Discovery Edition software. The new architecture allows brand content to be woven throughout the site. The North Face hosts the new solution on an IBM System p5 570 platform running the IBM AIX operating system.

Benefits of the Solution

The new IBM solution allows marketing, merchandising and sales business users at The North Face to control and manage site content. Using the new software, the company supports Web traffic exceeding one million page views per day. In addition, the company has met and in some cases exceeded sales expectations. Finally, the globalized support of the architecture allowed The North Face to roll-out multiple international sites in multiple languages.

L.L.Bean
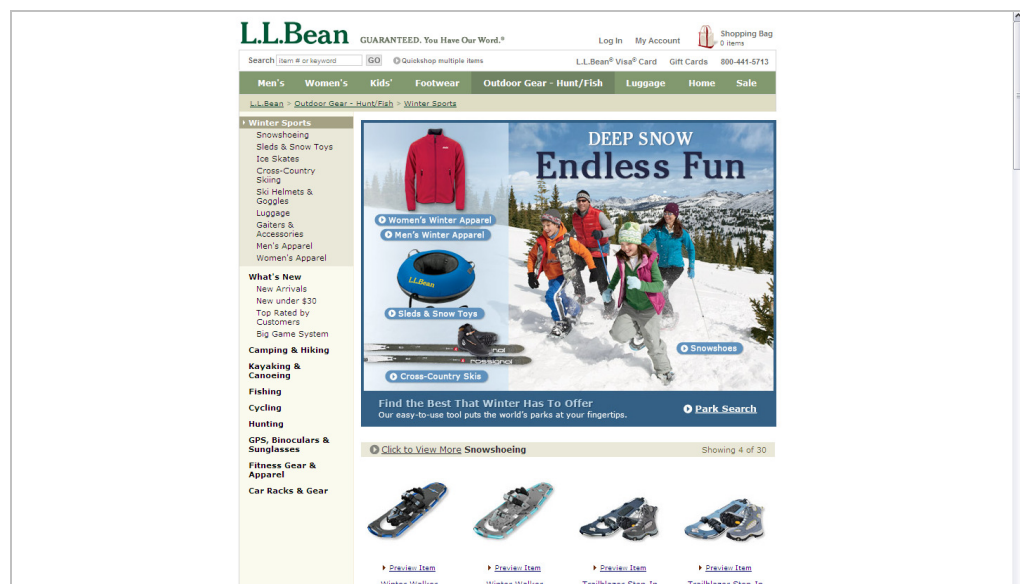
L.L.Bean, Inc. (www.llbean.com) has been a trusted source for quality apparel, reliable outdoor equipment and expert advice for more than 95 years. The long-standing tradition of mail-order catalogue sales is complemented with Internet sales, a popular flagship store in Freeport, Maine, and stores and outlets located primarily in the northeastern United States. Founded in 1912 by Leon Leonwood Bean, the company has grown from a one-man operation to a global organization with annual sales of US$1.5 billion.

Business Need

In 1996, L.L.Bean partnered with IBM to bring the L.L.Bean experience to the Web and became one of the first business-to-consumer e-commerce sites on the Web. This brought the company into a leadership position in the online commerce marketplace. L.L.Bean wants to maintain that leadership position.

As customers, competitors and technology change, L.L.Bean continually needs to innovate to sustain its competitive position. This requires on-going adaptation in function, performance, scalability and availability of the business-to-consumer solution.

Solution

The initial L.L.Bean e-commerce Web site was built as a joint development project with IBM Global Services and IBM Software Group. L.L.Bean provides leadership for evolution of the site, IBM Global Services performs technical design and builds the new releases and L.L.Bean's in-house team supports the operational and maintenance activities for it.

The application uses IBM WebSphere Commerce software, which runs on IBM application servers. IBM also provides Web acceleration services from IBM Business Partner Akamai Technologies, Inc. for L.L.Bean's e-commerce production environment. The overall solution is designed to scale during peak demand volumes and accommodates an international site in local language for Japan.

Each year since initial implementation, IBM Application Services has assisted L.L.Bean with improvements to the Web site. Design and development of many new features include: ship-to-store, zoomable products, 'New Products' page, gift cards, enhanced order tracking, customizable products and cross-sell/up-sell functionality. The online landing page for L.L.Bean outerwear was integrated using IBM's WebSphere Commerce framework and uses Java Server Pages to generate dynamic extensible markup language (XML) to feed a Macromedia Flash movie.

Currently IBM produces the high-level and detail design and programming for new releases of the Web site several times per year, based on input from L.L.Bean and L.L.Bean's specialists in digital marketing. Once the build for a new release is completed, IBM provides implementation support to L.L.Bean's in-house integration testing and launch teams.

Benefits of the Solution

L.L.Bean's e-commerce business has seen tremendous growth, with online sales surpassing phone orders for the first time during the 2006 holiday season. L.L.Bean customers have enjoyed numerous improvements to llbean.com since its initial launch, including interactive shopping guides, 24-hour live customer service and advanced features such as order tracking, up-to-date product availability and customer order history. The site has been recognized with numerous industry awards for its ease of use, design excellence and outstanding customer service.

The long-term relationship between IBM and L.L.Bean truly enabled continuous innovation. The combined skills of the L.L.Bean and IBM Global Services provided the leadership required to envision the possibilities and make the vision a reality. "Internet Retailer" ranked L.L.Bean as the largest for online retail apparel with revenue of over US$500 million. llbean.com has won numerous awards including Forrester's Best Site Design award, Web Marketing Association's WebAward and MITX's Best Consumer Goods Site and Best User Experience awards.

The use of the IBM WebSphere Commerce software as a base gives L.L.Bean the advantages of cost reduction and avoidance when creating and maintaining the e-commerce infrastructure. The IBM WebSphere Commerce product has evolved with performance and scalability improvements and with features to simplify and reduce the cost of maintaining a modern Web presence.

By working with IBM Global Business Services, L.L.Bean gains the benefit of a deep knowledgeable staff with many years of L.L.Bean experience, resulting in high quality design, coding and deployment support. IBM support also reduces fixed costs by enabling L.L.Bean to ramp up or down the development staffing depending on business needs.

ICON Health & Fitness
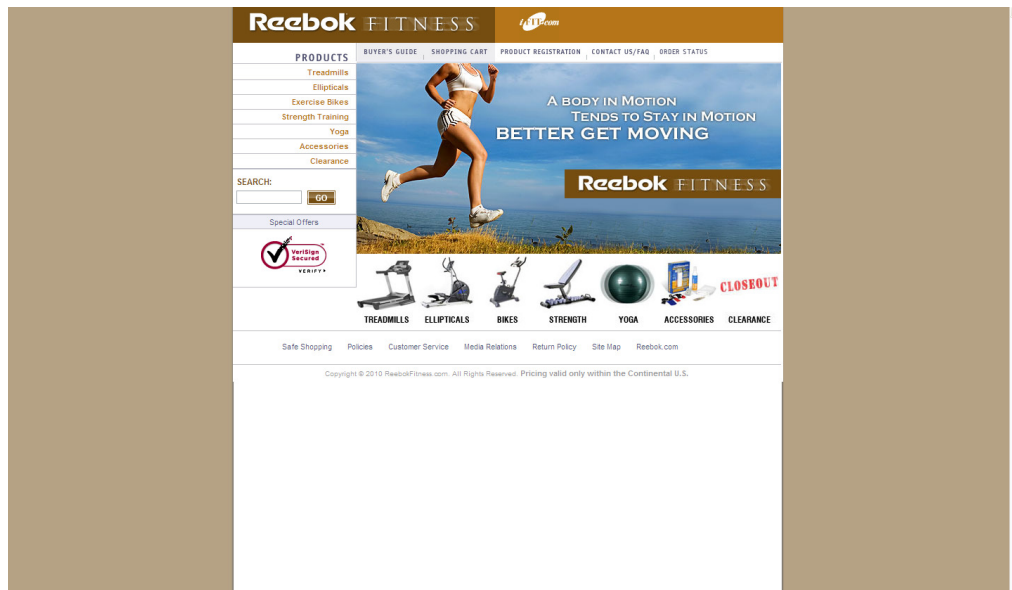
ICON Health & Fitness (www.iconfitness.com) is the world's largest manufacturer and marketer of home fitness equipment and has produced state-of-the-art exercise equipment for more than 25 years. ICON employs more than 5,000 people at 11 locations in China, Europe, Canada and the United States, and it was one of the first American fitness companies in the international market.

The company owns and manufactures fitness equipment brands such as ProForm, NordicTrack and HealthRider, licenses the Reebok and Gold's Gym equipment brands and handles the marketing, research, development and industrial design for all of its product lines. ICON has achieved the most comprehensive line of fitness solutions on the market through an acquisition strategy. In 2003, the company decided to establish a new revenue channel for each of it brands by selling its products directly to consumers via the Web.

Business Need

To establish viable e-commerce for its many brands, ICON would need to cost-effectively manage an array of Web sites. Although the company employed a very talented IT staff, it lacked the resources needed to reliably maintain multiple e-commerce sites.

ICON's IT personnel knew that they would need to frequently update the sites with new product information, maintain 24x7 availability for all sites even during inevitable holiday traffic spikes and integrate the sites with the ICON ERP environment to enable efficient transactions. Company management had additional requirements, including the ability to easily add and remove special limited-time offers and to provide flexible payment options to consumers, most of whom prefer not to buy equipment with a single payment. Additionally, ICON partners with more than 100 retailers, and it wanted to enhance these relationships by allowing the retailers to submit online orders for more stock.

To accomplish all of these innovations without large up-front and ongoing costs, ICON needed to establish a concentrated platform on which it could manage its multifaceted e-commerce environment. The successful integration of every brand site and retail partner with various internal applications was key to achieving the operational efficiency with which ICON could optimize the value of its new online.

Solution

ICON implemented a flexible, open-standards-based platform from IBM that consolidates and simplifies management of multiple sites and their integration with backend systems. ICON can now customize each site and personalize the user experience with interactive payment options, targeted marketing and special offers. When traffic increases dramatically during peak seasons, ICON can easily scale capacity up temporarily and only pay for what it uses.

The solution is based on IBM eServer iSeries servers and IBM WebSphere Commerce software. The standardized platform runs all of ICON's ERP applications, every one of its brand sites, development and testing of new Web applications, a third-party application letting retail partners place online orders and a third-party direct marketing application. The concentration of these key e-commerce components makes management very efficient and cost-effective for the IT department and facilitates integration of the various technologies involved. Interoperability and advanced development capabilities let ICON keep its e-commerce sites up-to-date with current offerings without the time or costs associated with separate updates.

The reliability of the iSeries platform and the capabilities of IBM Capacity On Demand technology help ICON keep the e-commerce system up and running even during dramatic business increases, without requiring ICON to buy capacity it won't use. ICON can attain codes to unlock both permanent and temporary additional capacity from IBM, and it only pays for the activated amount. For temporary needs, ICON can scale capacity down as soon as traffic decreases. ICON also uses the dynamic logical partitioning (DLPAR) feature of the iSeries server, consolidating the work of several servers onto one machine to increase efficiency and security and save hardware maintenance costs.

ICON can also move CPU, memory and disk capacity freely between DLPARs, giving extra capacity to the applications that need it most. These flexible capacity features, along with the open standards of IBM WebSphere Commerce software, give ICON the scalability to incorporate additional functionality and new brand Web sites in the future..

ICON's two IBM eServer iSeries 830 systems run IBM WebSphere Commerce software to handle all of the company's many brand Web sites, including Web sites for: NordicTrack, ProForm, Reebok, HealthRider, FreeMotion Fitness, Weider, iFIT.com, Gold's Gym, JumpKing, Weslo, Image, Hidden Grove, Crossbar (by Weider) and PowerFlex (by Gold's Gym).

Combined, these sites record up to one million hits per month. WebSphere Commerce software enables the advanced Web transaction functionalities that lend convenience and efficiency to online customers' shopping experiences while keeping private information secure.

It also interacts with the Assist application on the IBM eServer iSeries 870 system to provide each online customer with special offers depending on the pages they visit, and it lets them create their own payment program, maximizing purchasing convenience. To eliminate manual processes and increase transaction efficiency, the IBM technology automatically sends order information to the ERP system, which then checks inventory, ships the product and creates and sends an invoice and confirmation e-mail to the customer. If customers do not want to buy online, they can activate a retail locator to find the nearest store selling ICON equipment.

Benefits of the Solution

ICON's annual revenue increased by between US$50 million and US$60 million - and it is still growing - since the company created its e-commerce environment using IBM technologies. The IBM eServer iSeries platform and IBM WebSphere software

solution helped ICON realize this achievement by helping to establish cost-effective, efficient management of a promising - but complex and multifaceted - revenue channel. The reliability and performance of the iSeries systems achieved 24x7 availability of ICON's e-commerce sites.

Even during drastic traffic increases, ICON can adapt with IBM Capacity On Demand technology and dynamic resource allocation to keep its sites up and running, without paying for a large but infrequently used infrastructure. IBM WebSphere software gives ICON the ability to tailor its Web presence to customer needs, creating a conveniently interactive and informative browsing and ordering environment for online shoppers.

The WebSphere software's open-standards-based technology allows the client to develop and incorporate new Web sites and applications. This scalability lets ICON continue to maximize its online revenue channel by adding Web site enhancements and bringing new brands quickly into the fold of its e-commerce system.

There has been a significant increase in the performance of applications running through IBM WebSphere Application Server. ICON's MRP application is running twice as fast and the BI tool that runs at night reduced from three processors to one, and still operates much faster. The company's ERP application, which used to run on 3.5 processors, now runs on one processor with faster performance and cross-site mirroring ensures high availability in the event of a an unplanned outage or planned downtime.

Edwin Watts Golf
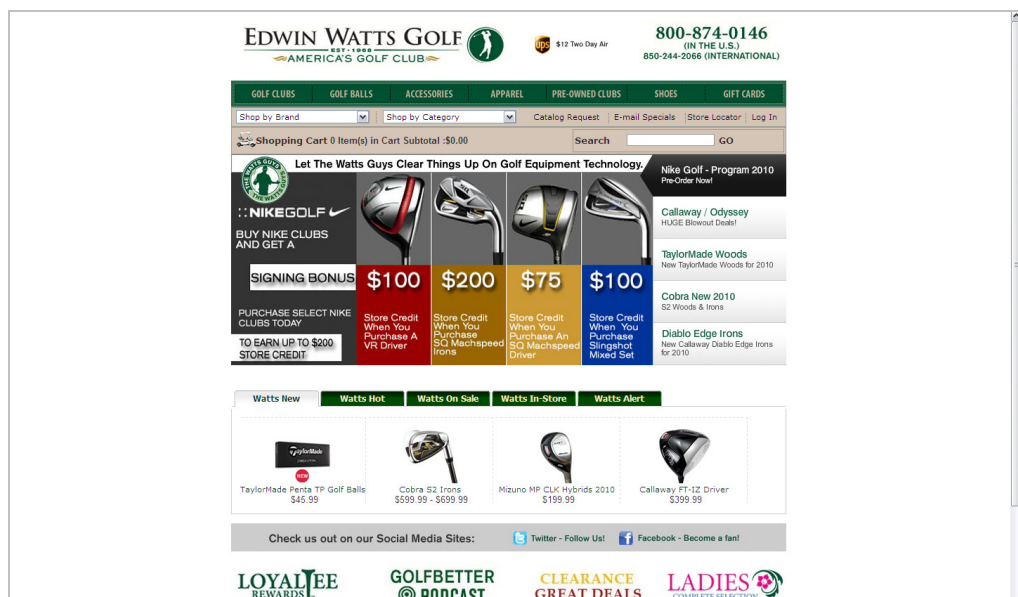
Founded in 1968 in Fort Walton Beach, Florida, Edwin Watts Golf (www.edwinwattsgolf.com) has grown to become the largest privately held retail golf operation in the world. With 58 stores in ten states and a world-famous catalog business, the company markets more than 1,000 products from 75 manufacturers and ships more than 200,000 orders per year. In 2005, seven of Edwin Watts Golf stores were selected by "Golf World Business" to appear on the list of America's 100 Best Golf Shops.

Business Need

To generate new revenue and broaden its customer base, Edwin Watts Golf needed to penetrate new markets, including the armed forces and other large organizations.

However, the company's existing Web site, which was built on Microsoft ASP technology, had stability issues and could not support continued customer growth. Edwin Watts Golf sought a new secure, scalable and stable e-commerce solution to support both its customer-facing Web site and its key relationships with business associates. And because its products are purchased by a wide audience, the company needed a solution that would ensure optimal search-engine placement.

With all these objectives in mind, Edwin Watts Golf sought a single technology vendor that could supply an e-commerce platform, services and managed hosting.

Solution:

Edwin Watts Golf turned to IBM an end-to-end e-commerce solution based on IBM WebSphere Commerce Enterprise. Designed to help growing midmarket companies do business on the Web, WebSphere Commerce software is an affordable yet comprehensive solution that is easy to deploy and manage. And because it's built on open-standards technology, the WebSphere platform ensures that the client is not tied to a proprietary platform.

Edwin Watts Golf leverages the WebSphere Commerce to power its business-to-consumer (B2C) Web site and business-to-business (B2B) Web-based applications, including integration functionality with the armed forces' online environment. Shared Vision Group hosts the e-commerce solution.

Benefits of the Solution

The WebSphere Commerce solution deployed and hosted provides Edwin Watts Golf with a solid, high-performing Web platform that will scale as the client's business continues to grow. With its previous Microsoft platform, Edwin Watts Golf had serious stability issues and could not manage its increasing customer base. Not only did the WebSphere middleware provide the client with a scalable platform that will support continued growth, but it also allowed the company to integrate with key business associates, including the armed forces' online marketplace.

Overall, the WebSphere solution has improved the way Edwin Watts Golf markets its products online. And because the solution is easy to use, only minimal administration staff is needed to manage the day-to-day operation of the e-commerce platform.

Arcadia Group
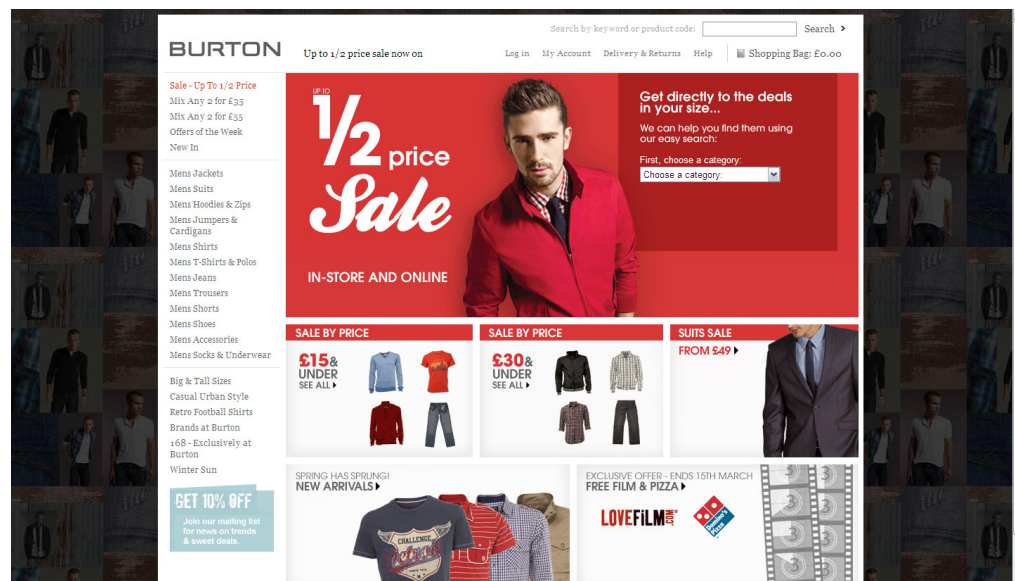
Arcadia Group Ltd. (www.arcadiagroup.co.uk) is one of the United Kingdom's largest clothing retailers, with more than 2,300 stores throughout the United Kingdom and Ireland. What started as a small menswear shop in 1900 has expanded to include seven leading brands: Burton, Dorothy Perkins, Evans, Miss Selfridge, Topman, TopShop and Wallis.

Business Need

In the retail industry, success stems from flexibility and responsiveness to changing consumer demands. So when Arcadia realized that its in-store sales were not as strong as it would have liked, the company set out to accommodate today's consumers, who demand choice, convenience and a seamless shopping experience. The retailer became determined to increase overall revenue and further expand its business internationally by becoming a leader in the e-commerce marketplace and increasing its online business tenfold.

Though the growth would look good on the company's financial statements, Arcadia knew that its existing online shopping platform could not handle that kind of volume. As part of its strategic move to pursue an aggressive multichannel retailing strategy, the company needed to revamp and consolidate all seven of its Web sites on a reliable, scalable e-commerce platform - supported by world-class IT experts - to handle its projected increase in traffic.

Solution

Wishing to double the number of product lines available on its web sites, increase its online sales and in doing so ensure that its brand web e-commerce sites were flexible enough to be responsive to customer demands, Arcadia chose IBM to revamp all seven of their brand e-commerce sites. Arcadia selected IBM to provide the solid, expandable Web platform that it sought, in addition to application hosting and maintenance services.

Along with selecting IBM because of the already-established reliable, professional relationship with the technology provider, Arcadia selected IBM because it can draw on a pool of global resources and capabilities, and it offered a superior solution to support the client's unified platform requirements in terms of serviceability, software and scalability.

Starting in 2005, IBM Global Technology Services architected, implemented, tested and deployed an e-commerce platform with Arcadia. The agreement included revamping all seven of Arcadia's Web sites, based on IBM WebSphere Commerce Enterprise software supported by existing IBM System p and IBM System x servers. The new contract also covered application management and hosting. The Worldwide Strategic Outsourcing team continues to provide support for the hardware infrastructure from an IBM strategic data center in Warwick, United Kingdom.

Thanks to a revamp of all seven of Arcadia's Web sites on a flexible, scalable platform, Arcadia has been able to double the number of product lines featured in the catalog. The robust, highly scalable Web service integrated easily with the retailer's back-end fulfilment process. At the same time, the new solution improved the customer experience in terms of look, feel and functionality.

When Arcadia's TopShop brand launched its new Kate Moss clothing collection in May 2007, amidst a flurry of media attention, thousands of customers immediately went online to order from the clothing line. In fact, between 5 a.m. and 6 a.m. on the day of the release, the TopShop Web site experienced transaction activity equivalent to an entire day's trading. Because of the robust and scalable IBM e-commerce software and services solution, the TopShop online store easily handled the significant spike in traffic.

Benefits of the Solution

The latest sales figures illustrate Arcadia's continued success with its e-commerce strategy and with working with IBM to develop its multichannel retailing approach. The company has evaluated statistics regarding the launch of the new single-platform Web sites over the past year and has realized an increase of 80 percent in online sales year on year, which has led to increasing revenue and has helped the retailer gain momentum toward increasing its online business tenfold.

In addition, Arcadia was extremely pleased by the way the WebSphere Commerce software handled the dramatic increase in traffic during the launch of the Kate Moss clothing line. The client anticipates that its customers will respond with equal enthusiasm to the launch of the Kate Moss Spring/Summer 2008 collection; the WebSphere platform supported by IBM Global Technology Services and Worldwide Strategic Outsourcing grants the retailer the peace of mind of knowing that, behind the scenes, the comprehensive IBM solution will handle the volume of orders seamlessly and effortlessly.

Client Quote

"We were delighted by the way the IBM WebSphere Commerce system handled the dramatic increase in volume during the launch of the Kate Moss range. We anticipate that our customers will respond with equal enthusiasm to the launch of the Spring/Summer 2008 collection and are confident that, behind the scenes, the IBM solution will handle the volume of orders effortlessly." -- Andrew Clarke, chief information officer, Arcadia Group Ltd.

Moosejaw
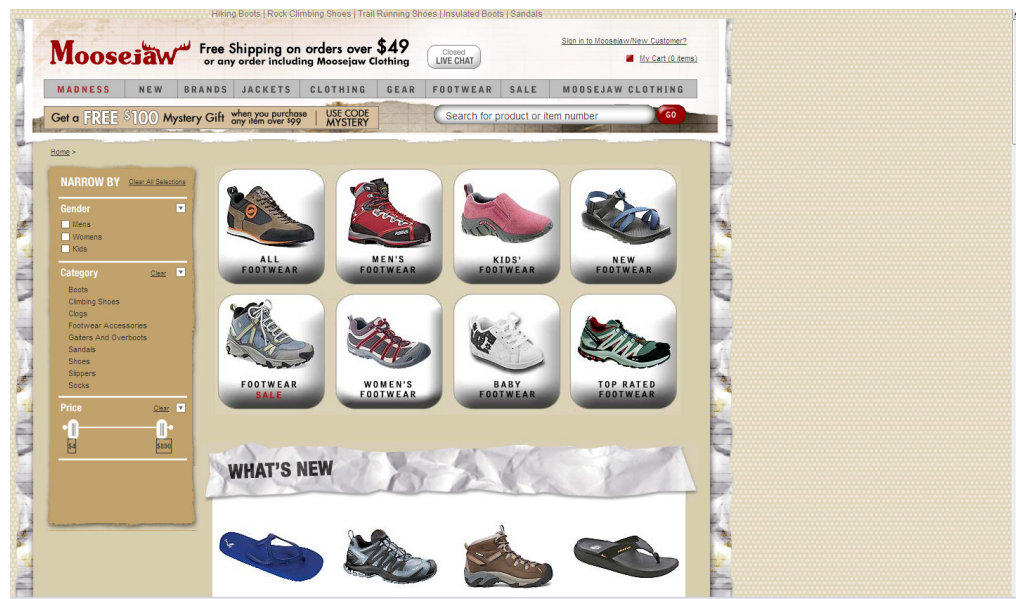
Moosejaw Mountaineering and Backcountry Travel, Inc. (www.moosejaw.com) has a marketing strategy that stands out in retail advertising with a very likable brand personality. The Michigan-based outdoor-goods retailer bypasses the traditional marketing strategies employed by most of its competitors, choosing to focus on building a community of shoppers loyal to both the brand and the company's culture.

Business Value Summary

With no shortage of competitors in the "outdoor adventure" space – many large and well-known – Moosejaw Mountaineering faces the ongoing challenge of making itself

the destination of choice. To thrive in this highly competitive market, Moosejaw needed to create an experience that would engage a customer community whose appetite for extreme sports is matched by a hunger for communication and collaboration.

Moosejaw's approach to multichannel, social commerce was to implement a new solution from the ground up with help from IBM that creates a seamless, interactive, community shopping experience across every sales channel. Moosejaw is leading the way in the integration of social networking capabilities like blogging, group discussion and customer product ratings across all of its retail channels.

- Increased revenue from an expected increase in conversion rate
- Expected increase in customer loyalty and word-of-mouth expansion
- Ability to deliver seamless messaging, programs and customer experience across all channels
- Expected increase in customer satisfaction through richer, more informative pre-purchase support

Business Need

To thrive in the highly competitive market for outdoor adventure gear, Moosejaw Mountaineering needed to create a customer experience that would engage a customer community whose appetite for extreme sports is matched by a hunger for communication and collaboration.

Online commerce has changed a lot in the decade since it entered into the cultural mainstream. Driven by relentlessly rising customer expectations, sites have become easier to use, merchandising has improved and, to put it simply, companies have gotten better at online commerce because they've come to understand its many nuances.

In spite of these changes, however, the essential character of online retail -namely, the extension of traditional retail practices to the Internet channel - has remained largely unchanged. So, too, have some basic and long-held assumptions about the way consumers buy and what they are looking for from an online retailer.

The traditional view of online transactions is anchored on the idea that online stores are first and foremost a venue for transactions, which, by and large, tend to be tightly structured interactions involving the buyer and the retailer.

Within this interaction, the retailer's key job is to provide customers with the information they need to purchase - such as pricing, product descriptions and orderly merchandising - and to deliver all within the context of a superior customer experience. However, the way customers are seeking and processing this information is beginning to change, and that's expected to have a big impact on tomorrow's online experience.

The biggest reason is the sweeping impact of Web 2.0, a term that describes a paradigm shift in the way people use the Internet to interact with each other and with information. The key earmark of Web 2.0 is the exploding popularity of user generated content, examples of which range from blogs, Wikis and discussion groups to YouTube and MySpace. What each has in common is a decidedly "bottom-up," approach to generating and sharing information that's heavy on collaboration and light on hierarchical structures. So how does this impact online retail? The answer, in large measure, lies in demographics and changing expectations.

Solution

When the younger consumers driving the Web 2.0 wave want to buy online, they'd prefer the same kind of collaborative, bottom-up information exchange in their shopping experience. This, in effect, resets the goals and parameters that retailers have to consider in configuring their online strategies. While issues like merchandising and navigation remain important, retailers also need to provide an environment that supports the interaction of customer communities, which are exerting more and more influence on buying behaviour.

This is especially true for products that reflect a lifestyle or a set of emotional values. That's why Moosejaw Mountaineering, a fast-growing retailer specializing in outdoor, surf, skate and snowboard equipment and apparel, is such a good example of how it can work. Relying on a host of retail solutions from IBM Moosejaw sought to make its site the go-to destination for young, hip high school and college students and for hard-core outdoor enthusiasts by embedding rich community features into its online commerce experience, thus becoming one of the first retailers to make "multichannel, social commerce" the cornerstone of its growth strategy.

Now a fast-growing chain with seven stores and 250 employees, Moosejaw owes much of its success to a fiercely loyal customer base. The roots of this loyalty lay in the company's ability to make shopping fun, as well as its ability to provide the right product mix, strong product and technical support and a constant drive to develop unique, innovative ways to communicate with their customer.

But with no shortage of competitors in the "outdoor adventure" space - many large and well known - Moosejaw faces the ongoing challenge of making itself the destination of choice. Rising to this challenge, the company has introduced a steady stream of features that have resonated with customers, including over 50,000 customer reviews, texting of tracking numbers and promotions to mobile phones, and its Moosejaw Madness community, where customers post photos from their latest adventures, read the irreverent Daily Remark and immerse themselves in Moosejaw's unique culture.

While features like these have been highly successful, Chief Operating Officer Jeffrey Wolfe believes that Moosejaw has only scratched the surface of what it can do for its customers. "We are on the verge of truly blurring the lines between Web, retail, mobile, catalog, call center and kiosk, taking the best of each channel and making it possible across all channels."

Moosejaw's approach to multichannel, social commerce was to implement a new solution from the ground up with help from IBM. One of the key benefits of the solution is its ability to create a seamless, interactive, community shopping experience across every sales channel.

For instance, by integrating IBM Lotus Connections social networking software with its retail solution, Moosejaw is adding social commerce features like product level blogging, public facing customer profiles with photos, videos, adventure stories and gear lists for upcoming trips. Customers can interact with Moosejaw staff and with other customers on the Moosejaw Web site and then connect those threads on their mobile phones and when they come into the Moosejaw retail stores.

Perhaps more valuably, it provides Moosejaw with a ready-made platform for integrating these social networking capabilities deeply into its commerce platform. Imagine, for example, a customer looking for a tent suitable to use at 20,000 feet and 20 below zero. Instead of simply searching through a catalog, customers can now search by a product's rating, while also taking into account customer profiles that include product usage experience.

Getting product feedback from someone who has actually used that tent on Mount Everest or K2 is a far cry from standard catalog information - and that's exactly what Moosejaw is shooting for. Key to the realization of this vision is the company's work with IBM Toronto Software Lab, which is working with Moosejaw to develop this breakthrough capability.

True multichannel commerce has to be done on a single platform. IBM WebSphere Commerce software provides a single multichannel commerce platform, offering a consistent shopping experience for customers as they seamlessly traverse channels. The Moosejaw multichannel experience integrates and registers orders and inventory changes for every channel, offering increased visibility and optimum resource allocation across channels.

The multichannel capability also provides Moosejaw's in-store sales associates and call center agents with the tools they need to provide more interactive and insightful support to customers. It's seen in the small things, like being able to tell a customer how close they are to a reward point threshold or asking about their satisfaction with a recent purchase. But it's also seen in the bigger things, like the system's ability to see inventory in near real time so an associate can find just the right North Face coat for a customer whether it's in the store, in the warehouse or at the North Face warehouse and send the order via XML straight to North Face for processing and fulfilment. It's seen in the way it enables call center agents to get a full profile of a customer and provide the most knowledgeable and comprehensive support.

Key to this multichannel capability is IBM Business Partner CrossView's Point-of-Sale (POS) solution which extends the capabilities of WebSphere Commerce software into retail stores with a solution that utilizes WebSphere Commerce software as its engine at the enterprise and IBM WebSphere Remote Server in the stores. CrossView's solution utilizes a common information platform based on IBM DB2 data server and validated for the IBM Retail Industry Framework, making it easy for Moosejaw to extend its online channel programs and tactics into its store environment.

For instance, using IBM SurePOS 500 dual-screen point-of-sale terminals in-store customers are now able to buy, ship and pay with the exact same services they are familiar with online, and they will be offered the same targeted promotions and cross-sells while they read reviews, blogs and recommendations. With all this new technology, that same fun and irreverence that has been a part of the Moosejaw culture from the beginning will now be part of the in-store check-out process.

Benefits of the Solution

Moosejaw Mountaineering is making itself one of the leading places to be for outdoor adventurers. One of the key benefits of the solution, which is being hosted by IBM Global Technology Services, is Moosejaw's ability to create a richer buying experience using standard come up out-of-the-box capabilities. For instance, by integrating IBM Lotus Connections social networking software with WebSphere Commerce software, Moosejaw expects to vastly improve its ability to support customer community activities at its site, thus enabling features customer profiles, collaborative discussions around selected subjects and blogging.

To enable a consistent shopping experience for customers across channels, the Moosejaw solution integrates and registers orders and inventory changes for every channel, offering increased visibility and optimum resource allocation across channels. The multichannel capability also provides Moosejaw's in-store sales associates and call center agents with the tools they need to provide more interactive and insightful support to customers. It's seen in the small things, like being able to tell a customer how close they are to a reward point threshold or asking about their satisfaction with a recent purchase.

But it's also seen in the bigger things, like the system's ability to see inventory in near real time so an associate can find just the right Patagonia coat for a customer–whether it's in the store, in the warehouse or at a supplier's warehouse–and send the order via XML straight to the other shop, warehouse or supplier for processing and fulfilment. It's seen in the way it enables call center agents to get a full profile of a customer and provide the most knowledgeable and comprehensive support.

Altogether, it's about providing the kind of customer experience that will continue to make Moosejaw the premier destination for the outdoor, surf, skate and snowboard community and in the process enable Moosejaw to sustain its high rate of growth. Wolfe sees the company's advanced social commerce capabilities playing an important role by strengthening loyalty, increasing the conversion, or "browse-to-buy," rate of the Moosejaw site and by building word-of-mouth support, which thus far has been one of the biggest factors in its growth. "Our strategy has been to reinvent the way people shop for outdoor, surf, skate and snowboard apparel and equipment," says Wolfe. "IBM - through its technology and retail thought leadership - has been instrumental in helping us realize this vision."

Business Benefits

- Increased revenue from an expected increase in conversion rate (based on an initial increase to 50 percent)

- Expected increase in customer loyalty and word-of-mouth expansion through a more engaging and collaborative online retail experience

- Ability to deliver seamless messaging, programs and customer experience across all channels

- Expected increase in customer satisfaction through richer, more informative pre-purchase support (e.g., customer ratings)

- Stronger brand through a more consistent multichannel experience.

Sony
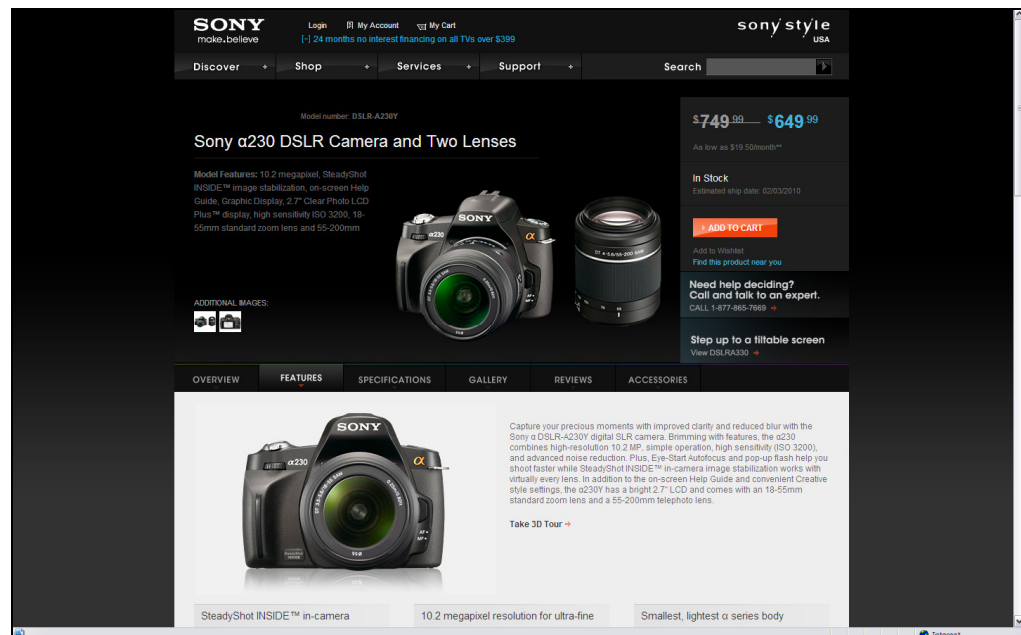
Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world.

Business Need

Sony's challenge was to address the needs of two distinct shoppers: those using its consumer site, SonyStyle.com, and business shoppers browsing and purchasing on its B2B commerce site. Sony wanted to ensure that all e-buyers—regardless of their interests—had a consistent search and navigation experience on both sites.

Because Sony had been experiencing spikes in its online sales, the company had a requirement to migrate to a more efficient platform.

Sony furthermore needed to establish a B2B and B2C e-Commerce solution, based on a single platform with long-term scalability.

Solution

Sony selected IBM WebSphere Commerce as new commerce platform for both B2B and B2C and launched their site for B2B customers using the Extended Sites capability embedded in WebSphere Commerce. Sony also deployed their B2C consumer site www.sonystyle.com on the same platform.

Benefits

Sony has embraced customer-centric strategies to become the premier online destination to experience the Sony brand. They can now offer a consistent and seamless shopping experience as well as easily highlight its numerous products — 4,000 just on SonyStyle.com

With some 30,000 business partners and roughly 100,000 unique contracts, Sony can furthermore assure that all of their commercial customers will be able to receive pricing, promotions and products based on their specific contractual arrangements.

Panasonic
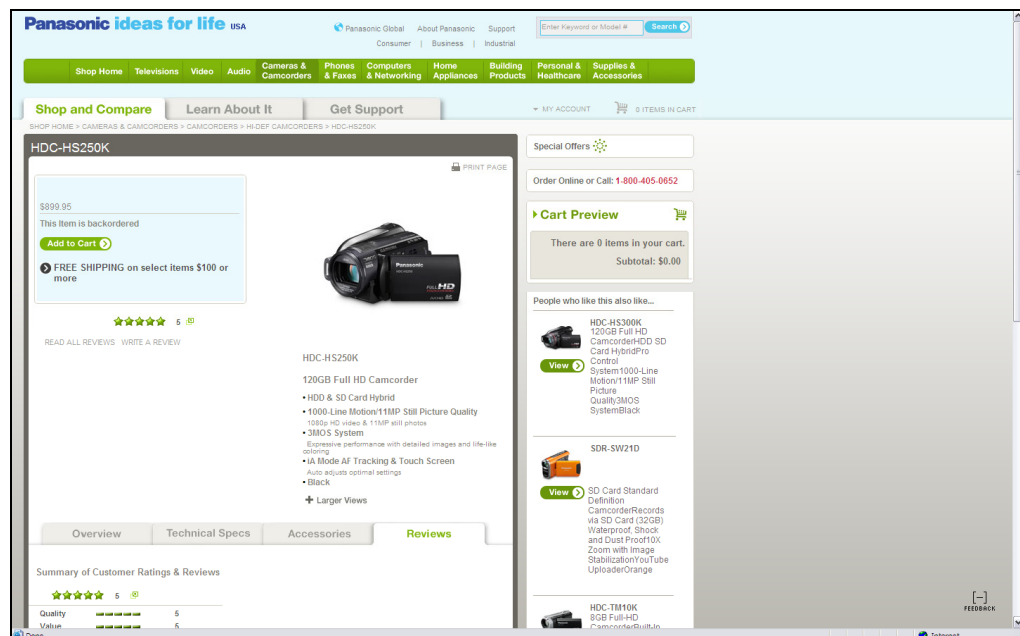
Panasonic (www.panasonic.com) is a world leading manufacturer of electronics and technology products. From Digital Cameras and High-Definition televisions to air-conditioning compressors and custom lithion ion batteries, the Panasonic name can be found on hundreds of thousands of consumer, business and industrial products.

Panasonic previously supported its 20,000 dealers with B2B e-commerce Web sites built on IBM WebSphere Application Server. Three sites, one for each business sector, 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 centre.

At the same time, the company created B2C online stores for its employees, and for employees of large companies that are valued partners of Panasonic. These sites, developed with Microsoft Commerce Server and IIS, were not integrated with Panasonic's backend systems. Consequently, the company's call centers were overwhelmed with B2C order-status inquiries.

"We couldn't integrate our Microsoft sites with our backend because Microsoft Commerce Server wouldn't talk to our corporate-standard databases and integration solutions," says Eric Keil, director of e-business at Panasonic. "Also, we wanted fully automated e-commerce functionality for all our sites, which dictated enhancements across the board. To achieve economies of scale in terms of development time and software costs, we needed a single Web application server. Maintaining separate Microsoft and IBM platforms would not be a cost-effective strategy."

Total, open IBM solution

Panasonic reviewed proposals from both IBM and Microsoft and ultimately chose IBM because of its ability to provide a total solution with components that met Panasonic's corporate standards. IBM's solution was also more open to cross-platform integration and offered Panasonic a wider choice of future options for extending its e-business solution and achieving fast returns on investment. "With support in WebSphere Commerce for Java(tm) 2 Platform, Enterprise Edition (J2EE) technology," says Keil, "we also knew that the IBM solution would enable us to shorten development time."

IBM WebSphere Commerce functions now as the commerce engine for both Panasonic's B2B and B2C sites.

Both B2B and B2C sites use IBM WebSphere Application Server as the runtime environment for JavaServer Pages (JSP) and servlets. IBM DB2 Universal Database functions as the commerce database, managing products, customers, user groups and applications for the Web sites. IBM HTTP Server is the Web server, and all the components run on IBM RS/6000 servers. IBM Tivoli Distributed Monitoring for UNIX is used to maximise the performance and availability on the RS/6000 servers. "There's no platform in the UNIX world like the RS/6000 for solving large, complex business problems," says Keil, "In terms of availability, manageability and price performance, RS/6000 is the ideal solution for us."

Panasonic has already eliminated 80 percent of order-processing and call-center costs. It projects 100 percent payback of its investment in less than one year and customer service ratings show marked improvement. "Moreover, we're saving tremendously on development costs," says Keil. "Because of the reusable Java code supported by WebSphere Application Server, we've reduced the development time for new Web sites from three months to one week, saving 92 percent of the time and costs."

A single database supports many Web sites

Panasonic has recently created three B2B sites using the IBM solution. Dealers log onto the Web site with secure login names and passwords. IBM WebSphere Personalisation uses business rules to match users with the Web content they are authorised to see. All the new Panasonic Web sites run off a common catalog managed by DB2 Universal Database. "DB2 runs all the data for more than 500,000 products for our B2B sector alone," says Keil. "Its performance is so fast and reliable

we don't even know it's there."

After placing their orders on the site, dealers immediately receive e-mail confirmations and order numbers. The orders are processed through the SAP system and, since SAP is integrated with the site, dealers can check the status of their orders from the moment they're placed.

**Technology that saves time and money**

To enable real time order entry, Panasonic uses Java classes to execute the business and presentation logic, and XML to exchange data with SAP. JSP components serve up HTML pages to the Web browser, and Java servlets transform the HTML into XML, which communicates with the backend. The XML is converted to the SAP IDoc format and sends a Business Application Program Interface (BAPI) call to the SAP database, which is an IBM Informix® Dynamic Server.

To make the ordering process even more convenient for large dealers who also use SAP, Panasonic integrated its B2B functionality with these dealers' backend SAP applications. To enable this integration, Panasonic sends the dealers XML messages reformatted into predefined schemas.

Profitable path to the future

"IBM is always more than a single product. It's a company that provides a technology direction, which enterprises like Panasonic can use to optimize their own development plans" says Keil.

Canon
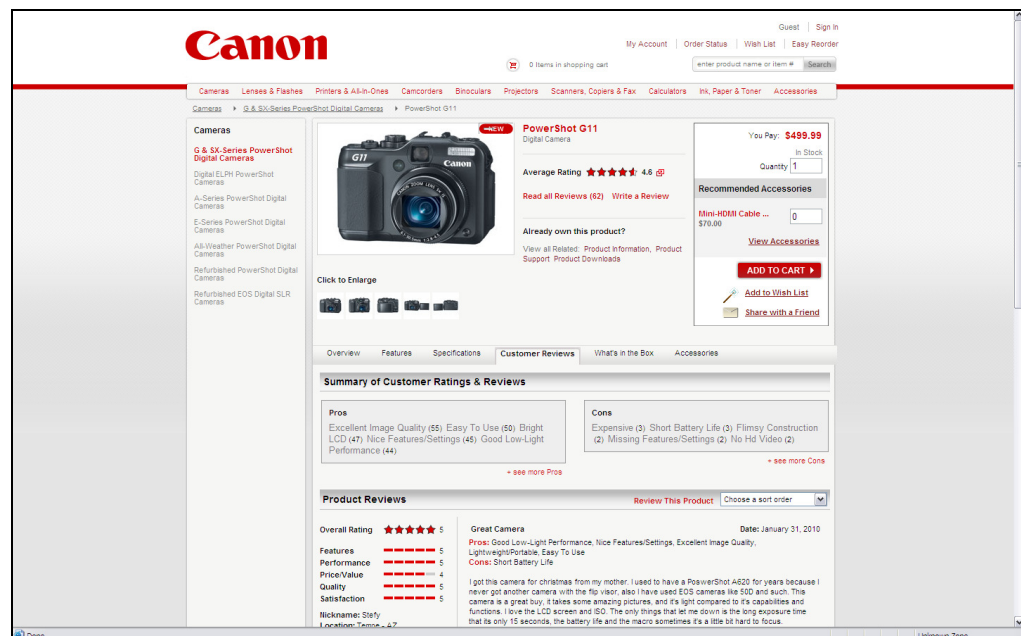
Canon U.S.A., Inc. (www.usa.canon.com) headquartered in Lake Success, New York, is a world leader in imaging technologies. Canon markets a comprehensive range of sophisticated contemporary digital imaging products including photocopiers, multifunction peripherals, fax machines, printers, scanners, digital cameras and multimedia projectors.

Business Need

Canon U.S.A., Inc. had a homegrown e-commerce system which limited the ability to expand online presence. The existing system gave rise to intermittent problems like

data discrepancy, un-synchronized on time data, system crash during peak time, lack of returns functionality, non reliability, non scalability etc.

Canon needed a commerce platform that would support and fuel its online business growth — not constrain it.

Canon envisioned a seamless, secure, end-to-end customer support application platform that would simplify the CSR operation. More than two-thirds of customers were unsatisfied with agent-assisted phone support, hence the need for a new call center application. The business need was to accommodate the high volume of requests they receive and for their call center representatives to have adequate access to customer data and order data from other channels – as most call center representatives were equipped to perform cross-sell and up-sell activities, which in turn gains additional revenue opportunities.

Solution

The drawbacks were overcome when Canon replaced its homegrown e-commerce system with IBM WebSphere Commerce, which is now the basis for the company's online presence.

WebSphere Commerce Server was supplemented with IBM Sales center for WebSphere Commerce. This helped address the customer support challenges faced by Cannon and helped contribute to a more efficient call center operation. Solution areas covered: Business-to-Business, Business Continuity, Business Performance Transformation, Business Resiliency, Customer Relationship Management, Empowering People, Information On Demand, Infrastructure Simplification, Large Business, Transforming Business.

Benefits of the Solution

Canon's new WebSphere Commerce solution successfully increased business to consumer (B2C) capabilities, decreased maintenance and development costs, integrated all call center capabilities – and improved online sale, customer satisfaction and loyalty.

Other B2C's

▪ Bjorn Borg	▪ Barnes & Noble
▪ Silvan	▪ Hobbyhall
▪ Stockmann	▪ Homedepot
▪ Kesko	▪ Argos
▪ Whirlpool Corporation	▪ Gyldendal
▪ Kmart Corporation	▪ Changing inc
▪ O2	▪ Pets At Home
▪ Boots	▪ Sterling Jewelers
▪ ICI	▪ Li Ning Company
▪ Sam Ash Direct	▪ City Shop
▪ Dunelm Group PLC	▪ Safeway
▪ 1-800-Flowers.com	▪ Luxottica Retail
▪ MediaMarket	▪ Borders Group
▪ Bike & Outdoor Company	▪ Halfords

Seagate Technology

Seagate Technology (www.seagate.com) specializes in information technology (IT) storage solutions for enterprise, personal, notebook and consumer electronics. As a global leader in hard disc drives, its market presence, vision and innovation has helped the company become a favorite of customers around the world.

Business Need

Seagate was looking to strengthen its relationships with its resellers and its end customers through direct channels such as the Web and a customer call center. It believed that such direct interaction was key to increasing brand awareness, customer loyalty and overall customer satisfaction.

To enable easier, more streamlined communications with its resellers and customers, Seagate decided to implement a Web channel to allow customers to complete warranty returns and to see offers for upgrades and complementary accessories. The new Web infrastructure needed to be localized, allowing customers to communicate in their own language and to see pricing information in their own currency.

Solution

Seagate engaged IBM Global Business Services to deploy a three-phase solution over a two-year time span. The first phase involved Web-enabling the client's warranty, cross-sell and up-sell solutions in 11 languages. The subsequent phases will make all Seagate products available online and in 11 languages.

The Global Business Services team provides project management, code development and language testing and acceptance for all 11 languages. It also provides deployment and post-deployment support to allow Seagate to sell its products to consumers and businesses around the world via the Web.

The first phase of the solution allows consumers to check their warranty claims online for any Seagate product. Consumers can check on the status of their warranty claim and are presented with other products and services that they might be interested in. The IBM team deployed IBM WebSphere Commerce Professional V5.6.1 and IBM WebSphere Application Server V6 middleware to run the online solution. The WebSphere Commerce solution provides a comprehensive e-business platform for the client's Web-based solution. The client uses IBM WebSphere MQ V6 software to transmit data from the order management solution to the WebSphere Commerce middleware.

The WebSphere solution, which is still being implemented, runs on IBM System p5 servers featuring the IBM AIX operating system. Global Business Services is also implementing components that will allow the client to release future business models on the WebSphere platform.

Benefits of the Solution

Seagate's new IBM WebSphere solution will streamline its operational processes, increase revenue from products and services and help it build direct relationships with consumers. Although this solution has not been in production long enough to quantify its benefits, Seagate anticipates additional online revenue as a result of cross-selling and up-selling.

The WebSphere platform implemented by IBM Global Business Services offered more capabilities out of the box than any competing solution. Coupled with IBM's experience in e-commerce, the WebSphere platform provides Seagate with a fully functional and easy-to-use solution.

Roche Diagnostics

Roche Diagnostics (www.Roche-Diagnostics.com) is the world's leading service provider of diagnostic systems and decision-oriented health information. Roche Diagnostics provides a broad range of products and services that offer solutions for the prevention, diagnosis and monitoring of diseases.

Roche Diagnostics' customers are medical laboratories, doctors' offices and patients, research labs and universities. With its headquarters in Basel, Switzerland, Roche Diagnostics has affiliates in more than 50 countries and its more than 17,500 employees work at research and production locations around the world.

Increasing customer satisfaction

According to Kathy Schmelig, head of e-sales in global marketing for Roche Applied Science (www.roche-applied-science.com); one of the company's key strategies for success is its attentiveness to customer needs. "Over the years, Roche Diagnostics has gone through many changes. Our product line has grown and our client base has expanded.

Through all of these changes, Roche Diagnostics has made customer satisfaction a top priority," she says. Erich Weyrauther, Roche Diagnostics' head of e-business at global informatics, explains that in 1999, Roche Diagnostics thought it would be able to serve its customers better by developing an online ordering and support system. He says that Roche Diagnostics believed a new technology system would benefit the company in the following areas:

- More accessible to customers on a global scale

- Increase customer loyalty

- Gain new customers

- Expand the life science reagents business

"We decided to use e-business to support our company strategy, which is to achieve the perfect balance between service and the availability of information and innovative technology for all our customers. We wanted to develop an online system to sell our products via the Web and to provide information and technical support to all of our customers worldwide, 24 hours a day, 7 days a week," says Weyrauther.

IBM's strong global presence was also one of the reasons Roche Diagnostics selected the company. "Once the system was developed and implemented we wanted to make sure we were working with a company that could roll out our system globally," says Weyrauther, "IBM understood that processes, infrastructure, supporting applications and legal requirements differ from country to country. IBM knew what was needed to provide total customer satisfaction."

Selecting a qualified partner

According to Weyrauther, soon after Roche Diagnostics made the decision to develop an online Web system it sought IBM's assistance as its "end to end" e-business partner. "We knew that IBM would be the best technology partner for us. IBM has expertise with the latest technology and offers a great deal of innovative services and solutions. IBM provided Roche Diagnostics with consulting, development, implementation and hosting services," he says.

IBM's strong global presence was also one of the reasons Roche Diagnostics selected the company. "Once the system was developed and implemented we wanted to make sure we were working with a company that could roll out our system globally," says Weyrauther, "IBM understood that processes, infrastructure,

supporting applications and legal requirements differ from country to country. IBM knew what was needed to provide total customer satisfaction."

New ways of doing business

The online system that Roche Diagnostics chose to implement was based on the IBM WebSphere Commerce suite. Weyrauther says that Roche Diagnostics wanted to ensure that its new technology system would:

- Harmonize existing infrastructure

- Exploit the Internet to obtain access to new customers

- Explore new ways to open one-to-one dialog with customers

- Support the Roche Diagnostic image through the Web presence

"In addition to providing customers with the opportunity to buy our products online, we also felt it was important for the system to be able to profile our customers. We have been able to do this by leveraging the system's convenience tools," explains Schmelig.

Convenience tools include favorite lists that enable customers to create and save lists of their favorite products and site links. Profiles are created for each customer who uses the system, saving the user's data and making it possible to recall their order history. The profiles also make it possible for users to regularly schedule re-orders. In addition, Schmelig says, "we will use the customer profiles to launch permission-based direct marketing efforts."

A successful system

Schmelig explains that Roche Diagnostics' first e-shop (www.roche-applied-science.com) where all of its products are offered for sale, was first made available to customers in the United States. The e-shop was gradually replicated in other Roche Diagnostics' business units and countries including Germany, Italy, the United Kingdom and Japan. "Although Roche Diagnostics is still in the early stages of its global roll-out," she says, "the new system is already well accepted and we are seeing a rapid increase in our Web-based sales."

"Customers really like the system. They've discovered that ordering is much more convenient. It's available any time and due to features like favorite lists and customer profiles, the whole process is easier with fewer errors being made," she says. "Because of the new system, customer loyalty has increased are they are more likely to stay with us, instead of switching to a competitor."

IBM has also helped Roche Diagnostics develop specialized sites that will further benefit customers. An example of a site is: Diabetes-World.net. Accessible to customers in Germany, the portal offers assistance and information on the disease of diabetes for patients, physicians and healthcare plan providers.

"We've had an extremely successful partnership with IBM," says Weyrauther, "IBM helped us develop a rock solid solution on exceptionally reliable hardware. The IBM team we've worked with are competent, committed and cooperative people. We've been able to rely on their expertise in planning, development and implementation. We plan to continue our relationship for a long time."

Endorsia

Endorsia International AB (www.endorsia.com) was founded in 1999 and has since then grown into a leading industrial 'premium brand network' company. Endorsia's business model is to create value for buyers and sellers in the industrial supply chain.

As such, Endorsia offers buyers and sellers an e-marketplace aimed at reducing the cost of order processing. Endorsia is today represented in 83 countries and the solution is daily used by thousands distributors who offer and purchase industrial products.

Business Need

After running several years on an old platform, Endorsia was in need of a new e-commerce solution that provided more flexibility, additional functionality, improved performance, back-end integration to core backbone ERP systems and a new and improved user interface. Additionally, it was important to have a reliable and competitive platform on which Endorsia could plan growth for the next five to ten years. Furthermore, Endorsia also needed a system that could enable them to resolve requirements and planning among all current stakeholders and the extended partner community (>8000 partners globally).

Solution

In 2008, IBM Global Business Services was engaged to build and deploy the new system based on WebSphere Commerce and WebSphere ESB (Enterprise Service Bus). The overall purpose was to build a new platform based on modern e-commerce technology and migrate away from the old legacy platform.

IBM then provided all components of the solution (consulting services, software, hardware, hosting, application management and implementation).

The new e-commerce platform was fully established in 13 months to keep costs and parallel existence of two platforms to minimum. The new solution has to a large extent improved the performance and maintainability compared to the old platform and is now without a doubt considered as the platform for growth (new technology and capacity to grow).

Throughout the implementation project IBM used various collaboration techniques and tools (extended stakeholder involvement) to gather and resolve requirements linked to business processes. Additionally, the project was managed using IBM's project methodology UMF (Unified Method Framework) together with agile methodologies to deliver the project successfully on time and below budget. The requirements were delivered by IBM consultants in Sweden and India (offshore resources specialized in integration and e-commerce development) on IBM WebSphere Commerce and IBM WebSphere ESB.

Benefits of the Solution

The benefits of the solution have been:

- Reduction in maintenance costs from package implementation of IBM WebSphere commerce.

- 20-100 times higher performance leading to reduced management time – improved customer interaction time and highly improved user experience

- Competitive world class platform attracting new partners for growth. 21% growth in use.

Flexible solution for the future – it is now easy to onboard new suppliers, distributors and thereby reaches new markets and further drive sales.

Interface Europe

With locations in 110 countries and manufacturing facilities on 4 continents, Interface is the world's largest provider of commercial flooring solutions.

The company supplies resilient textile flooring, cable management systems, floor care products and flooring adhesives to a variety of customers in a number of industries, including business, public sector, hospitality and leisure. Interface is dedicated to environmentally friendly research and resource efficiency.

Business Need

Interface Europe was looking for a means by which to simplify its ordering process. When placing orders, the company routinely experienced complications and errors that were primarily attributable to the organization's ordering platform. Interface had been relying on a home-grown solution that incorporated IBM WebSphere Commerce software with various custom-built Report Program Generator (RPG) language-based enterprise resource planning (ERP) applications. Unfortunately, this method required an excessive level of manual process management.

The organization also wanted to create a mechanism that would enable improved communication with suppliers and partners. Interface was convinced that it could achieve this goal by instituting a new e-commerce Web site. The company hoped that a new site would also help it create new sales channels, offer self-service capabilities to customers and simplify intercompany communication.

Solution

Already a long-time IBM software client, Interface chose to build much of its e-commerce portal using IBM software. The organization upgraded its systems from the IBM WebSphere Commerce Professional Edition software to the IBM WebSphere Commerce Enterprise Edition, which acts as the heart of the new site. The primary motivation for the upgrade was the organization's desire to leverage the extensive business-to-business and business-to-consumer functionality offered with the newer version of the tool.

Using the new WebSphere Commerce software, Interface segmented its portal into various functional regions, offering role-based services and capabilities to customers and suppliers. Portal visitors can use the site to look up product data, manage contracts or place orders, depending on their defined roles. The portal also offers suggestions and tips to architects and interior designers to encourage creativity.

To extend the back-end functionality of the portal and simplify management, Interface integrated the site with its IBM Lotus application environment. The company deployed IBM Lotus Notes software to act as the communication medium for the ordering system.

When users place an order through the portal, that order is processed by the portal and subsequently transmitted through the Lotus software to the company's back-end ERP systems. The company also uses IBM Lotus Domino Designer software to act as the Web content management tool to write and push out product descriptions and layout to the e-commerce site. As new products are added or offerings change, users in multiple countries can update details to the site quickly and easily.

Benefits of the Solution

The WebSphere software-based portal acts as a new sales channel for Interface, driving additional leads, sales and revenue. The increases in sales and leads are predominately attributable to the simplified communication mechanisms put in place by the portal.

Users can now more easily identify the right products to meet their needs, and order errors are much less likely to occur thanks to the IBM software. Furthermore, the Lotus Domino Designer software ensures that Interface will be able to keep the portal up-to-date without excessive efforts.

Client Quote

"Our new B2C e-commerce Web site is a core part of Interface's strategy to build and drive our residential Heuga brand, and Salmon has helped us to engage more directly with our customers online. The site is not just a basic online catalogue shopping site, but an interactive experience that will help Heuga customers enjoy the maximum benefit of our industry-leading flooring." -- Patrick Riley, managing director, Heuga Home Flooring.

Gardena AG

Established in 1961 by Werner Kress and Eberhard Kastner, GARDENA AG has grown into one of the gardening industry's most well-known and respected brands. Offering functional and ergonomically correct lawn and gardening tools, GARDENA distributes its products to companies in more than 80 countries.

Business Need

GARDENA's existing business-to-business (B2B) e-commerce solution was difficult for employees and customers to use, and it could not accommodate growing customer needs. Consisting of various systems, the company's existing e-commerce solution included a Sun Microsystems Solaris operating system, an Oracle database, a BEA WebLogic Commerce application server and a BEA WebLogic Express Web server running on a Sun Microsystems machine. GARDENA's licensing agreement with BEA was near expiration, and the company did not see the advantage of renewing the agreement for products that were not meeting its current needs.

GARDENA needed an e-commerce solution that would:

- Reduce e-commerce management and support costs
- Improve usability for employees and customers
- Reduce restart and offline time due to catalogue content updates.

Solution

GARDENA approached IBM to help it develop a new B2B e-commerce solution. The IBM Global Services - Application Management Services team implemented an e-commerce platform built with IBM WebSphere Commerce Enterprise Edition software and featuring a custom B2B interface.

The WebSphere Commerce Business Edition software eliminates the need to take GARDENA's B2B store offline for lengthy periods of time to make content or catalogue changes. Additionally, the WebSphere application enables 20 GARDENA employees to easily access and update B2B store information in multiple languages. The solution includes a staging system that assists GARDENA in preparing updates and provides a preview component for proofreading content prior to publishing it.

The IBM Application Management Services team leveraged the WebSphere Commerce application to improve the links between the B2B and back-end systems. To alleviate reseller management and facilitate ease of use for do-it-yourself (DIY) resellers, the IBM team also built a business-to-customer (B2C) store. This service enables resellers to log on and order products and parts from the GARDENA product line at their own convenience.

Developed and deployed at the client's headquarters in Ulm, the Application Management Services team communicated the details of the solution to the client in German, English, French, Dutch, Italian, Spanish and Portuguese. The solution is supported by a Sun Microsystems server running a Sun Solaris operating system; all

hosting and system-level management are provided by a third-party Internet service provider (ISP).

The Application Management Services team leveraged the standard IBM Global Services processes, as well as intellectual capital gained from previous e-commerce projects, to expedite the development process. In fact, the team modified and applied an existing interactive storyboard model based on the IBM WebSphere Commerce application that featured proven successful methods for design guidelines.

Benefits of the Solution

As a result of deploying the IBM Global Services - Application Management Services solution featuring IBM WebSphere Commerce Enterprise Edition software, GARDENA is able to offer its products in more countries and in more languages than before. This audience expansion is expected to translate into greater sales and increased revenue.

More user-friendly for GARDENA's employees and customers, the cost-effective IBM solution also reduces the required offline time for content updates from over an hour to less than ten minutes. This improvement allows GARDENA to update its e-commerce content and products more frequently and effectively.

Goodyear

In the late 1990s, Goodyear dealers were unable to get the information on products, prices, specials, inventory availability and order status when they needed it.

In the area of transactions, dealers spent too much time placing orders, and the turnaround for these orders was too slow. While Goodyear's first system addressed many of these challenges, it also spawned a second set of challenges that were linked to the rapid adoption of the system by its dealers.

Later, heavy usage had begun to place pressure on the original solution which, as a Phase I effort, was designed with limited scalability and failover capacity making it vulnerable to downtime or diminished performance. The system's limited flexibility also posed a barrier to the execution of business-level strategies, most notably the expansion of channels, brands and products supported by the solution.

Business Drivers

In the first phase of its on demand evolution, Goodyear needed to be more responsive to dealer requirements for more information, as well as the ability to conduct and manage transactions more efficiently.

Moreover, Goodyear needed to provide these capabilities in a cost-effective way that allowed the company to focus its finite support resources. In the second phase, rapid adoption and increased usage led to the need for a more resilient solution. Goodyear also needed a more responsive system that was flexible enough to adapt to dynamic customer-driven and business-driven requirements.

Becoming on demand

Goodyear's initial adaptation was to introduce a system that provided dealers with product and marketing information as well as the ability to place and track orders—all in real time. By shifting a substantial volume of dealer requests from its call centre and reducing its reliance on highly manual processes, the system improved efficiency and productivity for Goodyear and its dealers.

The second adaptation—designed to address the need for resiliency and flexibility—was the deployment of a multi-tier solution whose robust routing and self-optimizing capabilities eliminated the original system's availability issues and made it more scalable.

Environment

The solution was implemented by IBM Business Consulting Services with the assistance of IBM Software Services for WebSphere and the IBM Global e-business Solution Centre, and was hosted by IBM Global Services e-business Hosting Services. Its key elements include IBM WebSphere Application Server, IBM WebSphere Commerce, IBM DB2 Universal Database, IBM Lotus Notes, IBM Lotus Domino, Domino, IBM eServer zSeries servers and IBM RISC-based processors.

Benefits

- The system handled a four-fold increase in volume while providing better than 99.9 percent uptime.
- By leveraging out-of-the-box functionality, the solution enabled Goodyear to lower application management costs.
- Employing a standardized solution enables Goodyear to rapidly and cost effectively respond to dealer requests for new services.

Mazda

Since the first Mazda vehicles began arriving in North America back in 1970, the company has developed a network of nearly 700 dealers across the region. The headquarters for Mazda North American Operations is located in Irvine, California.

Challenge

Mazda's target audience is young and Internet savvy—but its dealers were having difficulty building an Internet presence and awareness. Mazda wanted to leverage its online accessories catalogue—built with IBM WebSphere Commerce software—to help its dealers get their own branded Web sites up and run-ning quickly, easily and inexpensively, while retaining the Mazda look and feel.

Solution

Mazda leveraged the extended sites functionality offered by IBM WebSphere Commerce software to create multiple dealer-specific storefronts while maintaining a single, shared catalogue.

The WebSphere solution enabled Mazda to enforce consistent branding across all individual dealer sites and allowed dealers the flexibility to create their own online parts stores and to customize pricing, promotions and service offerings. The company used IBM WebSphere MQ software to fully integrate the dealer Web sites with its mainframe-based 15-year-old ordering and inventory system.

Benefits

- Enables dealers to achieve their ultimate goal—selling more parts online
- Drives business in the young buyer marketplace
- Delivers a consistent brand message
- Allows Mazda to provide better dealer support
- Enables dealers to configure their Web sites and have them up and running in about 15 minutes

- Helps increase in-store traffic

Avnet

A Phoenix-based US$6 billion-per-year company, Avnet Technology Solutions, Inc. provides a bridge between technology suppliers and thousands of resellers that, in turn, interface directly with customers.

The company provides solutions from industry-leading manufacturers - including IBM, BMC Software, EMC, Hewlett-Packard, Microsoft, Network Appliances, Oracle, StorageTek and VERITAS - in more than 30 countries.

Business Need

Avnet had been receiving low-value orders via traditional channels such as telephone, fax and e-mail. These orders, processed manually by call centre/administrative staff, led to administrative errors and were time-consuming. As a result, the company's total order-processing cost had become high, resulting in minimal margins from these low-value orders.

To reduce costs and the amount of staff time expended, the company sought to give resellers a B2B self-service solution through which to make such purchases via the Web. The company wanted to develop a single system that it could deploy in multiple sites across Europe and the United States.

This platform would not only need to allow the company to leverage the same infrastructure for multiple sites and accommodate customized product offerings, but also handle a wide variety of languages and currencies.

Solution

To address its needs, Avnet leveraged IBM WebSphere Commerce Enterprise Edition software to enable its customers to place orders via the Web. With the new solution, customers can:

- Access 13 country-specific customized sites (two sites are currently launched and the remaining sites are planned for November 2007) for the European region that accommodate ten languages and eight currencies on a single platform (the same code is used for two U.S. sites); product catalogue, pricing and promotions are customized

- Browse product catalogues customized to reflect the language and currency of the buyer's country

- Search for and order products by manufacturer or by part number

- Customize shipping comments, line item comments and billing/shipping addresses

- View order status.

Once a customer places an order, the system responds by submitting the new order to the company's enterprise resource planning (ERP) system through a Java Message Service (JMS) queue. The client relies on an external order status application to view the status of orders placed through any channel.

The overall environment runs on partitioned IBM eServer pSeries 640 and IBM eServer pSeries 690 servers leveraging an Oracle 9i database and SAP and third-party ERP and CRM systems.

The client will be deploying the solution in each of its stores over time, using the same basic code and master catalogue and leveraging the WebSphere Commerce

Extended Site deployment model and filters to customize the sites for different regions.

Benefits of the Solution

With the IBM solution, the client is now able to offer its customers personalized 24x7 services. This ability leads to heightened customer satisfaction, as well as reduced administrative costs. And because the client is able to use the same basic site model to extend the functionality to different regions, it is also achieving savings in development efforts.

Overall, Avnet has gained a solution that offers

- Reduced cost-to-serve for low-volume customers

- One platform to power multiple yet customized storefronts

- Shared administration and easy upgrades, allowing the client to roll out the system to a new store in just eight hours

- One master catalogue for all 13 stores with country-specific catalogue filters

- Complex seller organization model through member management to support various roles and access controls

- Easy-to-manage complex business policies, such as multi-tier pricing and discounts based on customer status within the profit centre

- Improved customer satisfaction with easy account access, real-time view of pricing and inventory, order submission and tracking

- Marketing features that allow the client to offer promotions, influence decision makers and improve brand awareness.

Volkswagen

Volkswagen Zubehör GmbH is a subsidiary of Volkswagen AG that develops innovative and high-quality accessories for Volkswagen. The company currently has about 8.000 different articles in its assortment of goods, which are distributed exclusively through Volkswagen business partners.

Business Need

Volkswagen Zubehoer's prior online store lacked flexibility and was unable to unify all of the company's different e-shops into one. Updating the previous online store had also become complicated which drove the company to find a simplified interface that could easily integrate with the existing IT infrastructure.

Solution

Volkswagen Zubehoer adopted the robust IBM WebSphere Commerce V6 software to integrate its various shops into a single online experience. The company also uses the WebSphere Commerce software to connect to a new implementation of the SAP R/3 Enterprise software, which functions as Volkswagen Zubehoer's enterprise resource planning (ERP) platform.

Now the company has a direct connection between its unified online store environment and its inventory. Information about new selling activities and promotions, as well as product news and catalogues, are placed with the new online interface. In addition, there are intuitive downloading possibilities, help functionalities, and a central logon area; all for the registered users of the site.

Benefits of the Solution

Thanks to the IBM WebSphere and SAP R/3 solution, Volkswagen-Zubehoer now has a standardized and centralized online interface for all of its online stores. The solution also improves overall security of investments, administration, and developments. The company is also enjoying the robust worldwide multi-language support provided by IBM.

Audi

Established in 1969 through the merger of Auto-Union GmbH and NSU AG, Audi AG is a manufacturer of automobiles, automobile engines and automobile production machinery. Audi distributes its popular brand of cars worldwide, making a high percentage of its sales abroad.

Business Need

Audi had been relying on a business-to-consumer (B2C) Web portal to sell general merchandise, such as hats, shirts and jackets, to German consumers. But the B2C environment was difficult to maintain. For example, uploading pictures and altering Web page content and teasers was time-consuming and costly.

More important, the B2C site lacked business-to-business (B2B) functionality. And Audi was determined to augment its global online presence with the capability to sell and distribute spare parts and accessories to business partners, such as importers, retailers and distributors. The company wanted to accomplish this goal without having to oversee redundant projects.

Solution

IBM helped Audi meet its B2B needs by migrating the client to IBM WebSphere Commerce software. The client used the software's Extended Sites functionality to create a generic B2B store template, which geographically dispersed Audi business partners can now use to quickly customize their own graphical user interfaces (GUIs).

Benefits of the Solution

With the new IBM WebSphere software, Audi expects to be able to quickly and easily deploy B2B portals to business partners in other countries. The standardized template helps to maintain a single corporate identity and centralized control of company data while also offering Audi business partners the functionality they need to support disparate business models and execute regional or brand-related sales.

Furthermore, the new B2B solution helped the client reduce the cost of and the time needed to:

- Upload pictures and catalogue information
- Manage marketing campaigns
- Deploy shopping carts and new catalogues
- Enable multiple payment and delivery options
- Support cross-selling, up-selling and wish lists
- Track order histories.

B2X

B2X Corporation was founded in 2006 to make it easier for companies around the world to exchange goods and services. The goal of B2X is to establish the world's

most comprehensive online trading platform, designed to provide a complete end-to-end solution for importers and exporters.

Initially launched as a platform to facilitate two-way trade between China and the United States, the B2X solution will eventually cover all of Europe and Asia. B2X currently operates from several offices in New Jersey, and it is quickly expanding in China.

Business challenge

International transactions and the associated logistics of importing and exporting have long been executed using paper-based processes and the telephone. B2X envisioned a seamless, secure, end-to-end platform that would simplify and bring online the heavily regulated and complex processes of international trade. As B2X developed its business, it looked for IT providers that could help it design an easy-to-use, but robust, Web portal solution to make its vision a success.

Solution

B2X teamed with IBM Software Services for Lotus, IBM Global Business Services and independent software vendor (ISV) Tridion to design, develop and deploy a B2X portal that would offer customers a simplified yet comprehensive online experience to manage international trade.

The resulting business-to-business (B2B) Web portal is currently being used by Chinese manufacturers and United States-based buyers who want their products to conduct online, international purchasing transactions. B2X automates previously manual and time-consuming processes, and makes it possible for even small buyers and manufacturers to take advantage of the type of resources (contracts, insurance, product information taxonomy and so forth) previously reserved for large corporations.

IBM WebSphere Commerce Enterprise and IBM WebSphere Portal Enable software provide the framework for the portal, which integrates WebSphere technology with Tridion's content management system and B2X's other back-end systems. The ISSL and Global Business Services groups continue to team with the client to provide requirements clarification, solution design and architecture, and they are assisting the client with the final build of the portal.

Benefits

Both SMBs and large customers can benefit from this first-in-the-industry, end-to-end buying experience via B2X. Now a few keystrokes complete transactions that used to take weeks, and involved manual processes, multiple faxes, and paperwork.

B2X expects the IBM software-based solution to drastically streamline and shorten the process of international buying and selling of goods.

It also expects the solution to provide the small and medium business (SMB) community with an easy path to procuring both custom and off-the-shelf goods from Chinese manufacturing companies.

Why it matters

Until now, small and medium manufacturers and buyers have been largely kept out of the international trade market. This first-in-the-industry online buying and selling service offered by B2X automates and streamlines previously time-consuming and manual processes that often needed third-party expertise to execute. The service helps open up new markets and levels the international trade playing field for SMBs who want to buy and sell their goods around the world.

Staples

Staples serve consumers and businesses ranging from home-based businesses to Fortune 500 companies in 22 countries throughout North and South America, Europe and Asia.

Teaming with IBM to deploy a powerful and flexible online commerce platform, Staples leveraged it to create a series of groundbreaking services on Staples.com that have set a new standard for delivering customer value. Staples use today WebSphere Commerce for all of their B2C and B2B sites (www.staples.com, www.stapleslink.com)

Other B2B's

- Audi
- Goodyear
- Mazda
- Siemens
- Bausch & Lomb
- IBM
- Volkswagen Zubehoer
- Bergsala
- Elfa
- Dahl
- Seco Tools
- Endorsia
- Volvo
- INCO

- Barnes & Noble
- Neopost
- JK-Holding GmbH
- Kidde
- Honeywell
- Changing inc
- ThermoFisher
- Sigma-Aldrich
- Avery Dennison
- Interface Europe
- Ergoline
- Gardena
- Manutan
- Zentovo