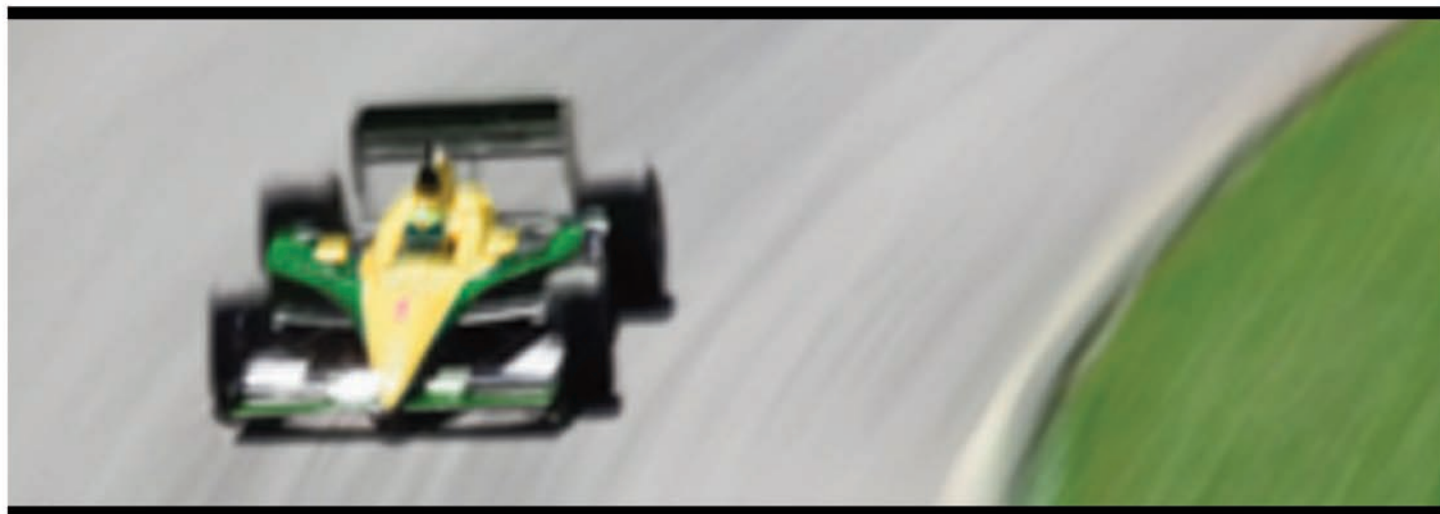




IBM Software: Information Management, Lotus, Tivoli and WebSphere

## **Software Express Advantage 100**

**IBM Software:**  
*the fast lane to ROI*





Welcome to the **Software Express Advantage 100**, the Century Collection and the third edition of IBM Software Group's Express Case Studies Guide. We created this publication for you, our valued customers, IBM Business Partners and potential customers. It is a compilation of customer and IBM Business Partner case studies that demonstrate how mid-sized businesses around the world are using the IBM Express portfolio of software solutions to improve their productivity, business processes and ROI. Our Express portfolio has been designed to deliver the functionality of our enterprise offerings, but developed and priced to fit the needs and budgets of mid-sized businesses. Our portfolio is one key element of [IBM Express Advantage](#) – IBM's strategy to deliver simple, innovative solutions to mid-sized businesses. Express Advantage encompasses a comprehensive line of IBM offerings, a vast Business Partner ecosystem, and an enhanced customer experience.

These case studies also illustrate the key role of valued IBM Business Partners in solving our client's critical business problems. They have the industry and technical skills required by our customers, as well as the local access they desire.

The companies showcased here participate in the IBM Client Reference Program. This program enables IBM to highlight our customers' achievements and helps to ensure that you are informed about these successes. If you wish to participate in the IBM Client Reference Program, please contact your IBM Business Partner or your IBM representative for details. Your consideration of the program is appreciated.

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Thank you for your interest in IBM software. We hope these case studies will be a valuable resource for you. To learn more about IBM Express Middleware, visit: [ibm.com/software/express](http://ibm.com/software/express)

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Gerentine". The signature is fluid and cursive, with a large initial "M" and "G".

Michael Gerentine  
Vice President, SMB and Channel Marketing  
IBM Software Group



IBM offers a complete collection of software solutions within compatible modular families (brands) that meet key business needs today.

<b>BUSINESS NEED</b>		<b>IBM BRAND</b>
Business flexibility		IBM WebSphere Express
Responsiveness and employee collaboration		IBM Lotus Express
Security and reliability of IT environment		IBM Tivoli Express
Leveraging information to make better business decisions		IBM Information Management Express including Express Runtime
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IBM Solutions Builder Express is a portfolio of Starting Points or intellectual property that enables Business Partners to sell and deliver the most requested IT solutions to midsize companies.



# Software Express Advantage 100

IBM Software: Fast Lane to ROI

## Customer View

Customer	Location	Industry	Color Key	Page Number
AAA Carolinas	Americas - U.S.	Insurance / Travel & Transportation		3
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adidas-Salomon	Americas - Canada	Consumer Products		13
Benefits Management Group, Inc.	Americas - U.S.	Healthcare		17
Bosselman	Americas - U.S.	Travel & Transportation; Wholesale and Distribution		21
Bosselman	Americas - U.S.	Travel & Transportation; Wholesale and Distribution		25
Brigham Young University	Americas - U.S.	Education		29
California Correctional Peace Officer's Association	Americas - U.S.	Government		31
Carrot Ink	Americas - U.S.	Retail		37
Catholic Life Insurance	Americas - U.S.	Insurance		41
Centric CRM	Americas - U.S.	Computer Services		45
City Furniture	Americas - U.S.	Retail		47
CNH (New Holland & Kobelco)	Americas - U.S.	Automotive / Industrial Products		51
COFINANCIAL	Americas - U.S.	Banking		55
Curbstone Corporation	Americas - U.S.	Retail		61
DeVry University	Americas - U.S.	Education		65
DOV Pharmaceutical	Americas - U.S.	Healthcare, Life Sciences		69
DPS, Inc.	Americas - U.S.	Computer Services		73
Duro Bag Manufacturing	Americas - U.S.	Consumer Products		77
Embarq Corporation	Americas - U.S.	Telecommunications		81
Forest2Market	Americas - U.S.	Industrial Products		85
General Glass	Americas - U.S.	Industrial Products		89
Grupo de Estudos em Energia (GREEN)	Americas - Brazil	Education / Energy & Utilities		93
iEnterprises	Americas - U.S.	Computer Services		97
InCentric Solutions	Americas - U.S.	Computer Services		103
Internal Engine Parts Group	Americas - U.S.	Automotive		107
KMT Waterjet	Americas - U.S.	Industrial Products		111
Lakota Local Schools	Americas - U.S.	Education		115
Leap Wireless	Americas - U.S.	Telecommunications		119
Maddocks Systems	Americas - Canada	Travel & Transportation		123
Major financial services company	Americas - U.S.	Financial Services		127
Mark's Work Wearhouse	Americas - Canada	Retail		131
Mike Castrucci Chevrolet	Americas - U.S.	Automotive; Retail		135
MSI Systems Integrators	Americas - U.S.	Computer Services		139
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Pear's Gourmet	Americas - U.S.	Retail		153
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PowerStream	Americas - Canada	Energy & Utilities		161
Pure Fishing	Americas - U.S.	Retail		165
Scene7	Americas - U.S.	Retail		169
Stargazer	Americas - U.S.	Professional Services		173
Sue Jeffers for Governor	Americas - U.S.	Government		177
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VAI (Vormittag Associates Inc.)	Americas - U.S.	Computer Services			197
VPI Flooring	Americas - U.S.	Industrial Products			203
Wheaton College	Americas - U.S.	Education			207
Wheaton College	Americas - U.S.	Education			211
Chio Lim Stone Forest	Asia - Singapore	Professional Services			217
Chonnam National University	Asia - Korea	Computer Services, Education, Professional Services			221
Comcul	Asia - Japan	Computer Services / Professional Services			225
Goo-Way	Asia - Singapore	Industrial Products			227
Medusind	Asia - India	Healthcare			231
Suning Appliance Chain Store	Asia - China	Retail			235
Tokyo Tatemono	Asia - Japan	Financial Markets / Wholesale Distribution & Services			239
Australian Financial Services	Australia	Financial Markets / Professional Services			245
Body Corporate Services	Australia	Professional Services			249
Build-A-Bear Workshop	Australia	Retail			253
Fleetcare	Australia	Travel & Transportation			257
NRMA Motoring & Services	Australia	Automotive			259
Oil Search	Australia	Chemicals & Petroleum			263
The Reject Shop	Australia	Retail			267
WaterSportSupplies	Australia	Retail			271
Yum	Australia	Retail			275
Advokatni Kancelar Mgr. Ivo Hala	Europe - Czech Republic	Professional Services			279
avBUCH	Europe - Germany	Media & Entertainment			281
Avnet Partner Solutions	Europe - UK	Computer Services			285
Ayuntamiento da Valencia	Europe - Spain	Government			287
BRED Banque Popolare	Europe - France	Banking/ Financial Markets			291
BTB GmbH	Europe - Germany	Computer Services			295
Central Bus Station Sofia	Europe - Bulgaria	Travel & Transportation			299
Deutscher Direktmarketing Verband	Europe - Germany	Media & Entertainment			301
Deutscher Direktmarketing Verband	Europe - Germany	Media & Entertainment			305
Dogs' Trust	Europe - UK	Professional Services			307
Dubai Men's College	Europe - United Arab Emirates	Education			309
FBD	Europe - Germany	Education			313
Firwood Paints	Europe - UK	Industrial Products			317
Firwood Paints	Europe - UK	Industrial Products			319
GIKTEC	Europe - Germany	Computer Services			321
Grupo SIRO	Europe - Spain	Wholesale Distribution & Services			325
Grupo SIRO	Europe - Spain	Wholesale Distribution & Services			327
Johnston Sweepers; Delta Fluid Products	Europe - UK	Industrial Products			331
Kempchen Dichtungstechnik	Europe - Germany	Industrial Products			335
Mercatone Uno	Europe - Italy	Retail			339
Netherlands Chamber of Commerce	Europe - Netherlands	Government			341
Nilpeter	Europe - Denmark	Industrial Products			345
Nova Paint Club	Europe - UK	Industrial Products			349
Oxford Instruments	Europe - UK	Fabrication & Assembly			353
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## Customer View Continued

PolicyMatter	Europe - UK	Computer Services		359
Satamaito Dairy	Europe - Finland	Wholesale Distribution & Services		363
South African Revenue Services	Europe - S. Africa	Government		365
Sparkasse Rhein-Haardt	Europe - Germany	Banking		369
Tesco	Europe - UK	Consumer Products / Wholesale Distribution & Services		373
The Association of German Chambers of Industry and Commerce	Europe - Germany	Government		375
Tracking World	Europe - Pakistan	Automotive; Electronics		377
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Verband Deutscher Maschinen	Europe - Germany	Industrial Products		383



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## Industry View

Industry	Customer	Business Partner	Color Key		Page Number
Automotive	Internal Engine Parts Group	DMS Systems Corporation			107
Automotive	NRMA Motoring & Services	SOPRANO Design			259
Automotive	Nissan North America	Viewlocity, Inc.			149
Automotive / Financial Markets / Insurance / Wholesale Distribution & Services	Touchtone Corporation	Touchtone Corporation			187
Automotive / Industrial Products	CNH (New Holland & Kobelco)	Beaver Creek Solutions			51
Automotive; Electronics	Tracking World	Web Tech Wireless			377
Automotive; Retail	Mike Castrucci Chevrolet	Information Design Inc.			135
Banking	Sparkasse Rhein-Haardt				369
Banking	COFINANCIAL	NuTechs			55
Banking/ Financial Markets	BRED Banque Popolare	Citrix Systems, Inc.			291
Chemicals & Petroleum	Oil Search	Task Exchange			263
Computer Services	Centric CRM	Centric CRM			45
Computer Services	DPS, Inc.	DPS, Inc.			73
Computer Services	iEnterprises	iEnterprises			97
Computer Services	InCentric Solutions	InCentric Solutions			103
Computer Services	MSI Systems Integrators	MSI Systems Integrators			139
Computer Services	Nexsys	Nexsys			145
Computer Services	VAI (Vormittag Associates Inc.)	VAI (Vormittag Associates Inc.)			197
Computer Services	Avnet Partner Solutions	Avnet Partner Solutions			285
Computer Services	BTB GmbH	BTB GmbH			295
Computer Services	GIKTEC	GIKTEC			321
Computer Services	PolicyMatter	PolicyMatter			359
Computer Services / Professional Services	Comcul				225
Computer Services, Education, Professional Services	Chonnam National University				221
Consumer Products	adidas-Salomon				13
Consumer Products	Duro Bag Manufacturing	ThreeOlive Solutions			77
Consumer Products / Wholesale Distribution & Services	Tesco	ITS			373
Education	Brigham Young University	Makau			29
Education	DeVry University	ThreeOlive Solutions			65
Education	Lakota Local Schools	Information Design Inc.			115
Education	Wheaton College	Mesa Technology			207
Education	Wheaton College	Mesa Technology			211
Education	Dubai Men's College				309
Education	FBD	BTB GmbH			313
Education / Energy & Utilities	Grupo de Estudos em Energia (GREEN)	Grupo Plansis			93
Energy & Utilities	PowerStream	SilverBlaze			161
Fabrication & Assembly	Oxford Instruments	Triangle			353

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## Industry View Continued

Financial Markets / Professional Services	Australian Financial Services	Task Exchange			245
Financial Markets / Wholesale Distribution & Services	Tokyo Tatemono				239
Financial Services	Major financial services company	The Tech Factory			127
Government	California Correctional Peace Officer's Association	Grey Duck Technology			31
Government	Sue Jeffers for Governor				177
Government	Village of Bolingbrook	NetSphere Strategies			193
Government	Ayuntamiento da Valencia	Rumbo Sistemas			287
Government	Netherlands Chamber of Commerce	Metaware			341
Government	South African Revenue Services				365
Government	The Association of German Chambers of Industry and Commerce	KUMATronik			375
Healthcare	Benefits Management Group, Inc.	Beacon Technologies Group			17
Healthcare	Plastic Surgery Center	Ascendant Technology			157
Healthcare	Medusind	Pre-Emptive Systems			231
Healthcare, Life Sciences	DOV Pharmaceutical	Winchester Business Systems			69
Industrial Products	Forest2Market	Shared Vision			85
Industrial Products	General Glass	Try-Bry Business Technology Solutions, Inc.			89
Industrial Products	KMT Waterjet	Grey Duck Technology			111
Industrial Products	Sunstar Butler	Mercury Consulting			179
Industrial Products	VPI Flooring	Systems & Programming Solutions, Inc. (SPSI)			203
Industrial Products	Goo-Way	Startin point			227
Industrial Products	Firwood Paints	CSI			317
Industrial Products	Firwood Paints	CSI			319
Industrial Products	Johnston Sweepers; Delta Fluid Products	Frontline			331
Industrial Products	Kempchen Dichtungstechnik	SAP Business One			335
Industrial Products	Nilpeter				345
Industrial Products	Nova Paint Club	sirius-net			349
Industrial Products	TRYBA	Advanced BusinessWare			379
Industrial Products	Verband Deutscher Maschinen	BMS Systems			383
Insurance	AAA Carolinas	RJS Software Systems			7
Insurance	Catholic Life Insurance	Titan Solutions Group			41
Insurance / Travel & Transportation	AAA Carolinas	RJS Software Systems			3
Media & Entertainment	avBUCH	Pierre Bruyere			281
Media & Entertainment	Deutscher Direktmarketing Verband	ARS Computer and Consulting GmbH			301
Media & Entertainment	Deutscher Direktmarketing Verband	ARS Computer and Consulting GmbH			305

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IBM Software: Fast Lane to ROI

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Professional Services	Stargazer	One Point Solutions; ChainLink Networking Solutions			173
Professional Services	UNICCO Service Company	Encode			189
Professional Services	Chio Lim Stone Forest	SAP Business One			217
Professional Services	Body Corporate Services	IC Consulting			249
Professional Services	Advokatni Kancelar Mgr. Ivo Hala	OR-CZ s.r.o.			279
Professional Services	Dogs' Trust	Triangle			307
Retail	Carrot Ink	Daniel IT Services			37
Retail	City Furniture	Business Objects			47
Retail	Curbstone Corporation	Curbstone; CFXWorks			61
Retail	Mark's Work Wearhouse	Business Objects; Dog Star Systems; JDA Software; Sandbox Systems			131
Retail	Pear's Gourmet	eOneGroup			153
Retail	Pure Fishing	eOneGroup			165
Retail	Scene7	Scene7			169
Retail	Sur La Table	MarCole Enterprises			183
Retail	Suning Appliance Chain Store	Oval Technologies Inc.			235
Retail	Build-A-Bear Workshop	Synergy			253
Retail	The Reject Shop	Synergy Plus			267
Retail	WaterSportSupplies	MQ Integration Services			271
Retail	Yum	Shanghai Kehwa			275
Retail	Mercatone Uno	Tecla			339
Telecommunications	Embarq Corporation	Nimaya Corporation, Inc.			81
Telecommunications	Leap Wireless	DATASKILL			119
Travel & Transportation	Maddocks Systems	Maddocks Systems			123
Travel & Transportation	Fleetcare	Elk Consultants			257
Travel & Transportation	Central Bus Station Sofia	IBS Bulgaria			299
Travel & Transportation; Wholesale and Distribution	Bosselman	Mid-Comp International			21
Travel & Transportation; Wholesale and Distribution	Bosselman	Mid-Comp International			25
Wholesale and Distribution	Acme Brick	Shared Vision Group			11
Wholesale Distribution & Services	Grupo SIRO	Aitana SBS			325
Wholesale Distribution & Services	Grupo SIRO	Aitana SBS			327
Wholesale Distribution & Services	Pacorini S.p.A.	Santin e Associati			355
Wholesale Distribution & Services	Satamaito Dairy	Elinar Oy Ltd.			363



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IBM Software: Fast Lane to ROI

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Business Partner	Customer	Industry	Color Key	Page Number
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Aitana SBS	Grupo SIRO	Wholesale Distribution & Services		325
Aitana SBS	Grupo SIRO	Wholesale Distribution & Services		327
ARS Computer and Consulting GmbH	Deutscher Direktmarketing Verband	Media & Entertainment		301
ARS Computer and Consulting GmbH	Deutscher Direktmarketing Verband	Media & Entertainment		305
Ascendant Technology	Plastic Surgery Center	Healthcare		157
Avnet Partner Solutions	Avnet Partner Solutions	Computer Services		285
Beacon Technologies Group	Benefits Management Group., Inc.	Healthcare		17
Beaver Creek Solutions	CNH (New Holland & Kobelco)	Automotive / Industrial Products		51
BMS Systems	Verband Deutscher Maschinen	Industrial Products		383
BTB GmbH	BTB GmbH	Computer Services		295
BTB GmbH	FBD	Education		313
Business Objects	City Furniture	Retail		47
Business Objects; Dog Star Systems; JDA Software; Sandbox Systems	Mark's Work Wearhouse	Retail		131
Centric CRM	Centric CRM	Computer Services		45
Citrix Systems, Inc.	BRED Banque Popolare	Banking/ Financial Markets		291
CSI	Firwood Paints	Industrial Products		317
CSI	Firwood Paints	Industrial Products		319
Curbstone; CFXWorks	Curbstone Corporation	Retail		61
Daniel IT Services	Carrot Ink	Retail		37
DATASKILL	Leap Wireless	Telecommunications		119
DMS Systems Corporation	Internal Engine Parts Group	Automotive		107
DPS, Inc.	DPS, Inc.	Computer Services		73
Elinar Oy Ltd.	Satamaito Dairy	Wholesale Distribution & Services		363
Elk Consultants	Fleetcare	Travel & Transportation		257
Encode	UNICCO Service Company	Professional Services		189
eOneGroup	Pear's Gourmet	Retail		153
eOneGroup	Pure Fishing	Retail		165
Frontline	Johnston Sweepers; Delta Fluid Products	Industrial Products		331
GIKTEC	GIKTEC	Computer Services		321
Grey Duck Technology	California Correctional Peace Officer's Association	Government		31
Grey Duck Technology	KMT Waterjet	Industrial Products		111
Grupo Plانسis	Grupo de Estudos em Energia (GREEN)	Education / Energy & Utilities		93
IBS Bulgaria	Central Bus Station Sofia	Travel & Transportation		299
IC Consulting	Body Corporate Services	Professional Services		249
iEnterprises	iEnterprises	Computer Services		97
InCentric Solutions	InCentric Solutions	Computer Services		103
Information Design Inc.	Lakota Local Schools	Education		115
Information Design Inc.	Mike Castrucci Chevrolet	Automotive; Retail		135
ITS	Tesco	Consumer Products / Wholesale Distribution & Services		373
KUMATronik	The Association of German Chambers of Industry and Commerce	Government		375

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## Business Partner View Continued

Maddocks Systems	Maddocks Systems	Travel & Transportation		123
Makau	Brigham Young University	Education		29
MarCole Enterprises	Sur La Table	Retail		183
Mercury Consulting	Sunstar Butler	Industrial Products		179
Mesa Technology	Wheaton College	Education		207
Mesa Technology	Wheaton College	Education		211
Metaware	Netherlands Chamber of Commerce	Government		341
Mid-Comp International	Bosselman	Travel & Transportation; Wholesale and Distribution		21
Mid-Comp International	Bosselman	Travel & Transportation; Wholesale and Distribution		25
MQ Integration Services	WaterSportSupplies	Retail		271
MSI Systems Integrators	MSI Systems Integrators	Computer Services		139
NetSphere Strategies	Village of Bolingbrook	Government		193
Nexsys	Nexsys	Computer Services		145
Nimaya Corporation, Inc.	Embarq Corporation	Telecommunications		81
NuTechs	COFINANCIAL	Banking		55
One Point Solutions; ChainLink Networking Solutions	Stargazer	Professional Services		173
OR-CZ s.r.o.	Advokatni Kancelar Mgr. Ivo Hala	Professional Services		279
Oval Technologies Inc.	Suning Appliance Chain Store	Retail		235
Pierre Bruyere	avBUCH	Media & Entertainment		281
PolicyMatter	PolicyMatter	Computer Services		359
Pre-Emptive Systems	Medusind	Healthcare		231
RJS Software Systems	AAA Carolinas	Insurance / Travel & Transportation		3
RJS Software Systems	AAA Carolinas	Insurance		7
Rumbo Sistemas	Ayuntamiento da Valencia	Government		287
Santin e Associati	Pacorini S.p.A.	Wholesale Distribution & Services		355
SAP Business One	Chio Lim Stone Forest	Professional Services		217
SAP Business One	Kempchen Dichtungstechnik	Industrial Products		335
Scene7	Scene7	Retail		169
Shanghai Kehwa	Yum	Retail		275
Shared Vision	Forest2Market	Industrial Products		85
Shared Vision Group	Acme Brick	Wholesale and Distribution		11
SilverBlaze	PowerStream	Energy & Utilities		161
sirius-net	Nova Paint Club	Industrial Products		349
SOPRANO Design	NRMA Motoring & Services	Automotive		259
Startin point	Goo-Way	Industrial Products		227
Synergy	Build-A-Bear Workshop	Retail		253
Synergy Plus	The Reject Shop	Retail		267
Systems & Programming Solutions, Inc. (SPSI)	VPI Flooring	Industrial Products		203
Task Exchange	Australian Financial Services	Financial Markets / Professional Services		245
Task Exchange	Oil Search	Chemicals & Petroleum		263
Tecla	Mercatone Uno	Retail		339
The Tech Factory	Major financial services company	Financial Services		127
ThreeOlive Solutions	DeVry University	Education		65
ThreeOlive Solutions	Duro Bag Manufacturing	Consumer Products		77
Titan Solutions Group	Catholic Life Insurance	Insurance		41



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IBM Software: Fast Lane to ROI

Business Partner View Continued

Touchtone Corporation	Touchtone Corporation	Automotive / Financial Markets / Insurance / Wholesale Distribution & Services			187
Triangle	Dogs' Trust	Professional Services			307
Triangle	Oxford Instruments	Fabrication & Assembly			353
Try-Bry Business Technology Solutions, Inc.	General Glass	Industrial Products			89
VAI (Vormittag Associates Inc.)	VAI (Vormittag Associates Inc.)	Computer Services			197
Viewlocity, Inc.	Nissan North America	Automotive			149
Web Tech Wireless	Tracking World	Automotive; Electronics			377
Winchester Business Systems	DOV Pharmaceutical	Healthcare, Life Sciences			69
	adidas-Salomon	Consumer Products			13
	Sue Jeffers for Governor	Government			177
	Chonnam National University	Computer Services, Education, Professional Services			221
	Comcul	Computer Services / Professional Services			225
	Tokyo Tatemono	Financial Markets / Wholesale Distribution & Services			239
	Dubai Men's College	Education			309
	Nilpeter	Industrial Products			345
	South African Revenue Services	Government			365
	Sparkasse Rhein-Haardt	Banking			369



# Americas

## U.S., Canada and Brazil



## AAA Carolinas slashes processing time for new insurance policies from weeks to days

Solution from IBM and RJS Software Systems results in improved customer services, ability to maintain rapid sales growth



Overview

### The Challenge

*Manual handling of paper documents hampered AAA Carolinas in meeting aggressive growth targets for its insurance unit*

### The Solution

*IBM eServer® iSeries® 810 with WebSphere® Express 5.2 and DB2® Universal Database™ for iSeries plus RJS Software Systems WebDoc™ iSeries*

### The Benefit

*Reduced processing time for new insurance policies from weeks to days helped business stay on track to meet revenue goal of \$100 million by 2010*

When a member of AAA Carolinas needs roadside assistance, help is usually on the way within minutes. But until last year, if the same member wanted to buy insurance, he or she had to wait an extended period before AAA Carolinas completed the paperwork.

The reason for the delay was that the AAA Carolinas information technology operations required people to handle a significant amount of paper documents. Harry Johns, manager of insurance information technology at AAA Carolinas, explained, "It often took weeks to process a new application for insurance. One measure of how we operated is

that we were always out buying new file cabinets and hiring temps to stuff them with paper."

### AAA Carolinas sets ambitious growth in insurance sales

AAA Carolinas, headquartered in Charlotte, North Carolina, is a not-for-profit affiliate of the American Automobile Association. It employs more than 800 people in more than 30 offices in North Carolina and South Carolina. In addition to traditional AAA roadside and travel services, the insurance unit of AAA Carolinas, with 150 people, is a profit-making venture -- offering auto, home,

*"I know WebSphere is always there and always works well."*

Harry Johns, manager of insurance information technology, AAA Carolinas

## RJS bases technical offerings on IBM middleware and participates actively in IBM PartnerWorld® Industry Networks

### Benefits

- Reduction from weeks to days to process new insurance applications
- On track to meet revenue goal of \$100 million by 2010
- Secure 24 x 7 availability to immediately answer customer questions
- Return on investment in less than two months

*“On the technical side, we base our offerings on IBM middleware — specifically all the various versions of WebSphere and DB2. And on the business side, we take advantage of just about every marketing support program IBM offers.”*

Bill Whalen,  
sales and marketing executive,  
RJS Software Systems

motorcycle and other insurance coverage to residents of the two states.

The insurance unit is increasing sales revenue faster than its competitors, and it has a target of reaching \$100 million by 2010. That kind of growth isn't easy under most circumstances, but is even more difficult in North Carolina where every insurance company charges the same rates set by the state. Consequently, to obtain a competitive edge and turn better profits, AAA Carolinas has to accomplish two things: provide superior service to gain and retain customers and hold the lid on costs.

To help meet both goals, AAA Carolinas last year turned to IBM and RJS Software Systems, an IBM Business Partner. They delivered to AAA Carolinas a solution consisting of RJS WebDoc iSeries, a Web-based document and image management system running on an IBM eServer iSeries 810 with IBM WebSphere Express 5.2 and DB2 Universal Database for iSeries. The system quickly scans and electronically stores, manages and distributes documents.

### **New system shreds paperwork**

An immediate result of the IBM and RJS solution was that it helped AAA Carolinas process applications for new insurance in days rather than weeks.

Johns said, “I know WebSphere is always there and always works well, and an important advantage of the iSeries is it doesn't take a whole lot of people to run it.” Proof of the latter statement is that Johns manages what he called “a very lean staff.”

He continued, "We're in the services industry. We know it costs less to keep a customer than to get a new one, so customer retention is key to us. This system lets us provide seamless service to customers and give them timely answers to questions whether they deal with us in person, by telephone or over the Web.

"Don't forget: the system is up and running 24 by 7."

A key contributor to seamless customer service, Johns noted, is that more than one person in the insurance unit can work with the same document at the same time off a common data base rather than waiting for pieces of paper to be shuffled from desk to desk. For example, an employee handling a claim can make an initial decision and forward it electronically for review and approval.

Johns said that every week he and his IT team add new functions to the system "because our end users want more and more. They're total fans." He added, "They want the moon, stars and sun and we give them all that -- plus chips."

Johns said RJS installed its software in 90 minutes. That was after IBM sent in WebSphere consultants to do the planning and testing.

He appreciated the fact that IBM and RJS understood his company's business needs. "They were flexible and offered options," said Johns. "That's the reason we chose to go the way we did. We can change directions without having to start over. We had very high expectations and they exceeded our expectations."

The installation paid for itself in two months. In paper storage and handling requirements alone, AAA Carolina saves an estimated \$20,000 annually. Although it's hard to measure, errors are reduced because pieces of paper aren't being misplaced.

## Key Components of the AAA Carolinas Solution

### Software

- IBM WebSphere Express 5.2
- IBM DB2 Universal Database for iSeries
- RJS Software Systems WebDoc iSeries

### Hardware

- IBM eServer iSeries 810

Satisfied as he is with the IBM and RJS solution, Johns said his wish list of future enhancements includes:

- Eliminating more manual procedures
- Expanding the IT insurance system to other departments in AAA Carolinas
- Adding voice recognition capabilities
- Installing another iSeries as a backup for disasters.

## Longstanding relationship between IBM and RJS Software Systems

The IBM and RJS relationship goes back 15 years when RJS Systems was founded in Burnsville, Minnesota, a suburb south of Minneapolis and St. Paul. Although RJS only has 20 employees, it has more than 60 offerings and a host of bundled solutions for companies with simplified IT environments.

“On the technical side, we base our offerings on IBM middleware — specifically all the various versions of WebSphere and DB2,” said Bill Whalen, RJS sales and marketing executive. “And on the business side, we take advantage of just about every marketing support program IBM offers.”

He continued, “IBM used to concentrate on the enterprise market but now they’re putting much more emphasis on mid-size companies. Let’s face it: they can’t do it themselves so they’ve got ISVs like us on the street dealing with the middle market. As a result, they’ve put all these programs in place to help make us faster, more efficient and quicker on our feet.”

For example, RJS, an Advanced ISV Business Partner, is actively involved in IBM PartnerWorld Industry Networks, Web-based communities that integrate and organize the PartnerWorld experience for ISVs by industry.

The initiative offers ISVs industry expertise, technical assistance, networking opportunities and marketing and sales support.

RJS participates in the banking, education and learning,

fabrication and assembly, government and wholesale industries. Other networks are automotive, financial markets, healthcare and life sciences, insurance, media and entertainment, retail and telecommunications. It enjoys “optimized” status in banking and government, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

To gain new business, Whalen said RJS makes use of several other IBM support programs such as Campaign Designer, Sales Connections and Linux™ Chiphopper. He added, “We’re actively involved in quarterly co-marketing with IBM and have an eServer Teaming Agreement and a Technical Engagement and Enablement for Linux, AIX® and multi-platform technologies.”

In a sense, IBM provides RJS Software Solutions with its own version of roadside assistance.

## For more information

Please contact your IBM sales representative or IBM Business Partner. Visit us at: [ibm.com/e-business](http://ibm.com/e-business)

To learn more about RJS Software, visit: [rjssoftware.com](http://rjssoftware.com)

To learn more about AAA Carolinas, visit: [aaacarolinas.com](http://aaacarolinas.com)



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WebSphere® software

## AAA Carolinas passes competitors by integrating business processes.

*Eliminating paper drives improvements in customer service.*

### Overview

■ **Challenge**

*Reduce operating expenses and boost efficiency to maintain profitability and accommodate rapid growth in highly competitive market*

■ **Why Become an On Demand Business?**

*By eliminating paper documents and integrating key applications, AAA Carolinas lowered costs and offers more responsive service*

■ **Solution**

*An integrated, lower-cost Web-based solution enables customer service representatives to access information online, in real time*

■ **Key Benefits**

*Growing 48% a year by offering more responsive customer service; 23% reduction in time to resolution for customer call; insurance applications processed in days, not weeks; \$20,000 saved per year in storage costs; ROI in less than two months*

» **On Demand Business defined**

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



*More than 1.5 million drivers in North and South Carolina rely on AAA Carolinas for automobile insurance, roadside assistance and travel planning.*

“Nothing could be finer than to be in Carolina.” That old show tune is music to the ears of AAA Carolinas, a not-for-profit membership organization operating exclusively in North and South Carolina. Founded in 1922, AAA Carolinas ([www.aaacarolinas.com](http://www.aaacarolinas.com)) provides travel and roadside service to more than 1.5 million members. Affiliated with the Automobile Association of America, AAA Carolinas also offers a full range of insurance products, including automotive, homeowners, health and life.

*“To scale to meet our rapid growth, AAA Carolinas needs a single, standardized infrastructure to support our insurance and document management applications. IBM WebSphere software forms the basis of a service oriented architecture that will allow us to continue to reuse existing services and integrate new ones for the foreseeable future.”*

*—Harry Johns, Manager of Insurance Information Technology, AAA Carolinas*

**On Demand Business Benefits**

- AAA Carolinas realized a full return on its investment in IBM and RJS in less than two months.
- AAA Carolinas is growing rapidly—48% a year—by offering more responsive customer service.
- AAA Carolinas now processes insurance applications in days, not weeks, increasing agents' productivity and ability to close sales.
- Eliminating the need for additional file cabinets and contract staff to manage archiving of paper documents saves AAA Carolinas \$20,000 a year.

AAA Carolinas has set itself ambitious goals for 2010: To be the top insurance provider of personal lines in the region and exceed \$100 million in written premiums. With 2004 written premiums of \$20 million and an annual growth rate of 48 percent—four times the national AAA average—the organization is well on its way. A healthy regional economy and AAA Carolinas' reputation for excellent customer service promise a speedy ride towards its destination.

However, the road has a few twists and turns. Insurance premiums in the Carolinas are regulated by the state governments, limiting the company's ability to differentiate through pricing. To compete effectively, AAA Carolinas must acquire new customers and retain existing ones by providing better customer service than its rivals. At the same time, staying profitable demands effective cost control, which requires business processes that are optimized for operational efficiency.

**Paper documents cause gridlock**

Since 1998, AAA Carolinas had relied on a green-screen insurance application from Computer Sciences Corporation (CSC) to manage customer information and provide pricing. The organization's customer service representatives (CSRs) were accomplished in its use and could provide responsive customer service in many cases.

However, some customer-facing activities were suffering, in part due to the organization's reliance on paper. "Hardcopy insurance applications made the approval rounds sequentially, requiring weeks to process," relates Harry Johns, manager of insurance information technology. "When an agent requested the status of an application, the customer service representative had to put the call on hold and find the paper copy, which could be located anywhere within the office. As we continued to grow, we realized that our responsiveness to our customers would degrade unless we streamlined and automated the process."

**Automating document management**

Johns was wary of any document management solution that would require AAA Carolinas to rip and replace costly IT investments, but that didn't prove necessary. The organization wanted to continue to use its IBM *@server*<sup>®</sup> iSeries<sup>™</sup> system, as Johns attests: "We've never found anything that can compete with the iSeries system in our environment. It's the ideal platform for AAA Carolinas."

*"IBM WebSphere Application Server – Express offers us the ease of use and affordability that we need to automate our internal business processes. It also supports J2EE, which gives us a way to build dynamic Web user interfaces with a drag-and-drop development methodology."*

*–Harry Johns*

AAA Carolinas evaluated vendors to help them automate their paper processes. Johns chose the WebDocs-iSeries Edition product from RJS Software Systems (RJS), an IBM Business Partner, because of its proven ability to work well on the iSeries platform and extensive feature set. RJS also recommended that Johns use IBM WebSphere Application Server – Express. “One of the big factors in RJS’s success has been our ability to implement scalable solutions rapidly using the IBM WebSphere software platform,” says Bill Whalen, sales and marketing executive for RJS.

Johns took RJS’s advice and has been pleased with the results. “IBM WebSphere Application Server – Express offers us the ease of use and affordability that we need to automate our internal business processes,” Johns explains. “It also supports J2EE [Java 2 Enterprise Edition], which gives us a way to build dynamic Web user interfaces with a drag-and-drop development methodology.”

### Enabling CSRs to work from a single screen

At about the same time that Johns was finalizing the decision to move to RJS WebDocs-iSeries Edition, CSC was introducing a new insurance application product called POINT IN. POINT IN features Web-browser access and includes a Java™ technology-based interface using JavaServer Pages (JSP). Johns saw an opportunity to create a single integrated front end that CSRs could use to bring up documents while they were using the POINT IN application.

RJS was excited about integrating the two applications. “We believe in IBM’s business integration approach,” says Whalen. “RJS designed WebDocs – iSeries to integrate easily with other Java technology-based applications in a portal-based environment.” In less than one day, RJS implemented a link between the two applications using Java.

Now, CSRs can perform all of their customer service functions from the POINT IN screen. When they need to access a document, they simply click an icon and the WebDoc application appears. Being able to instantly retrieve a document during a call has greatly speeded response times, as well as providing other capabilities. “CSRs can view, print, fax or e-mail any of our electronic documents, all without leaving the CSC application,” explains Johns. “Our average customer service call is shorter, which reduces our time to resolution by 23 percent.”

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## Key Components

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### Software

- IBM WebSphere® Application Server – Express

### Servers

- IBM @server iSeries 810

### Business Partner

- RJS Software Systems
- 

*“One of the big factors in RJS’s success has been our ability to implement scalable solutions rapidly using the IBM WebSphere software platform.”*

*– Bill Whalen, Sales and Marketing Executive, RJS Software Systems*

### **Advantages of going paperless**

Moving from paper to electronic documents has streamlined the company's internal processes, leading to operational efficiencies that save time and costs. AAA Carolinas can now process an insurance application in days instead of weeks. This faster turnaround improves the productivity of its agents and allows them to close more sales, especially when they are competing directly with other insurance companies.

In addition, eliminating paper helps AAA Carolinas reduce storage costs. Before implementing WebDocs, the organization had to buy additional filing cabinets regularly, hire temporary help to file the documents and pay an archival firm for offsite storage. "With WebDocs, the overhead expense of archiving paper documents is gone," says Johns. "That alone saves us \$20,000 a year. When we add up the savings, the IBM and RJS solution paid for itself in less than two months."

### **Moving ahead with a service oriented architecture**

Johns is enthusiastic about how IBM is helping AAA Carolinas meet the company's challenges: "To scale to meet our rapid growth, AAA Carolinas needs a single, standardized infrastructure to support our insurance and document management applications. IBM WebSphere software forms the basis of a service oriented architecture that will allow us to continue to reuse existing services and integrate new ones for the foreseeable future."

### **For more information**

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## Acme Brick complements its legendary product quality with efficient, accurate customer service.

Overview
<b>Acme Brick</b> Fort Worth, Texas, USA www.brick.com
<b>Industry</b> <ul style="list-style-type: none"> <li>Wholesale Distribution &amp; Services</li> </ul>
<b>Products</b> <ul style="list-style-type: none"> <li>IBM WebSphere Commerce-Express, Version 5.6</li> </ul>
<b>IBM Business Partner</b> <ul style="list-style-type: none"> <li>Shared Vision Group</li> </ul>



*“Since implementing the IBM WebSphere solution from Shared Vision Group, we’ve really seen a difference in processing speed. More important, our customers appreciate faster and more personalized service.”*

—Tommy Lane, Information Technology Group representative, Acme Brick

**One of the most trusted companies in the building industry, Acme Brick has helped add beauty and value to homes since 1891. It even offers a 100-year limited guarantee to home buyers, ensuring that its bricks will remain beautiful for a full century.**

### Challenge

Acme Brick’s 67 retail stores had been using a JD Edwards enterprise resource planning (ERP) application. Because of the application’s complicated interface, sales representatives often wrote transaction tickets by hand. In addition to slowing service, this manual process sometimes caused tax miscalculations and other accounting problems. To avoid these issues while improving the speed of customer service, Acme Brick needed to make its ERP system easier to use.

### Solution

Acme Brick and IBM Business Partner Shared Vision Group created a user-friendly ERP interface using IBM WebSphere® Commerce - Express software. The IBM technology integrates seamlessly with the JD Edwards application, combining the existing ERP functionality with fast, convenient controls for staff.

The ERP system now offers the following capabilities, which improve accounting and enable all Acme Brick outlets to serve customers much more quickly:

- Automatically uploads payment and credit data when customers swipe their credit cards
- Performs daily cash-drawer reporting
- Enables real-time inventory reservations
- Pulls inventory from lots with the least quantity in order to improve stock turns
- Calculates prices and taxes in real time
- Integrates directly with a payment processor to avoid third-party processing fees

### Benefits

- Reduced transaction times from up to 30 minutes to less than 45 seconds
- Saves nearly US\$25,000 per year by eliminating third-party processing fees
- Improves customer satisfaction considerably



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## adidas-Salomon races to the Web with IBM @server® iSeries



A recognized global leader in the sporting goods industry, adidas-Salomon Canada, representing the adidas, Salomon, and Taylor Made brands, AG offers world-class footwear, apparel, ski and golf accessories to its more than 5000 customers. To stay competitive, adidas-Salomon must continually deliver innovative products to the marketplace, while increasing financial performance as well as maximizing return on investment. In addition, managing this three brand portfolio presents inherent complexities, including the ongoing challenge of continually enhancing operational capabilities, responding to customer needs, and striving to be seen as an industry leader with regards to service levels and customer-enabled Web tools.

Since its inception over 80 years ago, the company's winning performance and growing portfolio of brands has helped it outdistance the competition.

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### Overview

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- **Challenge**

*Quickly and cost-effectively meet the challenges of an on demand business environment through migrating to the Web, while integrating applications, operating systems and hardware platforms*

- **Solution**

*Magic Software's eDeveloper toolkit and consolidated two Dell servers onto a single, scalable and reliable IBM @server® iSeries™ Model 810 system with Integrated xSeries servers*

- **Key Benefits**

*Lower cost of ownership, enhanced scalability and optimal flexibility – all of which can help produce a competitive advantage, while supporting comprehensive Web-based initiatives*

The Canadian subsidiary of adidas-Salomon was faced with the challenge of sustaining the parent company's leadership position in its market, while fully integrating the adidas, Salomon and Taylor Made brands into one operation, while continuing to operate cost-effectively and meet the needs of an evolving business environment.

#### **Teaming with IBM for optimal integration**

Following the adidas purchase of Salomon Sports and Taylor Made Golf in the late '90s and the parent company's subsequent acquisition of Maxfli in 2001, adidas-Salomon Canada needed to address the unique business requirements of multiple brands that had discrete sales organizations, while requiring integrated multi-brand supply chain and back-office operations. Paul Leone, Vice President Supply Chain-IT/Logistics, adidas-Salomon Canada, knew he could successfully integrate all of these brands under one roof, which would result in significant reductions in day-to-day operating costs as well as help to minimize the complexity of conducting business. Why? Because his team had a strong understanding of what needed to be done to achieve real results quickly – and because of his team's strong history with IBM, its IBM Business Partner ASI and the AS/400® platform, the predecessor to @server iSeries server.

Once the processes between the disparate systems of all divisions were integrated, with the help of ASI, Magic Software and IBM, and the desired time and cost savings were quantified, the company looked to transition from its existing AS/400 platform and other Intel® processor-based systems to a consolidated iSeries platform, and to the Web. With the power, scalability and flexibility of the iSeries server, Leone and his team felt confident that they could help the company meet a burgeoning need for on-demand, real time information.

#### **Making a game-changing decision with the iSeries server**

Leone and his team made the decision to replace the two existing standalone Dell servers with a single IBM iSeries Model 810 server. With a small team and a large operation to run, Leone felt that the iSeries server would help reduce complexity and costs, while providing optimal performance and availability. The result would be a streamlined infrastructure that would allow adidas-Salomon to be more nimble and responsive, allowing for system changes as a result of business change or transformation.

“There is real value in having one box, which allows you to achieve so much more with simplicity of scale,” says Leone. And a simple and seamless implementation supported the wisdom of his decision. “With the help of ASI and IBM,” Leone adds, “we accomplished a problem-free migration to the iSeries platform from the existing Dell servers in less than eight hours over a single weekend.” The iSeries 810 server is an ideal solution for companies like adidas-Salomon Canada, offering a variety of operating environments without requiring substantial IT resources to manage vast server farms or multiple servers. It simultaneously supports applications on OS/400®, Linux®, Microsoft® Windows®, Lotus Domino® or ported UNIX® applications. It includes highly efficient 5250 Online transaction processing (OLTP) as well as WebSphere® Application Server (WAS) Express V5. And its self-managing, self-healing features help control system administration and maintenance costs.



*“There is real value in having one box, which allows you to achieve so much more with simplicity of scale. With the help of ASI and IBM and Magic Software, we accomplished a problem-free migration to the iSeries platform in less than eight hours over a single weekend.”*

– Paul Leone, Vice President  
Supply Chain-IT/Logistics,  
adidas-Salomon Canada

#### **Scaling to meet e-commerce growth**

Under the covers of adidas-Solomon's iSeries server are five Integrated xSeries® Servers (IXS) for Microsoft® Windows® integration and consolidation. The company currently utilizes two of these servers, running Magic Software eDeveloper applications on one, and Compleo and Business Objects applications on the other. Leone is also able to run the company's

ASI warehouse application, Syntax Financial Systems, SFA, EDI, and complete order management and supply chain applications on the iSeries server's native OS/400 operating system. The ability to scale the company's IT infrastructure to meet growing e-commerce demands is also built into the iSeries platform. As the company grows, not only will adidas-Solomon be able to take advantage of the three unused IXSs, but also the advanced logical partitioning (LPAR) capabilities of the iSeries, which afford dynamic reallocation of resources across multiple application environments. In this manner, the company should be able to quickly react to spikes in demand as well as run a number of mixed workloads. Using LPAR technology, adidas-Solomon Canada was able to give IT development staff a distinct and separate application development environment, complete with the entire application suite and data, which is mirrored from the production environment on an as needed basis.

#### **Delivering improved efficiency and measurable results**

When Leone proposed to senior management upgrading to the iSeries server, he felt the new solution would transform them into a 24x7, Web enabled on demand business. Thanks

to the exceptional performance and availability of Web-facing applications running on the iSeries, the company has seen significant growth in retailer-based orders, increased customer satisfaction and improved EDI transactions. And given reduced maintenance time and administration costs, Leone and his staff can continue on refining the adidas, Salomon and Taylor Made business-to-business (B2B) tools, as well as ultimately business-to-consumer (B2C) Web solutions to help drive increased revenues while shrinking expenditures. Additionally, backup processes are simplified on the iSeries platform; built in management capabilities enable IT staff to administer systems remotely through the iSeries Navigator – for quick problem resolution after-hours, and around-the-clock.

As a result, the iSeries server is helping optimize the total cost of ownership for adidas-Salomon Canada. One way a company can assess the value of IT to the company is to calculate what the total IT costs are vs. total sales revenue. Leone points out that for adidas-Solomon Canada, IT spending equals only 1.1 percent of total Canadian sales. For Leone these numbers mean that he is “doing so much more for so much less.”

## **iSeries and adidas-Salomon form a winning team**

With its long-standing relationship with IBM and ASI, Leone feels his company will continue to reap the benefits inherent in an iSeries solution. According to Leone, the iSeries has helped his company easily and cost-effectively adapt to today's demands, as well as providing the foundation for future growth. With his current Web initiatives improving retail customer satisfaction, Leone envisions extending online purchasing directly to the consumer as part of his company's e-commerce evolution. He is also considering implementing a Linux partition on the iSeries to take advantage of the open system architecture to further support his Web applications.

For adidas-Salomon Canada, the iSeries server is the cornerstone of its IT infrastructure and overall business strategy because of the platform's scalability and most importantly reliability. "We don't worry about our iSeries server," says Leone. "It always functions extremely well. Like knowing it is going to snow in the winter... that's how reliable it is. It has been an unbelievable success story for us."

*"We don't worry about our iSeries server. It always functions extremely well. Like knowing it is going to snow in the winter... that's how reliable it is. It has been an unbelievable success story for us."*

– *Paul Leone, Vice President Supply Chain-IT/Logistics, adidas-Salomon Canada*

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## Benefits Management Group, Inc., automates claims processing, trims training costs, enables remote Web access

Solution from IBM and Beacon Technologies takes advantage of easy-to-use Web, with remote access for staff, client, members



### Overview

#### The Challenge

*Benefits Management Group, Inc., a benefits administrator, wanted to get up and running quickly and needed to have information technology resources to master extensive federal government regulations*

#### The Solution

*SpyGlass from Beacon Technologies Group, IBM WebSphere® Application Server -- Express, IBM DB2® Universal Database™ Express Edition 8.2, Linux™ and AIX® operating systems and the IBM eServer® family*

#### The Benefit

*Automatic claims processing in 95 percent of cases; costs reduced by lower training time from six months to three weeks; easy-to-use Web interface; remote access by staff, client and members*

After three years as chief executive officer at a large benefits administrator in the Midwest, Jim Gallery founded his own company, Benefits Management Group, Inc. (BMGI), in 2003, with the goal of providing third party administration services for labor union health and welfare plans.

Gallery decided to use technology, standardization and the Internet to transform the error-prone manual processes normally used in employee benefits administration business. Although many in the industry saw the Health Insurance Portability and Accountability Act (HIPAA) as a burden, Gallery set BMGI on a course to turn the regulations into an advantage.

#### Focus on Taft-Hartley benefits processing

Administering union worker claims under federal regulations is a demanding business with extensive federal oversight. The Taft Hartley Act of 1947 provides workers, mostly in construction trades, with carefully regulated health coverage. Labor union funds typically cover workers employed by more than one employer and in more than one bargaining unit during the year. With thousands of local unions around the nation negotiating their own agreements, the variations for eligibility options and requirements are staggering.

#### *Our relationship*

*with IBM has been*

*hugely beneficial to us.”*

Mark John,  
founder,  
Beacon Technologies Group

## Solution improves efficiency and productivity, with goal to reduce claims costs

### Benefits

- Superb regulatory compliance; BMGI can audit all users who view protected member information
- Highly automated claims processing virtually eliminates errors endemic to the business
- In-house client audit showed 95 percent of claims are adjudicated automatically
- Ratio of support staff to members is 1 to 1,500, about half of the current industry average
- Universal access to sophisticated applications by staff, clients and members from remote locations via easy-to-use Web screens
- Lower training costs; three-week “ramp-up time” for examiners versus six months using legacy systems

In 1996, additional rules under HIPAA turned the industry on its head. The legislation took aim at streamlining industry inefficiencies and reducing paperwork. The provisions enable workers to change jobs without “gaps” in health coverage during transitions and to gain immediate access to their records. The act also set complex electronic data interchange standards for health claims transactions. Companies are still struggling to make their legacy IT infrastructures HIPAA-compliant.

### Attacking complexity head-on

Gallery attacked the complexity issue head-on. Knowing the labor requirements side of the business, he built the processes for contractor work reporting and eligibility. However, he decided he needed a partner for the claims processing technology. And he wanted a technology platform that embraced the new HIPAA regulations via the Web. Headquartered in Oak Brook, Illinois, and with offices in two states, BMGI core company applications needed to be based on Internet standards.

BMGI chose IBM and Beacon Technologies Group, an IBM Business Partner headquartered in Indianapolis, Indiana. Beacon Technologies specializes in health insurance applications and had built an entire, fully Web-based claims system around HIPAA regulations.

BMGI signed on with Beacon in October 2003. By Jan. 1, 2004, BMGI was on-line and in production. In part, that’s because the Beacon claims application, SpyGlass, runs in software as services mode, which means it provides its services over the Internet from an already-built IT infrastructure. The solution with IBM includes IBM WebSphere Application Server -- Express, a cost effective, affordable entry point to e-business, providing fast and productive development, deployment and visual management of dynamic Web sites. Other parts of the solution are IBM DB2 Universal Database Express Edition 8.2, Linux and AIX operating systems, and the IBM eServer family of servers -- xSeries®, iSeries™, pSeries® and zSeries®.

The IBM servers power the IBM Software as Services Web hosting implementation residing at Beacon Technologies. That implementation powers the customer’s solution.

Gallery's business experience and instincts for HIPAA and the Web have paid off. "I can't believe SpyGlass is this far out in front of the HIPAA curve," he said. "Now, we can marshal information with many partners on behalf of our clients much easier than ever before. Our competitors will have trouble keeping up, but our clients win big."

The IBM and Beacon Technologies solution has resulted in impressive benefits for BMGI. The solution provides automatic claims processing in 95 percent of cases. Information technology training was reduced from six months to three weeks, reducing costs. The Web interface is easy to use. Staff, client and members can access information from remote locations. All these benefits combine to provide BMGI with advantages of efficiency and productivity over its competitors.

Today, more than 7,500 active trade-workers -- members of 15 different unions, working for hundreds of different contract employers -- are getting their medical and dental benefit claims processed using BMGI systems. Claims processing channeled through Spyglass accounts for over 75 percent of overall business activity by BMGI. It's done efficiently and accurately, with each administrator handling an average of 1,500 members using Beacon SpyGlass via the Web.

#### **Beacon Technologies Group, Inc.**

Founded in 1994 by Mark John and Ernie Crawford, Beacon Technologies initially supported software from other commercially available legacy insurance systems. But after each project based on different systems was completed, the end results were isolated parts that were difficult to reuse. With the arrival of HIPAA specifications, Beacon began to plan a new system, SpyGlass, around them. Beacon and its customers committed more than \$1 million to its development.

The core is a new engine for decisions on medical claims. Users set benefit rules for how the final claim payments are to be calculated. The rules for processing claims are built into tables, not into programming, so it's easy to adapt to new benefits. And, it's built entirely for the Web, using the Java programming language.

### **Key Components of the BMGI Solution**

#### **Software**

- IBM WebSphere Application Server --Express
- DB2 Universal Database Express Edition 8.2
- SpyGlass from Beacon Technologies Group
- Linux and IBM AIX operating systems

#### **Hardware**

- IBM eServer xSeries, pSeries, iSeries and zSeries

*"Now, we can marshal information with many partners on behalf of our clients much easier than ever before."*

Jim Gallery,  
founder,  
Benefits Management  
Group, Inc.

"We wanted to do as much as humanly possible to eliminate the errors in the claims process, like overpayments and duplicate claims, which can be such profit-killers for our clients," John explained. "Our broadest goal is to maximize what excellent administration can do," he said. "That's going to do the most overtime to bring down claims costs."

### **IBM PartnerWorld Industry Networks**

Beacon Technologies Group, Inc., is an IBM Advanced Business Partner and participates in the IBM PartnerWorld® Industry Networks, Web-based communities that integrate and organize the PartnerWorld experience for ISVs by industry. The initiative offers ISVs industry expertise, technical assistance, networking opportunities and marketing and sales support.

Beacon participates in the insurance and the healthcare and life sciences industries. It has achieved "optimized" status, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

Other networks are in automotive, banking, education and learning, fabrication and assembly, financial markets, government, media and entertainment, retail, telecommunications and wholesale.

John credits IBM for part of Beacon's success. "The integrated programming and deployment model that IBM provides for our team makes our development process go a lot faster," John said. "Our relationship with IBM has been hugely beneficial to us," he said.

### **For more information**

Please contact your IBM sales representative or IBM Business Partner. Visit us at: [ibm.com/e-business](http://ibm.com/e-business)

For more information about ISV resources from IBM PartnerWorld, visit: [ibm.com/partnerworld/isv](http://ibm.com/partnerworld/isv)

To learn more about Benefits Management Group, visit: [bmgIWeb.com](http://bmgIWeb.com)

To learn more about Beacon Technologies Group, Inc. visit: [beaconspyglass.com](http://beaconspyglass.com)



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## IBM Business Partner puts trucking industry innovator in the express lane with IBM Express Runtime

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### Overview

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#### ■ **The Challenge**

*Bosselman Corp. sought a supply chain management solution that integrated business units across the company, providing a “single view of the truth.”*

#### ■ **The Solution**

*IBM eServer™ iSeries® servers, IBM Express Runtime software and Odyssey, a BP-developed solution*

#### ■ **Key Benefits**

*Bosselman Corp gained a single solution that can integrate multiple business units across the enterprise while lowering the total cost of ownership.*



Bosselman Corp. has traveled a long distance since 1948 when its founder opened one of the first American truck stops, a venue that would become synonymous with speed, efficiency and good, strong coffee. Today, the company operates numerous travel centers—24-hour trucking oases equipped with modern conveniences like Wi-Fi Internet access—and 38 Bosselman Pump and Pantry convenience stores throughout the Midwestern region of the United States. More than 1,000 people are employed across a convoy of affiliates such as Bosselman Energy, Bosselman Tank and Trailer, Fuel Systems Inc., Bosselman Carriers and Grandma Max's Restaurants.

*“When I think of IBM Express, I look at it from that point of view that it’s a cost-effective platform. I don’t have the requirement for a full-blown IBM WebSphere solution. IBM Express offerings take care of all our requirements now and into the future.”*

*—Harry Galbraith  
MIS director  
Bosselman Corp.*

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**Key Components**

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*Hardware*

- IBM eServer iSeries servers

*Software*

- DB2 Universal Database Express Edition
  - IBM Express Runtime
  - Websphere Application Server—Express
- 

While IBM technology can't add much to the coffee, it is helping Bosselman with speed and efficiency thanks to IBM Business Partner Mid-Comp International. The Australia-based firm has delivered an IBM Express Runtime-based solution on IBM eServer iSeries that is improving supply chain management in the mid-market company and giving Bosselman what Harry Galbraith, director of management information systems, calls, "a single view of the truth," across the company.

"The goal of every CEO is to know everything that's going on in the company and to be able to go to one place to find out," says Galbraith. "Frankly, I didn't think it was possible until I went to Australia and met with Mid-Comp. That's how complex our requirements were."

**Compelling reason**

Bosselman is a diversified corporation with warehousing, distribution, inventory management, financials, point of sale and service maintenance functionality required for the different parts of its business. Its travel centers, for instance, provide a one-stop shop for fuel, food, automotive components, truck maintenance and business facilities. More than 30,000 unique items are sold in its travel centers and convenience stores. All repairs to vehicles serviced in Bosselman centers are tracked, creating vehicle history records that serve as a compelling reason for customers to continue returning.

The company's challenge was to find a fully functional supply chain solution that was affordable and could be expanded across such a diverse enterprise. It sought a centralized view of the business spread across thousands of miles and one that would grow with the company. After all, Bosselman adds at least one new facility each year and has done so over the last 50 years.

When we looked at the standard offerings, the products were all functionally rich, but the implementation and unique configuration requirements meant that a time table of years—not months—was required," says Galbraith. "And the licensing and maintenance costs meant that the total cost of ownership was excessive. Each time we spoke to a supplier, the per-user license costs were staggering."

Mid-Comp, an independent software vendor and systems integrator, knew its IBM-based solution, Odyssey, would end Bosselman's search for a supply chain solution that was browser-based, platform-independent, affordable, genuinely real-time and easily implemented.



### **Tremendously appealing**

Odyssey is based on IBM Express Runtime, which combines IBM WebSphere® Application Server—Express and IBM DB2 Universal Database™ Express Edition software. What makes Express Runtime the preferred deployment option for Business Partners like Mid-Comp is its integrated nature—one install, one license and a single point of contact for support. Express Runtime includes tools for application development, solution assembly and deployment, enabling Business Partners to easily develop and deploy their business applications with the Express Runtime components.

“With IBM Express Runtime, we can offer sophisticated IBM middleware for a very good price. At the same time, we are delivering a solution that’s much simpler to implement and administer. This is tremendously appealing to customers like Bosselman,” says Bjarne Matzen, director of research and development for Mid-Comp. “Far less learning is involved and they can be up and running in no time. As a Business Partner, Express Runtime reduces the complexity we encounter in an implementation and, as a result, minimizes the time and effort we invest. That’s very compelling.”

In fact, the first phase of the Bosselman solution went live after only 10 weeks—a timeframe made that much more astonishing when compared to other vendors’ projections, which ranged from months to years. Initially being implemented for inventory management at the Bosselman Travel Centers, the Mid-Comp solution also included point-of-sale systems interfaces and full scanner-based operations for purchasing, receiving and stock takes, along with sales and financial reporting.

Odyssey will gradually be deployed throughout Bosselman. Following implementation in the travel centers, the solution will be rolled out in the company’s oil repackaging and distribution facilities, fuel tanker manufacturing and repair facilities, 38 convenience stores and a truck service center. A total of 14 companies will migrate to Odyssey over the next few years.

“In Odyssey, we found the Holy Grail—a feature-rich supply chain system with an architecture that delivered complete flexibility and also the lowest total cost of ownership of any product on the market today,” says Galbraith. And, attributing much of this to IBM Express, Galbraith says, “When I think of IBM Express, I look at it from that point of view that it’s a cost-effective platform. I don’t have the requirement for a full-blown IBM WebSphere solution. IBM Express offerings take care of all our requirements now and into the future.”

*“The goal of every CEO is to know everything that’s going on in the company and to be able to go to one place to find out. Frankly, I didn’t think it was possible until I went to Australia and met with Mid-Comp. That’s how complex our requirements were.”*

*—Harry Galbraith  
MIS director  
Bosselman Corp.*



## Main attraction

While Odyssey was the main attraction, Bosselman was equally drawn to Mid-Comp's style of doing business—that is, partnering with its clients and building and implementing solutions based on extensive research and development. Support Mid-Comp receives through IBM PartnerWorld® gives the Business Partner easy access to wide-ranging research and development resources that help it win clients like Bosselman and provide a high level of service.

Technical and development support were provided through the IBM Virtual Innovation Center™, which played a critical role in testing Odyssey for the Bosselman implementation. Moreover, Mid-Comp continues to take advantage of benefits associated with IBM PartnerWorld Industry Networks. The industry networks are available to all IBM Business Partners and provide industry-specific support that enables Business Partners to go to market faster and win new business. Mid-Comp participates in the automotive, fabrication and assembly, retail and wholesale industries.

With industry insight available through PartnerWorld Industry Networks and Mid-Comp's newest team member—Bosselman, which has entered into a joint venture with Mid-Comp to market Odyssey in North America—the Australia-based Business Partner seems ready to hit the road to success.

## For more information

To learn more about Mid-Comp International, visit: [midcomp.com.au](http://midcomp.com.au), and to learn more about Bosselman, visit [bosselman.com](http://bosselman.com).

Visit [ibm.com/partnerworld](http://ibm.com/partnerworld) to learn more about IBM Express offerings and PartnerWorld Industry Networks.

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November 2006  
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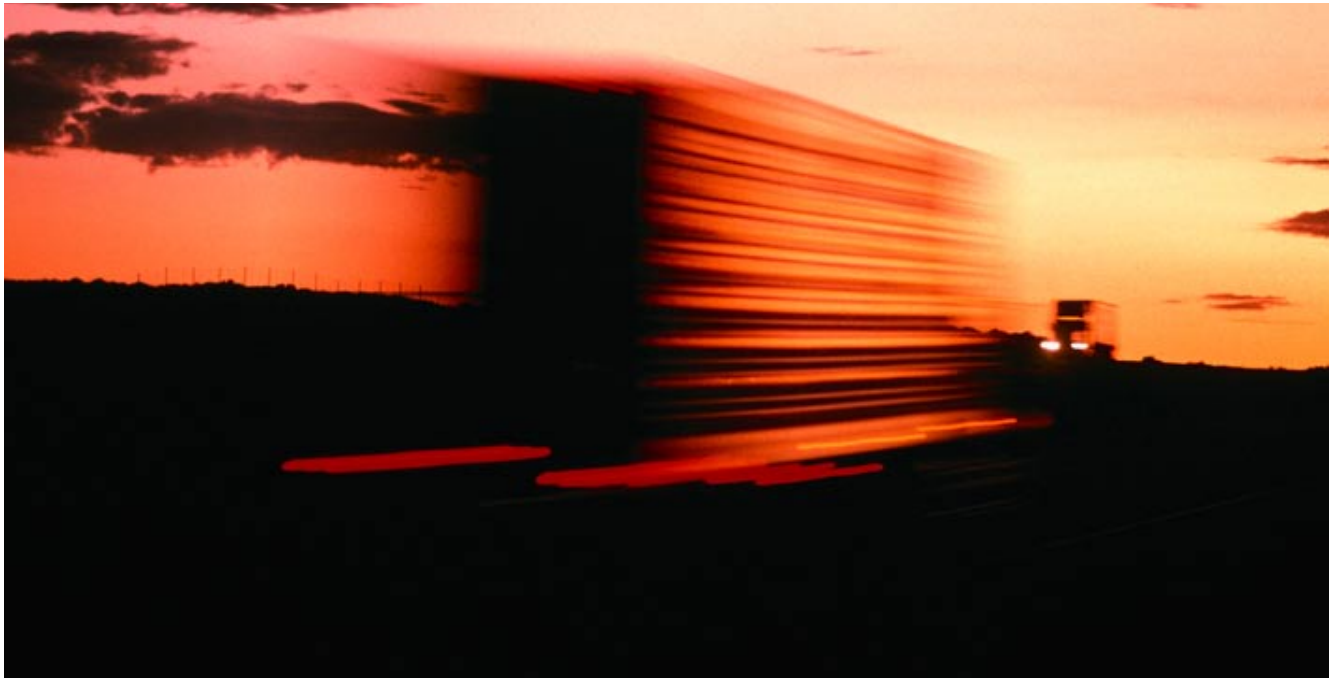
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## IBM Business Partner puts trucking industry innovator in the “express” lane with IBM Express Runtime



### Overview

■ **IBM Business Partner:**

Mid-Comp International, Pty, an IBM Premier Business Partner specializing in developing software solutions that take advantage of current and emerging technologies

■ **Client:**

Bosselman Energy Corp.

■ **IBM PartnerWorld Offerings:**

PartnerWorld Industry Networks  
IBM Virtual Innovation Center  
Technical support

Bosselman Corp., has traveled a long distance since 1948 when its founder opened one of the first American truck stops, a venue that would become synonymous with speed, efficiency and good, strong coffee.

Today, the company operates numerous travel centers – these 24-hour trucking oases are equipped with modern conveniences like wi-fi Internet access – and 38 Bosselman Pump and Pantry convenience stores throughout the Midwestern region of

the U.S. More than 1,000 people are employed across a convoy of affiliates such as Bosselman Energy, Bosselman Tank and Trailer, Fuel Systems Inc., Bosselman Carriers, and Grandma Max's Restaurants.

While IBM technology can't add much to the coffee, it is helping Bosselman with speed and efficiency and that's thanks to IBM Premier Business Partner, Mid-Comp International. The Australia-based firm has delivered an IBM Express Runtime-based solution on the IBM **eServer™** iSeries that is improving supply chain management in the mid-market company and giving Bosselman what Harry Galbraith, director of Management Information Systems, calls, "a single view of the truth" across the company.

"The goal of every CEO is to know everything that's going on in the company and to be able to go to one place to find out," says Galbraith. "Frankly, I didn't think it was possible until I went to Australia and met with Mid-Comp. That's how complex our requirements were."

### **Compelling reason**

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convenience stories. All repairs to vehicles serviced in Bosselman centers are tracked, creating vehicle history records that serve as a compelling reason for customers to continue returning.

The company's challenge was to find a fully functional supply chain solution that was affordable and could be expanded across such a diverse enterprise. It sought a centralized view of the business spread across thousands of miles and one that would grow with the company. After all, Bosselman adds at least one new facility each year and has done so over the last 50 years.

"When we looked at the standard offerings, the products were all functionally rich, but the implementation and unique configuration requirements meant that a time table of years not months," says Galbraith. "And the licensing and maintenance costs meant that the total cost of ownership was excessive. Each time we spoke to a supplier the per user license costs were staggering."

Mid-Comp, an independent software vendor and systems integrator, knew its IBM-based solution, Odyssey, would end Bosselman's search for a supply chain solution that was browser-based, platform-independent, affordable, genuinely real-time and easily implemented.

### **Tremendously appealing**

Odyssey is based on IBM Express Runtime, which combines IBM

WebSphere Application Server – Express and IBM DB2 Universal Database Express Edition. What makes Express Runtime the preferred deployment option for Business Partners like Mid-Comp is its integrated nature – one install, one license and a single point of contact for support. Express Runtime includes tools for application development, solution assembly and deployment, enabling Business Partners to easily develop and deploy their business applications with the Express Runtime components.

"With IBM Express Runtime we can offer sophisticated IBM middleware for a very good price. At the same time, we are delivering a solution that's much simpler to implement and administer. This is tremendously appealing to customers like Bosselman," says Bjarne Matzen, director of Research and Development for Mid-Comp. "Far less learning is involved and they can be up and running in no time. And, as a Business Partner, Express Runtime reduces the complexity we encounter in an implementation and, as a result, minimizes the time and effort we invest. That's very compelling."

In fact, the first phase of the Bosselman solution went live after only 10 weeks – a timeframe made that much more astonishing when compared to other vendors' projections, which ranged from months to years. Initially being implemented for inventory management at the Bosselman Travel Centers, the Mid-

Comp solution also included point-of-sale systems interfaces, full scanner-based operations for purchasing, receiving, and stock takes, along with sales and financial reporting.

Odyssey will gradually be rolled out throughout Bosselman. Following implementation in the travel centers, the solution will be rolled out in the company's oil repackaging and distribution facilities, fuel tanker manufacturing and repair facilities, 38 convenience stores, and a truck service center. A total of 14 companies will migrate to Odyssey over the next few years.

"In Odyssey we found the Holy Grail. A feature-rich supply chain system with an architecture that delivered complete flexibility and also the lowest total cost of ownership of any product on the market today," says Galbraith. And, attributing much of this to IBM Express, Galbraith says, "When I think of IBM Express, I look at it from that point of view that it's a cost-effective platform. I don't have the requirement for a full-blown IBM WebSphere solution. IBM Express offerings take care of all our requirements now and into the future."

### **Main attraction**

While Odyssey was the main attraction, Bosselman was equally drawn to Mid-Comp's style of doing business – that is, partnering with its clients, and building and implementing solutions based on extensive research and development. Support Mid-Comp receives through IBM PartnerWorld

gives the Business Partner easy access to wide-ranging research and development resources that help it win clients like Bosselman and provide a high level of service.

Technical and development support were provided through the IBM Virtual Innovation Center, which played a critical role in testing Odyssey for the Bosselman implementation. Moreover, Mid-Comp continues to take advantage of benefits associated with IBM PartnerWorld Industry Networks. Industry networks are available to all IBM Business Partners and provide industry-specific support that enables Business Partners go to market faster and win new business. Mid-Comp participates in the automotive, fabrication and assembly, retail, and wholesale industries.

With industry insight available through PartnerWorld Industry Networks and Mid-Comp's newest team member – Bosselman, which has entered into a joint venture with Mid-Comp to market Odyssey in North America – the Australia-based Business Partner has hit the road to success.

To learn more about Mid-Comp International, visit <http://www.midcomp.com.au> and to learn more about Bosselman, visit <http://www.bosselman.com>. Visit [ibm.com/partnerworld](http://ibm.com/partnerworld) to learn more about IBM Express offerings and PartnerWorld Industry Networks.



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## Makau Corporation: New math: IBM Business Partner substitutes DB2 9 for MySQL and saves big



### Overview

**Makau Corporation**  
Orem, Utah  
www.makaucorp.com

### Products

- \* IBM DB2® Express-C 9
- \* IBM WebSphere® Application Server Community Edition
- \* Makau Learning Appliance V4



*“The number one reason we moved to DB2 9 is cost savings. We were spending a lot on licenses with MySQL—and DB2 Express-C 9 is free. In addition, we feel much better about the short- and long-term support that we get from IBM for the DB2 platform—and being able to pass that on to our customers. Our clients feel much more comfortable with DB2, knowing it’s backed by IBM.”*

— Mark Lindsay, vice president of sales, Makau Corporation

Makau Corporation, a provider of online training solutions, has converted its applications from the MySQL database to IBM DB2 9 to eliminate licensing fees and provide customers with greater scalability, advanced autonomic features and optimal performance.

### Challenge

Makau Learning Appliance features a library of more than 300 courses with a built-in learning management system that tracks student progress and improves course administration. Makau wanted to reduce licensing costs it paid to build its solution on MySQL. By converting to IBM DB2 9, Makau saved about \$75,000 in MySQL and Windows server licensing fees, a 30 percent reduction, for its solutions.

Makau is an IBM Business Partner based in Orem, Utah. Makau offers enterprise-wide, 24 x 7 delivery of custom courses in partnership with training professionals. It combines advanced e-learning with traditional on-site workshops.

### Solution

Makau ported its complete application suite to run on the IBM and Novell Integrated Stack for Suse Linux™ Enterprise (ISSLE), including DB2 Express-C 9 and WebSphere Application Server Community Edition running on IBM System x™ servers. The IBM DB2 9 Data Server serves large and small customers, and DB2 9 Express-C 9 is available free of charge for all to use, deploy and distribute upon registration by the IBM Business Partner.

Makau will no longer incur any database licensing fees, saving the company hundreds of thousands of dollars. The move also allays client concerns about maintenance because of the flexibility to purchase DB2 Express for commercial IBM support or seamlessly upgrade to a more powerful version of DB2 without making any application or database changes.

Brigham Young University will be one of the first customers to migrate its Makau solution to DB2 9.

### Benefits

Makau now allows its customers to:

- Scale their applications as content size and usage grows
- Store, search and retrieve course data faster and more efficiently
- Leverage autonomic functionality that allows the database to manage itself
- Run the solution on a Windows or Linux server—and choose Linux when security, reliability and lower costs matter.



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## IBM helps peace officers' association improve communication and collaboration

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### Overview

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#### ■ **The Challenge**

The California Correctional Peace Officers Association (CCPOA) suffered from an unstable messaging platform. Employees traveling outside the office had no way to access collaborative applications and the messaging platform did not integrate with the membership database, leading to organizational inefficiencies.

#### ■ **Why IBM?**

IBM offers a reliable messaging system that can run on a variety of operating systems—including Linux®—and can be accessed via the Web and with PDAs.

#### ■ **The Solution**

CCPOA implemented a flexible infrastructure for e-mail, calendaring and scheduling as well as custom collaborative applications using IBM® Lotus Notes®, IBM Lotus® Domino® Collaboration Express and IBM Lotus Domino Web Access running on IBM eServer™ xSeries® servers

#### ■ **Key Benefits**

- Integration between the messaging platform and the membership database means the association is better equipped to communicate with members via accurate, up-to-date e-mail distribution lists
- Web and BlackBerry-enabled e-mail, calendaring and scheduling help increase the productivity of field staff



Craig Haarmeyer, Information Services Specialist, California Correctional Peace Officers Association

- Increased system uptime and decreased service calls help lower the total cost of ownership.

The long arm of the law can reach only as far as its communication network permits, but now the California Correctional Peace Officers Association can reach a little farther. A private, not-for-profit association representing correctional peace officers working in the California correctional system, the CCPOA is one of the largest professional associations in the state. With a membership of over 30,000 officers, CCPOA is headquartered in Sacramento and has several field offices supporting its 160 employees.

*“We’ve been incredibly satisfied and impressed with IBM and Informix, so we decided to consider a solution based on IBM Lotus software.”*

*—Craig Haarmeyer,  
Information Services Specialist,  
California Correctional Peace  
Officers Association*

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## Key Components

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### Software

- IBM Lotus Notes
- IBM Lotus Domino Collaboration Express
- IBM Lotus Domino Web Access 6.5
- Intravision OnTime Group Calendar

### Server

- IBM eServer xSeries 255
- 

## CCPOA seeks to correct its messaging and collaboration capabilities

As recently as 2003, it was the CCPOA internal messaging system that was in need of a few corrections. Based on Microsoft® Exchange, the system was difficult to access, hard to integrate and very unreliable. “Microsoft Exchange was unstable and inflexible,” says Craig Haarmeyer, information services specialist at CCPOA. “And because it is proprietary and platform-dependent, we were limited in terms of accessibility and integration.”

In fact, the Microsoft Exchange server was so unstable that it began to pose a significant drain on productivity and morale. “I never got any sleep,” explains Haarmeyer. “I’d be in bed or taking my kids to school and my phone would ring—I would have to walk somebody through the procedure of restarting the server. It was ridiculous. It got to the point where we would just cross our fingers and reboot.”

Additionally, many of the CCPOA staff members were often working on the road—and when they were outside the office, they had no way to access the messaging system through the Web or their PDAs. “Our senior staff couldn’t function in the field the same way they could inside the office,” says Haarmeyer. “Most importantly, they couldn’t access their e-mail or calendars once they left the office.”

Also, because Microsoft Exchange could not integrate with the association’s IBM Informix® membership database, CCPOA had to rely on manually generated e-mail distribution lists for communication with its members. “We’d have people in our membership department entering and updating the database,” explains Haarmeyer. “And then we’d have other people creating e-mail distribution lists by hand, and then different people editing contact information. It was time-consuming, error-prone and inefficient.”

### **CCPOA puts the cuffs on platform-dependent messaging and collaboration**

After experiencing the pain of the proprietary Exchange-based messaging, Haarmeyer decided it was time for a new, platform-independent collaborative application. In particular, he wanted one that could be accessed from the Web and PDAs, integrate with the association's Informix database and run on a variety of operating systems, including Linux or UNIX®. He considered pursuing an open-source solution but wanted to be sure that the new system would be supported well into the future. "As an organization, we rely more and more on e-mail and calendaring functionality," explains Haarmeyer. "Because we depend on it so much, we wanted something with greater support than the open-source options."

Because he was pleased with the IBM Informix system already in place at CCPOA, he contacted PreferredPartner.com, an IBM reseller, to discuss potential IBM-based solutions. "We've been incredibly satisfied and impressed with IBM and Informix," says Haarmeyer, "so we decided to consider a solution based on IBM Lotus software."

CCPOA and PreferredPartner.com brought in GreyDuck Technology, an IBM Advanced Business Partner and Service Provider specializing in Lotus Notes and Domino messaging solutions. "When GreyDuck explained the benefits of an architecture based on Lotus Notes and Domino, we realized that it is much more than just a messaging platform," explains Haarmeyer. "We could integrate our messaging infrastructure with our other database systems and take advantage of the Domino rapid application development environment to write custom applications."

### **IBM Lotus Domino Collaboration Express delivers powerful messaging and calendaring**

With help from GreyDuck, CCPOA migrated 160 users from Microsoft Outlook and Exchange to IBM Lotus Notes and Domino. Lotus Notes and Domino provides CCPOA's employees with e-mail, calendaring and scheduling capabilities. GreyDuck also introduced IBM Lotus Domino Web Access, which allows mobile CCPOA staff to access the messaging environment through a Web browser. The Lotus solution is deployed on two IBM eServer xSeries servers running on the Red Hat Linux operating system.

*"Our users are delighted at how much more powerful the Lotus software is compared to what we were using before."*

*—Craig Haarmeyer,  
Information Services Specialist,  
California Correctional Peace  
Officers Association*

*“In many ways, the transition to Linux would not have been possible without the robust messaging and scheduling functionality in Lotus Domino Collaboration Express. In fact, Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange.”*

*—Craig Haarmeyer,  
Information Services Specialist,  
California Correctional Peace  
Officers Association*

CCPOA employees were very impressed with the extensive out-of-the-box functionality in Lotus Domino Collaboration Express. “Our users are delighted at how much more powerful the Lotus software is compared to what we were using before,” says Haarmeyer. “For example, the scheduling capability is very powerful. You can invite various parties and identify the best dates and times to schedule a meeting based on a view of their mutual availability. You can check on the availability of rooms and manage resources such as projectors. It’s really much better than Exchange.”

#### **Custom applications help keep members connected**

Lotus Domino Collaboration Express is a powerful platform for deploying collaborative applications. GreyDuck used the Lotus Connector LotusScript® Extension to develop a custom Lotus Domino application that integrates with the organization’s Informix database, facilitating the automatic creation of e-mail distribution lists. With this capability, CCPOA can now communicate much more efficiently and effectively with its membership. In particular, the association can create targeted e-mail distribution lists that are accurate and up-to-date. “By delivering the right message to the right people at the right location, we can better serve our members,” says Haarmeyer.

GreyDuck also implemented connectivity software that allowed traveling employees access to their e-mail and scheduling applications using a BlackBerry or other portable device. “Now, no matter where our employees are, they are connected,” says Haarmeyer. “People out in the field can access e-mail, calendaring and scheduling functionality with ease using either a Web browser or a BlackBerry.”

GreyDuck also customized Lotus Notes calendaring for CPPOA with special group calendaring features. “In one view, you can see the various entries in people’s calendars,” says Haarmeyer. “And we can create different calendar views for different groupings of people.”

### **IT staff can finally sleep at night**

Lower administration costs have been a major advantage of switching to Lotus Domino Collaboration Express, and this new messaging and collaboration platform has facilitated a further cost-saving measure. "In addition to switching from Microsoft Exchange to Lotus Domino, we also switched from Microsoft Windows® to the Linux operating system, which has saved a lot in licensing and support costs," Haarmeyer explains. "In many ways, the transition to Linux would not have been possible without the robust messaging and scheduling functionality in Lotus Domino Collaboration Express. In fact, Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange."

Still, of all of the benefits he has realized, Haarmeyer is especially pleased with the stability and reliability of the Lotus Notes and Domino messaging system. Not only has it increased uptime and reduced service calls, lowering the total cost of ownership of the system, it has also allowed Haarmeyer to rest easier. "The system has gone down only twice in the past two years," he says, "and both times were due to power failure. I can finally sleep at night!"

### **For more information**

For more information, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/software/lotus](http://ibm.com/software/lotus)

*"Lotus Domino Collaboration Express offers a lot more out-of-the-box functionality than we had in our old environment after many years of tweaking Exchange."*

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All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

## Technical support and IBM Express offerings help IBM Business Partner harvest healthy crop of success



### Overview

■ **IBM Business Partner:**

Daniel IT Services, which designs software applications and provides services that help enable business transformation.

■ **IBM PartnerWorld Offerings:**

Small and Medium Business Advantage  
– Solutions Builder Express  
Technical support  
Virtual Innovation Center  
IBM Innovation Center

Helping clients sow the seeds of success with IBM WebSphere Commerce is a specialty of IBM Business Partner Daniel IT Services. Longtime client Carrot Ink, an online merchant of inkjet and laser toner cartridges, last year sold \$8 million in goods over the Internet thanks to a Web site Daniel IT built and supports. At the root of this success is savvy, skills and support – technical support Daniel IT delivers as its clients' trusted advisor and receives through IBM PartnerWorld.

“Our relationship with IBM allows us to provide superior development and implementation services,” says Rhett Daniel, president and chief technology officer of Daniel IT Services. “It helps us deepen our client relationships because the support we receive from IBM makes so much possible.”

Consider the evolution of the firm's relationship with Carrot Ink. Founded in 1998 in an apartment, Carrot Ink is an Internet success story. About 94 percent of its annual sales originate from the company's IBM WebSphere Commerce-based Web site. Carrot

Ink attributes its success to providing quality products and exceptional customer service while keeping prices low. It might also credit its competent selection of IT providers – namely, Daniel IT, which has helped the small business identify and implement IBM technology in lock step with the online retailer's mission.

### **Advanced functionality**

While the company's Web site, CarrotInk.com, enabled customers to submit orders, more advanced features were needed to grow the business. Features like user registration, reorder capabilities, marketing, merchandising, order status information and credit card validation would help Carrot Ink better understand its customers, encouraging repeat business and increasing purchasing power.

*“The support that IBM provides to Business Partners through PartnerWorld is better than ever,” says Daniel. “Technical support, Solutions Builder Express and the whole Express family of products make a big difference in the outcome of a sale and its implementation.”*

Moreover, the company sought a more powerful promotions engine.

With skills acquired from an IBM technical residency and technical support from across IBM, Daniel IT helped Carrot Ink migrate to IBM WebSphere Commerce Professional Edition V5.6 software and gain new

functionality. In fact, this technical support – Web-based and one-on-one with technical advocates – has enabled the firm to carve out a lucrative niche helping customers make the transition to the latest version of WebSphere Commerce.

“The support we received from IBM has been invaluable,” says Daniel. “It helped us to help Carrot Ink and transfer the skills we acquired to other clients, making their transitions smooth.”

Now CarrotInk.com customers can drill down through a series of drop-down questions to identify the appropriate cartridge for their printer. Promotions are offered to motivate customers to increase their order size to receive free shipping and handling. The company also can

send e-mail campaigns to encourage users to reorder products on a recurring basis, at a time when the customer may be close to depleting supplies.

### **Solutions Builder Express**

Technical enablement from IBM also helped Daniel IT expand its

relationship with Carrot Ink. IBM Solutions Builder Express, available through IBM's Small and Medium Business Advantage initiative, enabled the firm to customize and implement a business intelligence solution based on WebSphere Commerce Analyzer. Solutions Builder Express is a portfolio of technical tools and implementation assets. Developed and tested with IBM Business Partners and based on IBM Express middleware, IBM Solutions Builder Express targets customer needs within several high-opportunity midmarket and industry areas.

In Carrot Ink's case, Daniel IT used the offering to develop software that collects, stores and analyzes data from Carrot Ink's Web-based sales transactions. This solution, which replaces a metrics service provided by a third party, gives Carrot Ink valuable insight into its customers to use as the basis for strategic planning and decision making.

In addition to Solutions Builder Express, IBM's Innovation Center offerings – both the Virtual Innovation Center (VIC) and the IBM Innovation Center in Raleigh – were crucial in helping Daniel IT meet its commitment to deploy Carrot Ink's new Web site quickly. The VIC provides online education, migrating and porting assistance, technical help, live chat sessions, hints and tips, FAQs and other valuable presales and technical support.



Daniel IT received online education through the VIC and accessed technical support from this virtual center. Similarly, the IBM Innovation Center provided live, product-specific education to Daniel IT technical teams that made the implementation of WebSphere Commerce that much simpler.

“The support IBM provides through PartnerWorld is better than ever,” says Daniel. “Technical support, Solutions Builder Express and the whole Express family of products make a big difference in the outcome of a sale and in implementation.”

For more information on IBM PartnerWorld, visit

[ibm.com/partnerworld](http://ibm.com/partnerworld)

To learn more about Daniel IT Services, go to

<http://www.danielit.com>



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## Catholic Life Insurance brings its profound sense of community online

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### Overview

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#### ■ **The Challenge**

*The static HTML Web site of Catholic Life Insurance did not lend itself to community building, and employees lacked the ability to update the Web site dynamically*

#### ■ **Why IBM?**

*IBM offers a cost-effective and flexible platform for building a dynamic and interactive Web site*

#### ■ **The Solution**

*IBM® Lotus® Domino® Utility Server Express software*

#### ■ **Key Benefits**

- *New interactive Web site features offer customers a richer experience as well as more value and greater convenience*
- *New content management system allows Catholic Life to quickly update its Web site*
- *Improved site features and content management foster community building*



Catholic Life Insurance brokers insurance and retirement products that make a difference—literally. In fact, Catholic Life refers to it as the “fraternal difference,” because the Texas-based organization is 100 percent member-owned. And while sales of life insurance, individual retirement accounts and retirement annuities have propelled the organization to assets exceeding US\$600 million, the organization is just as proud to promote volunteering and community building. Today, the fraternal organization welcomes 70,000 members of all faiths who perform community services valued at US\$2.1 million annually—the worth of which extends far beyond monetary measurement.

So different is Catholic Life in the world of insurance and retirement product brokers that it credits community involvement as key to its enduring success. “We have a loyal clientele that can usually point to a parent or grandparent that was a member,” explains Barbara Cheaney, vice president of marketing communications. “When you buy a product from us, you become a member, and there are several additional member benefits that you gain. But more than that, our members contribute to the volunteer side of our organization—giving back to the small, rural communities where most of our members are based. We’re proud to be working towards building better communities.”

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## Key Components

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### Software

- IBM Lotus Domino Utility Server Express
- 

*“Now our online presence matches our offline emphasis on community building. Our new site is a terrific way to engage members and share our fraternal difference.”*

*—Tom Cortese  
Vice President of Information Technology  
Catholic Life Insurance*

## Catholic Life builds a community-focused Web site

In order to foster interaction with its member community, Catholic Life made the decision to revamp its Web site. Instead of continuing with its static HTML site that was proving difficult to update and maintain, Catholic Life decided to implement a Web site that would feature interactive content. When it came time to build the new site, Catholic Life approached IBM Business Partner Titan Solutions Group. Since Catholic Life had a previous relationship with Titan, it was confident that the company could help turn the Web site into a vehicle for building community.

Ultimately, Catholic Life approached Titan because the fraternal organization saw a revamped Web site as a vital means to enhance its offline community building efforts. “We went with the Titan Solutions Group because we felt their knowledge of IBM products could help us build a Web site that would engage our members,” says Tom Cortese, vice president of information technology at Catholic Life. “As a fraternal organization, we like to treat our members like family. And we realized that the Web site could act as an important vehicle for relationship building.”

When it came time to pick a platform for the new Catholic Life Insurance Web site, Titan selected IBM Lotus Domino Utility Server Express. “Catholic Life wanted a Web site that would serve as a marketing tool to enhance their public image, and we thought Lotus Domino Utility Server Express was the right tool,” explains Jason Brice, senior software engineer at Titan Solutions Group. “When we met with Catholic Life, we developed a set of requirements around their needs—they basically wanted a very robust content management system that would leverage their existing platform. Since Catholic Life had good experience with older versions of Lotus Domino, we decided the company should upgrade to the latest and greatest version in order to take full advantage of the development tools that come with it.”

## IBM Lotus Domino Utility Server Express offers an interactive Web presence

In order to help foster community, Brice set about using Lotus Domino Utility Server Express as a platform to build a better Web site for Catholic Life. “The old site was merely static HTML,” he explains. “That presented a number of problems because if you changed something on one Web page, it tended to break the other pages. We wanted to build them a consistent Web site with consistent menus, headers and breadcrumb trails.”

As a result, the staff at Catholic life decided to build a Web site with greater interactivity and more timely content. “In order for our site to offer more than just static content, we needed to revamp the way people access information and the way we add and edit content,” explains Cortese. “Plus, we wanted to add new features and functionality that could help our members more easily find information and resources.”

In addition to building a more consistent Web site, Lotus Domino Utility Server Express promised to deliver improved functionality. "Catholic Life wanted search functionality," Brice continues. "And search functionality is basically built into Lotus Domino Utility Server Express. As a developer, you don't even have to think about it because it is in there—but to Catholic Life, it seemed like magic because they basically had search functionality overnight."

Catholic Life also wanted feature-rich tools to improve the customer experience. Once again, Lotus Domino Utility Server Express delivered. "From the customer side, we improved the site features in a number of ways," Brice explains. "We built a 'find an agent' tool that allows customers to enter their zip code to find a local sales agent. We added a mailing list sign-up feature and change of address capabilities. And we developed a financial calculator that helps customers evaluate their retirement savings."

#### **Lotus Domino Utility Server Express delivers dynamic content management**

In addition to improving customer functionality, Catholic Life Insurance also wanted content management tools that would allow them to update the Web site without requiring technical expertise. "Catholic Life wanted their marketing staff to be able to manage the content for the Web site dynamically," Brice explains. "For instance, every Fourth of July, Catholic Life hosts a big barbecue for its fraternal members, and the company hoped to share pictures from the party as soon as they were available. The staff needed to be able to update the Web site without having any knowledge of the HTML or JavaScript™ languages."

The content management feature allows more people to post and edit content and it helps preserve limited IT resources. "The content management system allows non-technical people to publish and edit materials to the site without the need for assistance from our IT staff," explains Cortese. "That is crucial because we have limited IT resources. Plus, the staff at Catholic Life can edit a wider variety of content, including multiple types of editorial materials and images."

Ultimately, Lotus Domino Utility Server Express was able to deliver the content management functionality that Catholic Life desired. "Rather than have a separate package like Macromedia Dreamweaver software, where employees would have to jump into the HTML coding, Catholic Life now has something that looks like a word processor, allowing employees to create content and make it look the way they want. Then Lotus Domino Utility Server Express translates that content into HTML," Brice explains. "Making changes to the old site was onerous because they had to track down one of the two people at Catholic Life that knew HTML, but now employees can make immediate changes to the site without having to worry about coding."

*"One of the things I really like about IBM Lotus Domino Utility Server Express is that it is a very good platform for rapid prototyping. If you are gathering requirements and you want to give a customer a sense of what something might look like, nothing really rivals Lotus Domino Express."*

*—Jason Brice  
Senior Software Engineer  
Titan Solutions Group*



### **Lotus Domino Utility Server Express automates content approval workflow**

In addition to permitting dynamic updates to the Web site, Lotus Domino Utility Server Express automates the workflow around the update process. "We built an approval cycle using Lotus Domino Utility Server Express," explains Brice. "Lotus Domino Utility Server Express lends itself to workflow automation, and Catholic Life wanted to have supervisors review content before it went live. A lower level person can now update content such as a press release and save it as a draft. Then a supervisor can approve it before it goes out to the live site."

### **Lotus Domino Utility Server Express offers easy development**

While Catholic Life appreciates the new functionality it enjoys with Lotus Domino Utility Server Express, Brice values the ease of development made possible by the platform. "One of the things I really like about Lotus Domino Utility Server Express is that it is a very good platform for rapid prototyping," he explains. If you are gathering requirements and you want to give a customer a sense of what something might look like, nothing really rivals Lotus Domino Utility Server Express. There is no other tool that allows you to go as quickly from concept to code. As far as prototyping goes, Lotus Domino Utility Server Express is a dream for developers."

### **Lotus Domino Utility Server Express provides a new venue for community building**

Brice believes that the new Catholic Life Insurance Web site will go a long way towards building the community that helps Catholic Life attract new business. "Now they have a much richer site," he explains. "They have a photo gallery with pictures from their events, and other features that contribute to the site's community feel. After all, how many insurance companies that you know of have a Fourth of July barbecue that people actually show up to? Now they can take that sense of community and put it on the Web. Hopefully that will allow them to drive more traffic to the site and garner more business."

All told, the staff at Catholic Life couldn't be happier with their revamped Web site. "Now our online presence matches our offline emphasis on community building," explains Cortese. Our new site is a terrific way to engage members and share our fraternal difference."

### **For more information**

For more information on IBM Lotus offerings, please contact your IBM sales representative or IBM Business Partner, or visit: [ibm.com/software/lotus](http://ibm.com/software/lotus)

You can get even more out of Lotus software by participating in independently run Lotus User Groups around the world. Learn about opportunities near you at: [lotususergroup.org](http://lotususergroup.org)

For more information about Catholic Life Insurance, visit: [catholiclifeinsurance.com](http://catholiclifeinsurance.com)

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February 2007  
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## IBM Business Partner Centric CRM chooses new IBM DB2 9 Data Server over the competition to provide its industry-leading CRM application to companies of all sizes



### Overview

**Centric CRM**  
Norfolk, Virginia, USA  
[www.centriccrm.com/](http://www.centriccrm.com/)

### Products

- \* IBM DB2® 9
- \* IBM WebSphere® Application Server
- \* Centric CRM V4.1



*“We designed Centric CRM to be a true enterprise-class open source application. We wanted the same code to be equally attractive to a one-person shop as to a Global 1000 company. The DB2 9 family fulfills that requirement for our database. The freely distributable, embedded Express C appeals to the small enterprise. Using an identical code base, the DB2 products for the large enterprise give Centric CRM the performance, scalability and availability we need to attract very large customers, who are unlikely to accept a less capable database.”*

— Tom Manos, chief technology officer, Centric CRM

Centric CRM, a leading open source CRM solution provider, migrates its applications to DB2 9 Data Server to provide all its customers, large and small, with optimal performance, scalability and availability.

### Challenge

Until recently, sophisticated Customer Relationship Management (CRM) systems were reserved exclusively for large enterprises. One of the most exciting developments in CRM technology is the emergence of true enterprise-class open source applications.

Centric CRM, which offers an advanced open source CRM system, wanted the ability to build solutions for the full range of possible users, from very large to very small organizations. The IBM Business Partner enabled its Centric CRM V4.1 solution on all editions of DB2 9, including DB2 Express-C, DB2 Express and DB2 Enterprise, as well as Websphere Application Server Community Edition and the priced editions of Websphere Application Servers. Centric CRM has earned advanced status in IBM PartnerWorld®, and is an active member of several IBM PartnerWorld Industry Networks.

### Solution

By enabling Centric CRM V4.1 to run on the new IBM DB2 9 Data Server, Centric CRM gives its customers the ability to grow while running on a solid technology platform that will grow with them.

Centric CRM V4.1 runs on the DB2 9 Data Server that serves the largest companies as well as on DB2 Express 9 for smaller customers and DB2 9 Express C, which is available free of charge for all to use, deploy and distribute upon registration by the IBM Business Partner.

Centric CRM has added support for DB2 9 to its applications because DB2 scales easily from small users up to the most demanding of enterprises. And now with DB2 Express C 9, it offers all the performance and power of DB2 with the lower costs of free and open standards software. The Centric CRM solution also incorporates the IBM Websphere Application Server, both the enterprise and community editions.

### Benefits

The Centric CRM solution allows the company's customers to:

- \* Implement an automatic workflow for lead management
- \* Collaborate and manage customer accounts across divisions
- \* Eliminate redundant effort and increase productivity
- \* Improve customer service
- \* Save time via streamlined processes
- \* Win more business



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# City Furniture increases sales with a unique interior design tool – for use online, in-store or at home.

## Overview

### ■ Challenge

*City Furniture wanted to differentiate itself by creating a new service that permitted customers to easily and inexpensively engage an interior designer through multiple channels.*

### ■ Why Become an

#### **On Demand Business?**

*City Furniture recognized the potential to provide a new, innovative revenue-generating design service that would be easy for customers to use and understand.*

### ■ Solution

*IBM Global Business Services helped City Furniture develop multichannel service solutions, where customers can detail their preferences and budget, select a designer, and view design plans online.*

#### » On Demand Business defined

An enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can respond with speed to any customer demand, market opportunity or external threat.



### ■ Key Benefits

*The Academy of Design (AOD) pilot showed the potential to:*

- *Increase chain-wide sales by eight to ten percent (US\$30 million)*
- *Increase average sales (with AOD packages) from US\$1,500 to US\$7,600*

City Furniture is a South Florida retail home furnishing chain with 21 stores and a 900,000-square-foot distribution center. The chain distinguishes itself through noteworthy customer service, such as its pledge of same-day delivery, seven days a week, on any furniture bought by 3 PM on any given day.

*“What we got from IBM was a lot of brain power. The IBM consultants worked collaboratively with us to really make it happen. They took our vision and helped us translate it into a business process enabled by technology.”*

– Keith Koenig  
CEO and Owner, City Furniture

### On Demand Business Benefits

The Academy of Design (AOD) implementation at its flagship store demonstrated the potential to:

- Increase chain-wide sales by eight to ten percent (US\$30 million)
- Increase average sales (with AOD packages) from US\$1,500 to US\$7,600
- Create new revenue streams, such as model home interior designs
- Generate between 100 and 150 AOD package sales per week
- Generate incremental revenues by possible future licensing of the solution to other non-competing local furniture chains

*“IBM was able to come up with a solution for us that was affordable, yet accomplished all of our goals.”*

– Keith Koenig

### Focused on leading the home furnishing industry

In order to reinforce the chain's leading market position, Keith Koenig, CEO and Owner, City Furniture ([www.cityfurniture.com](http://www.cityfurniture.com)) constantly seeks ways to improve customer service and grow revenues. Listening to his customers, he realized that while many of them expressed little confidence in their ability to develop well-planned interiors, they also balked at the idea—and potential cost—of hiring an interior designer. Koenig saw the opportunity to differentiate his company by providing a first-of-its-kind service to his customers that permitted them to engage an interior designer familiar with the City Furniture portfolio of products easily and inexpensively. City Furniture turned to IBM to put this vision into action.

#### *Envisioning an opportunity*

“I would see levels of indecision amongst my customers, in terms of what they would like, or if it would fit into their design scheme at home,” explains Koenig. “It slowed down decision-making, which slowed down the sales process.” Koenig envisioned a largely self-service kiosk and Internet-based solution that customers could use to interact with a professional interior designer. City Furniture recognized the need to provide a service that would be easy for the customer to understand and saw the potential to drive incremental furniture sales through these interior design services.

With help from IBM consultants, Koenig's initial idea developed into the Academy of Design. After registering at the kiosks within the store, customers can choose interior design packages. The services offered consist of designer time to understand the customer's preferences and budget, and the deliverables are floor plans, color palettes, design plans, design budgets, and recommended furnishings and accessories, as well as a list of contractors and suppliers.

#### *Enabling the opportunity with IT improvements*

IBM Global Business Services and the IBM Center for e-business Innovation in Atlanta helped City Furniture develop the custom business model and innovative applications for its interior design service.

The multichannel solution consists of three distinct applications. The first is an interactive touch-screen kiosk installed in stores, allowing customers to learn about Academy of Design services. The second is a Web site, where customers can add more detailed preference information and view design plans as they are developed by the interior designers. The third is a laptop-based application for use by the designers in the field. Designers can enter information and develop a customized design budget and plan that is printed in the customer's home.

IBM built a secure, scalable and robust Web application architecture that permits the integration of the in-store kiosks, laptop-based designer consultation applications, and the Web-based application with the servers and databases of the Academy of Design. And all these pieces are integrated with point-of-sale systems and systems of record. The custom application runs on scalable, flexible IBM System x servers and uses IBM WebSphere Application Server and DB2 Everyplace software.

All the data collected by the Academy of Design resides in the reliable and secure IBM DB2 Universal Database.™ IBM WebSphere Application Server was chosen to deploy the Academy of Design middleware because of its transaction management capabilities, as well as its security, performance, connectivity and scalability qualities. The Apache HTTP Server processes requests from the Web, laptops and kiosks, while the IBM Kiosk Manager provides the capability to remotely monitor the kiosk devices and send messages, such as request for service, log application data, time-stamped user tracking records, device history and software updates. Finally, Crystal Reports XI Professional Edition from IBM Business Partner Business Objects was chosen to create reports from the Web, kiosk and laptop applications.

#### *Launching the pilot program*

Koenig explains that IBM was a collaborative partner in every step of the Academy of Design launch. "IBM had graphic people to build the look and feel of the whole system, programmers who could make it all work, and business consultants who understood not only the technology but the business outcomes we were striving to achieve," says Koenig. "IBM was able to come up with a solution for us that was affordable, yet accomplished all of our goals."

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## Key Components

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### *Software*

- IBM WebSphere® Application Server
- IBM DB2® Everyplace® Express Edition
- IBM Kiosk Manager
- IBM NetCDS
- IBM Apache HTTP Server
- Crystal Reports XI Professional Edition

### *Hardware*

- IBM Anyplace Kiosk
- IBM System x™

### *Services*

- IBM Global Business Services
- IBM Center for e-business Innovation

### *Business Partner*

- Business Objects
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## Why it matters

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*City Furniture teamed with IBM to deliver a first-of-its-kind multichannel retail solution in the home furnishings industry. The hardened, stable and scalable solution helped City Furniture to ramp up traditional furniture sales, increase customer service, and open up new markets and revenue streams through marketing the solution to other chains.*

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The Academy of Design ([www.theacademyofdesign.com](http://www.theacademyofdesign.com)) is currently running on the Web and at City Furniture's flagship store in Wellington, FL. Koenig plans to implement the solution at each one of his stores within a year. "We're in the early stages, but the outlook is extremely bright, in a number of ways," Koenig says. "We're seeing good sales in our beta sites, and we've seen our average sale with the Academy of Design increase from US\$1,500 to US\$7,600, with some extraordinarily large sales in excess of US\$100,000—and those are the kinds of customers we have never gotten before."

### **Opening up new revenue streams for City Furniture**

Koenig sees the Academy of Design solution opening some doors for his chain. "We're talking to condo and home developers about using the Academy of Design to develop plans for model homes, and beyond that, to integrate furniture sales into the mortgages for new home buyers. Theoretically, you could buy a new home, choose an interior design, have it all furnished within a few days and then pay it off as part of your mortgage," he explains. "Additionally, once we roll it out to all of our stores and really prove the concept, we'll look into licensing the Academy of Design to non-competing local furniture chains in other markets. And for the licensing concept, having IBM as our technology partner immediately gives us added credibility."

### **For more information**

Please contact your IBM representative or IBM Business Partner.

Visit us at:

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## New Holland grows higher customer satisfaction with IBM solution.

### Overview

#### ■ Challenge

*Provide better service to dealers by enabling them to place and manage orders faster and more conveniently, and reduce the inefficiencies of a telephone/fax ordering system*

#### ■ Why IBM?

*IBM was able to quickly offer a proof of concept and a solution that provided software and software services*

#### ■ Solution

*WebSphere HATS solution provides Internet connectivity to host applications, making it easy for dealers to access applications and place orders*

#### ■ Key Benefits

*77% increase in dealer satisfaction for whole-goods ordering processes among New Holland Agricultural dealers as well as New Holland and Kobelco Construction dealers; thousands of dollars saved by reassigning call center employees to higher value work; accelerating inventory improves dealers' bottom lines; receiving orders faster improves cash flow for New Holland; solution launched on time and under budget*



*New Holland streamlined its order entry system by providing a Web-based, self-service solution that dealers can use instead of tying up resources in the company's call center.*

Tracing the history of the New Holland brand and its parent company, CNH America LLC, is like watching the invention and development of mechanized agriculture. One of the world's largest agricultural and construction equipment manufacturers, CNH makes harvesters, balers, tractors, combines and other types of farm equipment and construction machinery.

*“We’ve provided a modern, Web-based order system that makes life easier for our dealers, and thanks to IBM Services and IBM WebSphere HATS, it has been a tremendous success. In fact, dealer satisfaction is up by 77 percent among New Holland dealers for whole-goods ordering processes.”*

*– Tim Lyon, Operations Director,  
New Holland*

## Boosting customer satisfaction by modernizing business processes

### Key Components

#### Software

- IBM WebSphere® Host Access Transformation Services (HATS)
- IBM WebSphere Application Server – Express
- IBM Rational® Web Developer for WebSphere Software

#### Server

- IBM @server® iSeries™

#### Services

- IBM Software Services for WebSphere

#### Business Partner

- Beaver Creek Solutions

The \$12 billion CNH has grown by acquiring other businesses such as the Pennsylvania-based New Holland brand, as well as many other names that are associated with the history of modern agriculture, such as Flexi-coil and the tractor division of Ford Motor Company. New Holland consists of several vertical industry divisions and familiar brand names that have flowed into the giant CNH umbrella. And just as industrialization made less work for farmers, New Holland is adopting innovation in the information technology (IT) industry to make less work for its employees and dealers.

Previously, CNH's Information Technology Division had provided 1,200 North American dealers of New Holland Agriculture, New Holland Construction and Kobelco Construction equipment with a rudimentary system for tracking orders on J.D. Edwards enterprise resource planning (ERP) back ends. Powered by the IBM AS/400® (predecessor of the IBM @server iSeries system), the system required dealers to call or fax in their orders to the New Holland field sales managers or the dealer service center, lowering productivity at both ends. By extending access to host applications through the Internet, New Holland would be able to reduce dependence on their field sales managers and call center by giving the dealers the ability to create, configure, and check the status of orders and cancel them online.

### Harvesting savings and better customer relations

A new wave of innovation hit New Holland's IT infrastructure with the company's "Web-to-host-screen revitalization" project—an initiative for replacing dial-up terminals and plain green screens with the colorful and easy-to-use screens that can be built once, enhanced and published over and over on the Web.

A longtime IBM customer for software and servers, New Holland chose IBM WebSphere Host Access Transformation Services (HATS) instead of an integration product for the iSeries provided by Lansa. The deal was clinched when IBM demonstrated that, with just a few hours of development, New Holland could provide access to its iSeries applications on the Web in a new and more user-friendly format. "The WebSphere HATS demonstration blew us away," says Tim Lyon, operations director, New Holland. "From that moment on, we knew we had a winner."

*"What was amazing to me was how quickly our New Holland support team and solutions delivery could run the application without assistance, after making use of the expertise of IBM and Beaver Creek Solutions."*

–Tim Lyon

### Fast learning curve

Dealers use the new system to order inventory, display and print invoices, track orders, and navigate the supply chain process. The WebSphere HATS software recognizes the iSeries green screens and transforms them into HTML and Java™ technology-based Web pages with all the modern conveniences that Web users expect, such as push buttons, drop-down menus and the use of color.

New Holland worked with Beaver Creek Solutions, an IBM Business Partner specializing in Web-to-host integration, and IBM Software Services for WebSphere to develop the applications with IBM Rational Web Developer for WebSphere Software (formerly known as IBM WebSphere Studio Site Developer). IBM WebSphere Application Server – Express powers the Web-based transactions and interacts with the ERP back end.

“What amazed me was how quickly our New Holland support team and solutions delivery could run the application without assistance, after making use of the expertise of IBM and Beaver Creek Solutions,” says Lyon.

By reassigning call center employees to higher value work, New Holland is saving thousands of dollars. The new solution, called iLogNet, is helping to accelerate dealer inventory, which in turn improves the dealers’ ability to manage their bottom lines. New Holland is also receiving orders more quickly, accelerating cash flow.

“We’ve provided a modern, Web-based order system that makes life easier for our dealers, and thanks to IBM Services and IBM WebSphere HATS, it has been a tremendous success,” says Lyon. “In fact, dealer satisfaction is up by 77 percent among New Holland Agriculture dealers for whole-goods ordering processes.”

### Corporate recognition confirms success

Beaver Creek Solutions helped implement the solution and train the staff to work with the software. Working with Beaver Creek Solutions and IBM, New Holland produced a working prototype in just two months, and the entire project went live one month later.



Originator of many agricultural innovations, New Holland is transforming the way it does business with a Web-to-host revitalization project based on IBM WebSphere HATS.

*“We plan to improve our speed to market in terms of developing seamless flows of information to integrate end to end with our business partners. IBM, WebSphere and the service oriented architecture will be the key components of our ability to do that.”*

*– Ted Post, System Integrator, CNH*

CNH recognized the effort put forth by the IBM, Beaver Creek Solutions and New Holland team by awarding the project its annual CEO Circle of Excellence Award, citing the cross-functional New Holland team for work embodying the company's core values: customer satisfaction, value creation and people involvement. The award citation also makes clear that "The iLogNet online order management project was launched on time and under budget."

### **Planting the seeds of future excellence**

One success begets another: Other New Holland units have signed up to use the WebSphere HATS solution for other systems. These projects will leverage IBM WebSphere Business Integration Server, IBM WebSphere MQ and WebSphere HATS.

"In terms of the foundation that's been laid as a result of the success of the iLogNet project, the impact has been tremendous," says Ted Post, system integrator, CNH. "We have set a clear direction for the technology that's going to be used for projects in the future and for the development of tools to use for those projects."

New Holland is already laying the groundwork for a service oriented architecture by reusing their existing legacy IT assets that they can treat as flexible services. "WebSphere Application Server and the IBM WebSphere Business Integration portfolio will be key to this project because of their flexibility and adherence to open standards," says Post. Right now the group is programming point to point, but the direction of the future is building reusable code for Web services that can interact without custom integration. This will greatly improve New Holland's agility in the marketplace.

"We've done a lot of custom integration with joint ventures, and we know that without a centralized, open, service oriented architecture that allows us to layer on services, we are slowing the business process," says Post. "We plan to improve our speed to market in terms of developing seamless flows of information to integrate end to end with our business partners. IBM, WebSphere and the service oriented architecture will be the key components of our ability to do that."

### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

Visit us at: [ibm.com/websphere](http://ibm.com/websphere)

For more information on CNH, visit:  
[www.cnh.com](http://www.cnh.com)



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Somers, New York 10589  
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10-05  
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## IBM helps COFINANCIAL Web-enable vital mortgage origination tools

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### Overview

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#### ■ **The Challenge**

Mortgage banker COFINANCIAL wanted to raise the bar on customer service by making impressive functionality hidden away in its internal office tools available to customers over the Web while simultaneously improving sales force productivity

#### ■ **Why IBM?**

IBM offers a cost-effective and powerful platform to expose COFINANCIAL home loan tools to potential customers across the United States via their Web portal ([www.eREFI.com](http://www.eREFI.com))

#### ■ **The Solution**

IBM® Lotus® Domino® Utility Server Express software running on an IBM® server® xSeries® 225 server

#### ■ **The Benefit**

IBM Lotus Domino Utility Server Express enables COFINANCIAL to provide more relevant information faster to potential new customers; a new interactive Web site improves employee productivity by automating the mortgage origination process and reducing custom coding; service-oriented architecture development plans anticipate new revenue opportunities



In the mortgage banking business, COFINANCIAL is truly a band of merry men and women in a forest of entrenched monarchs. While the deep-pocketed incumbents race to concoct ever more creative home financing schemes, COFINANCIAL offers its customers a truly novel product—low interest rates and complete transparency. Since it was founded in 1996, the 10-person Milford, Michigan-based outfit has banked on its ability to use technology to drive down the time and cost associated with originating mortgages.

In fact, COFINANCIAL takes great pride in its mortgage banking philosophy. “We approach the mortgage banking industry from the exact opposite view of our competitors,” explains Kurt Harlow, president of

*“In effect, IBM Lotus Domino Utility Server Express allows me to clone my sales force by automating a number of tasks they used to perform manually while at the same time removing the potential for human error. We can now deliver more accurate information in a more timely fashion.”*

—Kurt Harlow,  
President,  
COFINANCIAL

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## Key Components

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### Software

- IBM Lotus Domino Utility Server Express
- Lotus 1-2-3

### Servers

- IBM @server xSeries 225
- 

*“We’re interested in educating customers and letting them make smart decisions. Thanks to our new IBM Lotus Domino Utility Server Express–powered Web site, we can maintain our corporate ethics while attracting new and smarter customers.”*

*–Kurt Harlow,  
President,  
COFINANCIAL*

COFINANCIAL. “Our competition does everything it can to delay discussion of actual rates and closing costs until the end of the process. By contrast, we provide our rates and closing costs up front. We are determined to offer the information customers want without making them jump through hoops to get it. We are exponentially more customer-centric than our competition.”

Thanks to the smart use of technology, COFINANCIAL has been able to compete in a tough business while maintaining its ethics and offering customers more informed decision making. “My approach has always been to use technology to answer the tough questions up front,” Harlow explains. “Partly, this was out of necessity—many of our local customers are engineers. They tend to be very knowledgeable, educated and good at math and decision making. In order to lower the cost and time of originating a mortgage, I simply had no choice but to use technology to provide good answers to my customers’ tough questions in a timely fashion.”

### **COFINANCIAL uses Lotus to offer unrivaled rate information**

In order to deliver the information that his customers require, Harlow developed a series of spreadsheets of impressive complexity to crunch the many numbers that go into determining the best borrowing options. By entering a handful of parameters, Harlow is able to calculate rapidly the most appropriate mortgage offerings based on the current state of interest rates and specific customer requirements. The Lotus 1-2-3 spreadsheets became a back-end business instrument of critical importance.

“Originally, I simply set out to create a number of shortcuts to answer my customers’ questions quickly, effectively and accurately,” explains Harlow. “But based on the unique formulas I created, the Lotus spreadsheet soon delivered a very precise algorithm for finding the best mortgages and lowest rates from a number of competing lenders. It may sound simple, but behind the scenes, a series of spreadsheets compares tens of thousands of offerings overlaid with underwriting and program guidelines to give the most practical offering based upon a specific customer’s needs.”

However, in order to receive the information, customers had to call a loan representative and stay on the line while the employee input the appropriate values. “If a customer called, we could give them the most up-to-date information,” explains Harlow. “But once I had the spreadsheets perfected, I wanted to make the functionality available via the Internet. Not only would this help us attract more business, it would offer customers a better deal, since a loan officer is typically a commissioned employee. I figured if I could put my special formulas on the Internet, I could cut out the middleman, which would lower my costs and give my customers a better deal.”

### **IBM Lotus Domino Utility Server Express Web-enables spreadsheet functionality**

In order to offer the functionality of the spreadsheets on the Web, Harlow turned to IBM Business Partner NuTechs. "At first we didn't think it was possible," explains Sam Juvonen, senior consultant at NuTechs. "Then we came up with a novel solution: If we installed IBM Lotus Domino Utility Server Express, we could enable customers to fill in their own parameters on the company Web site. The server could pass those figures to a unique copy of the spreadsheet. Then, behind the scenes, the spreadsheet could crunch the numbers and return the answers to the server, which could then populate the Web page with the customer's requested information."

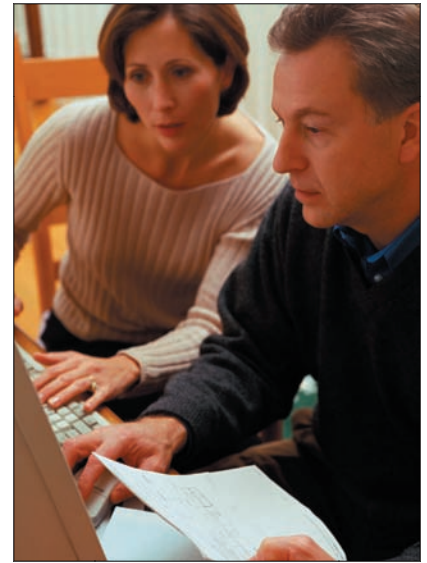
### **IBM Lotus Domino Utility Server Express transforms the COFINANCIAL Web presence**

Thanks to the installation of IBM Lotus Domino Utility Server Express, the COFINANCIAL Web site has been transformed from a static information vehicle to an interactive application of profound usefulness. Foremost among the enhancements is the Rates engine feature, which allows customers to see the best interest rates based upon their particular needs. "Without requiring the customer to disclose any personal information, the Rates engine can tell customers the lowest interest rates available," explains Harlow. "A lot of our larger competitors seem more interested in just originating loans, regardless of whether or not the terms of the loan are in the best interest of a specific customer. By contrast, the COFINANCIAL Rates engine takes the most consumer-oriented approach by giving customers the true bottom line. It not only lets them compare rates, it ultimately helps them make more informed decisions."

In addition to the Rates engine, Lotus Domino Utility Server Express has helped COFINANCIAL develop its RateWatch notification service. "Lotus Domino Utility Server Express has allowed us to offer a service that alerts customers when interest rates hit desired levels," says Harlow. "In other words, a customer can be e-mailed when, for example, a US\$350,000 30-year fixed loan hits 5-3/8 percent. There are no other services on the Web that compare to our Rates engine and our RateWatch notification service."

### **IBM Lotus Domino Utility Server Express offers the right functionality at an attractive cost**

Part of the appeal of Lotus Domino Utility Server Express was the flexible licensing options that come with the product. "COFINANCIAL is a small company



*“COFINANCIAL is a small company that cannot afford to overspend on its IT purchases. The IBM Lotus Domino Utility Server Express license allows COFINANCIAL to buy the server and write programs that can be exposed via the Web without forcing the company to purchase additional client access licenses.”*

*—Walt Seymour,  
Vice President,  
NuTechs*



*“COFINANCIAL employees can update or change pages on the fly without revealing the inner workings of the underlying business logic to competitors. Lotus Domino Utility Server Express provides a powerful content management platform.”*

*—Walt Seymour,  
Vice President,  
NuTechs*

that cannot afford to overspend on its IT purchases,” explains Walt Seymour, vice president at NuTechs. “The IBM Lotus Domino Utility Server Express license allows COFINANCIAL to buy the server and write programs that can be exposed via the Web without forcing the company to purchase additional client access licenses. Plus, as a small company, COFINANCIAL doesn’t need the various IBM Lotus Domino messaging applications. With IBM Lotus Domino Utility Server Express, COFINANCIAL gets exactly what it needs without having to purchase unnecessary licenses or applications.”

### **IBM Lotus Domino Utility Server Express provides a powerful development platform**

IBM Lotus Domino Utility Server Express also offers significant development advantages over other server platforms. “The IBM Lotus Domino family uses the LotusScript language, which makes it very easy for the server to communicate with Microsoft® Windows® programs,” explains Juvonen. “With a platform like Microsoft .NET, it would have been a lot harder for us to implement this solution. From a cost and time-to-market perspective, there is a lot of value in the IBM Lotus Domino development tools.”

In fact, IBM Lotus Domino Utility Server Express significantly reduced the amount of custom coding needed to deliver the interactive Web site features COFINANCIAL was looking for. “IBM Lotus Domino Utility Server Express requires much less coding of custom components,” Jovenen continues. “Using Lotus Domino, you can automate many things that would otherwise require custom coding. For example, when we Web-enabled the COFINANCIAL RateWatch application, we didn’t have to do any Java™ or HTML coding. With the Lotus Domino development tools, we can add functionality or change the flavor of applications via a single graphical user interface environment.”

### **IBM Lotus Domino Utility Server Express simplifies Web site management**

While Lotus Domino Utility Server Express delivers impressive functionality at an attractive cost, it also delivers additional dividends in the form of simplified site management. “With Lotus Domino Utility Server Express, we re-architected the Web site with a new structure that lets COFINANCIAL do all of the administration,” explains Seymour. “COFINANCIAL employees can update or change pages on the fly without revealing the inner workings of the underlying business logic to competitors. Lotus Domino Utility Server Express provides a powerful content management platform.”

### **COFINANCIAL plans to use IBM Lotus Domino Utility Server Express as the basis of a service-oriented architecture**

Currently, COFINANCIAL has plans to upgrade from IBM Lotus Domino Utility

Server Express V6 to V7 in order to transform the Rates engine functionality into a Web service that can be repackaged and sold to other mortgage bankers through a service-oriented architecture. "When we upgrade to V7, I will be able to pass the information seen on the COFINANCIAL Rates engine to other companies as raw data using XML," explains Harlow. "In other words, we will be able to sell the Rates engine application to competitors as a service without revealing the proprietary business logic driving it."

Ultimately, by repackaging the Rates engine and delivering it as a service, COFINANCIAL can augment its existing revenue streams. "COFINANCIAL will have two avenues for earning money from the Rates engine," explains Juvonen. "It will have one product that is branded as a COFINANCIAL product on its Web site and another that delivers the same back-end data through a service-oriented architecture to other companies that are interested in offering the same functionality."

### **IBM Lotus Domino Utility Server Express results in lower costs and improved customer satisfaction**

While Harlow has grand plans for the future of his Rates engine and RateWatch applications, he has also witnessed a dramatic reduction in costs and increased efficiencies from his current implementation of IBM Lotus Domino Utility Server Express. "In effect, Lotus Domino Utility Server Express allows me to clone my sales force by automating a number of tasks they used to perform manually while at the same time removing the potential for human error," Harlow explains. "The information we used to provide on the phone is now available 24/7 on the Web. We can now deliver more accurate information in a more timely fashion."

All told, IBM Lotus Domino Utility Server Express has become a cornerstone for future success at COFINANCIAL. "We're in a very competitive business," explains Harlow. "Our customers want us to tell them the bottom line, give them the tools they need to make an informed decision and let them compare our products against those of competitors. At the same time, they don't necessarily want to divulge personal information like names, phone numbers and social security numbers. We're interested in educating customers and letting them make smart decisions. Thanks to our new IBM Lotus Domino Utility Server Express-powered Web site, we can maintain our corporate ethics while attracting new and smarter customers."



### For more information

For more information on IBM Lotus Domino Express offerings, please contact your IBM sales representative or IBM Business Partner, or visit:

[www.lotus.com/dominoexpress](http://www.lotus.com/dominoexpress)

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Somers, NY 10589  
U.S.A.

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December 2005  
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## Curbstone shaves development time, achieves security standards earlier in providing credit-card processing software

IBM middleware and encryption software from CFXWorks enable essential validation and expanded e-commerce base



### Overview

#### The Challenge

*To save more than a year of development expense in a quest to offer merchants software with greater functionality and strong security for credit-card processing*

#### The Solution

*Curbstone chose IBM DB2® Universal Database for iSeries, IBM Toolbox for Java and IBM WebSphere® Application Server – Express; CRYPTOeServer from CFXWorks; and the Linux® operating system*

#### The Benefit

*Curbstone more than doubled its customer base in 2005 and accelerated the collection of recurring support revenue -- a full year sooner than otherwise possible*

Two Georgia-based companies — CFXWorks, Inc., and Curbstone Corporation— were in a successful supplier/reseller relationship when Curbstone, in late 2004, began development of new software that would expand its niche in the credit-card market. CFXWorks, a specialist developer of encryption software, had already been supplying the encryption layer that Curbstone integrated into its initial Curbstone Card versions.

Ira Chandler, president of Curbstone, said he realized that merchants using the IBM eServer iSeries had a need for more capable and affordable credit card payment-processing software, compliant with the latest Visa CISP/PCI security standards. (The IBM eServer® iSeries™ was renamed in January 2005 to IBM System i5®.)

Curbstone hit a bull's-eye with its credit-card processing software, which included an encryption layer from CFXWorks, winning customers across a wide range of industries. The success was then accelerated with additional licensed encryption software from CFXWorks. The solution also featured IBM DB2 Universal Database® for iSeries, for secure storage of encrypted data and digital signatures; IBM Toolbox for Java, for assembly and integration of Java code; IBM WebSphere Application Server – Express, an out-of-the-box solution for managing simple yet dynamic Web sites with an easy-to-use Web application

*“For our market, DB2 is a great selling point because the customer can build on the mainframe-class strengths of the iSeries.”*

Ira Chandler,  
president,  
Curbstone Corporation

## Company chiefs use same word to describe benefits of being IBM Business Partner –‘invaluable’

### Benefits

- Gained a jump on new market opportunities a year sooner than otherwise
- Sailed through an encryption-standards compliance audit as an essential first step for adding complete solutions for merchants in the commercial payment-card field
- Assured itself of leading-edge, yet affordable, encryption technology that keeps solutions attractive for small to mid-range market segments
- Realized “spectacular” return on investment

server and a development environment; and the Linux operating system, hosted on an IBM Netfinity® 3000 Server and used for developing and testing the Java code that performs the secure communications to the authorization networks.

By year-end 2005, Curbstone had more than doubled its customer base and collected recurring support revenue a year earlier than expected. “Spectacular” is how Chandler described the return on investment.

Curbstone and CFXWorks are both IBM Business Partners. Curbstone was founded in 2002 and is headquartered in Ball Ground, Georgia. CFXWorks was founded in 1993 and is headquartered in Duluth, Georgia.

Chandler attributes other results as well to the solution from IBM and CFXWorks. They include Curbstone’s ability to connect its iSeries payment software to non-iSeries servers, including IBM zSeries®, pSeries® and xSeries®. And they include new offerings that were certified compliant with mandatory Visa security standards.

For the new offerings, Chandler and his developers realized that CFXWorks had a product — CRYPTOeServer — that included what they needed for compliance with the strong data encryption standards required by Visa and known as CISP/PCI, and for the secure communications required by the authorization networks.

Also important: Curbstone was satisfied that CFXWorks could ensure that sensitive encrypted data could be stored securely in files on iSeries servers using IBM DB2 Universal Database for iSeries. “For our market, DB2 is a great selling point because the customer can build on the mainframe-class strengths of the iSeries, eliminating the costs of database administration and operating system incompatibility that plague other databases,” Chandler said. “And, the newest version, for OS/400®, brings additional enhancements to the performance, usability and diagnostic features in DB2,” he said.

Curbstone required secure communications to the various authorization networks and a solid interface to IBM WebSphere Application Server -- Express for customers doing e-commerce. In all these respects, CFXWorks fit the bill.

### Confident in deep skills

“We knew from experience,” Chandler said, “that CFXWorks and particularly its founder, Al Nickles, had deep skills in secure data storage and communications. Given their status as an IBM Business Partner, we were also confident that CFXWorks would continue to be well-supported by IBM, especially in keeping current with versions of OS/400.”

*“Our product is horizontal and works for any industry, so it’s a big plus to network easily with other ISVs.”*

Ira Chandler,  
president,  
Curbstone Corporation



Central to the growth plan was a Linux operating system to be used as the development and test base. “Linux offers great flexibility for unique communication configuration testing,” Chandler said. “And there’s a wealth of Linux-based tools available that are not generally found on proprietary operating systems. For example, we use a number of Linux tools, such as communications trace tools, and scripting languages like PHP, and programming languages like Python and Perl. We also like the fact that the Linux file system is very easy to access.”

Chandler knew that Linux and Java are supported on all IBM hardware platforms. He also knew that CFXWorks could provide the direct interface to the OS/400 application-development language, RPG. “Everything had to interface seamlessly with our own RPG-based management software layer,” he said.

“The Java Virtual Machine component of OS/400 was critical,” he said, “because we wanted the Java code we wrote and debugged on Linux to be tested directly against our RPG-based management layer and DB2 files on the iSeries. We could connect the secure communications code straight from Linux development platforms to our RPG layer on the iSeries for ultimate delivery of a truly native product. And, thanks to the amazing IBM Toolbox for Java, included in the operating system, we can extend the iSeries functionality to any other Java platform.”

Chandler also had praise for a WebSphere feature called WebSphere Rapid Deployment. This is a framework that helps automate the most common and tedious aspects of building and deploying Java applications. “It makes the deployment of applications much simpler — very important for our customers on the iSeries,” he said. “The many ways that WebSphere can use native iSeries data and programs makes it the most appealing application server. And the Express package comes at a very affordable price.”

### Licensing costs kept low

“The alternatives to CFXWorks,” said Chandler, “were not viable. The CFXWorks technology was superior. To risk doing the development ourselves would have taken more than a year’s work for two full-time developers, and we had immediate sales opportunities we couldn’t afford to lose. Finally, conventional encryption licensing costs would have made our software unaffordable.”

Nickles, who is chief executive officer of CFXWorks, said he had geared the licensing programs of CFXWorks products specifically to be affordable for the small and medium-size market. “While keeping it affordable, we haven’t compromised a thing for high function and support. We can scale our products, deployment, and licensing for large enterprises too,” he said.

By March of 2005, Curbstone’s developers had successfully embedded CRYPTOeServer into their new version.

One more hurdle still had to be cleared, however. Curbstone software had to be pass muster with the Visa CISP/PCI payment application best practices

## Key Components of the Curbstone Solution

### Software

- IBM DB2 Universal Database for iSeries
- IBM Toolbox for Java
- IBM WebSphere Application Server—Express
- CRYPTOeServer from CFXWorks
- Linux operating system

### Hardware

- Seven IBM eServer iSeries models, all current models
- One IBM Netfinity 3000 server

*“While keeping it affordable, we haven’t compromised a thing in terms of high function and support. We can scale our products, deployment and licensing for large enterprises too.”*

Al Nickles,  
chief executive officer,  
CFXWorks, Inc.

standards. In November 2005, Curbstone's new offering was validated by an independent security auditor as fully compliant.

### Industry networks that work

Chandler and Nickles used the same word — “invaluable” — to describe the benefits of being an IBM Business Partner. “Our product is horizontal and works for any industry,” said Chandler, “so, it’s a big plus to network easily with other ISVs who need payment-processing capabilities, whether it’s for call-center support, retail points of sale, recurring billing, or e-commerce.”

Curbstone and CFXWorks participate in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries -- or serves small, medium or large companies -- IBM has the technology and resources to help members more effectively meet their clients' needs.

Curbstone is a member of the automotive, insurance, retail and wholesale networks. CFXWorks is a member of the government network. Both are “optimized,” which means they have developed further specialization by optimizing their applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are banking, education and learning, electronics, energy and utilities, fabrication and assembly, financial markets, healthcare and life sciences, media and entertainment and telecommunications.

### For more information

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For more information about ISV resources from IBM PartnerWorld®, visit: [ibm.com/partnerworld/industrynetworks](http://ibm.com/partnerworld/industrynetworks)

To learn more about CFXWorks, visit: [cfxworks.com](http://cfxworks.com)

To learn more about Curbstone, visit: [curbstone.com](http://curbstone.com)

*“We knew from experience that CFXWorks.....had deep skills in secure data storage and communications.”*

Ira Chandler,  
president,  
Curbstone Corporation



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## DeVry, Inc., improves project oversight of its higher-education companies with portfolio management

Solution from IBM and Three Olive Solutions helps project managers reduce cycle time and improve efficiency, productivity



### Overview

#### The Challenge

*To provide portfolio management and utilization tools to maximize use of limited IT resources and facilitate achievement of strategic goals*

#### The Solution

*IBM DB2® Universal Database® Express Edition, IBM eServer® xSeries® running Linux™, IBM Software as Services™, IBM WebSphere® Application Server – Express and Portfolio Intelligence™ from Three Olive Solutions*

#### The Benefit

- *Reduced project cycle time*
- *Improved efficiency and productivity*
- *First time IT management can confidently discuss projects and resources*

DeVry University is one of the largest universities in the United States. It was founded in 1931 in Chicago by Dr. Herman DeVry as DeForest Training School to prepare students for technical work in electronics, motion pictures, radio and later television.

Now known as DeVry, Inc., after the merger of DeVry Institutes and the Keller Graduate School of Management, it is a classic example of vigorous, but measured growth through acquisitions. The acquisitions include the Bell and Howell Education Group; Becker CPA Review, now Becker Professional Review; Ross University, one of the largest medical and veterinary schools in the world; and Deaconess College of Nursing.

Meanwhile, each division within DeVry, Inc., has been expanding

and moving into new areas, such as DeVry University offering a bachelor's degree program in game and simulation programming.

If DeVry helps students deal with an increasingly complex technical world, it does so by harnessing the power of information technology to meet the needs of students, faculty and administration. The scope of its operations is staggering: 80 locations throughout the United States and Canada, DeVry University Online, a student population of 46,000, the construction of six to eight new sites each year and undergraduate programs in virtually every imaginable technical career field, from network and communications management to biomedical engineering technology.

***“IBM attracts a lot of attention, and it does a lot to promote Business Partners. They are not trying to compete with us.”***

Steve Chamberlin,  
president and CEO,  
Three Olive Solutions

# IBM is a 'roll-up-your-sleeves' partner and helps get issues resolved, says Business Partner CEO

## Benefits

- Improved awareness of various projects
- Reduced time in completing projects
- Improved efficiency and productivity
- Added information about projects, resources

## Getting to the front of the line

Because DeVry has a critical need for technology to carry out its mission, it is no wonder that many growth projects were in constant competition for scarce IT resources. Bob Kropidoski, IT director, business technology, at DeVry, said, "Obviously, there was pressure from various groups to push their own projects to the front of the line. As a result, existing projects got pushed back, and some just fell off the charts," Kropidoski continued. "We used to manage our portfolio of projects with spreadsheets and file folders and, literally, on the back of the door, in one of the offices where we had a whiteboard."

To meet the IT needs, DeVry turned to IBM and Three Olive Solutions, an IBM Business Partner, headquartered in Elmhurst, Illinois. The main component is Portfolio Intelligence from Three Olive, which enables DeVry to automate its operations through integration and workflow across the entire project lifecycle.

Included in the solution is IBM WebSphere Application Server—Express, a cost-effective solution providing fast and productive development, deployment and management of dynamic Web sites, and IBM DB2 Universal Database Express Edition, a low priced full-functional relational database. Also included is IBM eServer xSeries running Linux, a flexible operating system using open standards, which allows for choice, flexibility and security.

Because it is a Software as Services solution from IBM, meaning a Web-based hosting service, it didn't require a major investment in IT or staff training. Software as Services provides clients access to business functionality remotely as a service. Costs are lower because they are aligned with usage, minimal up front expense, rapid implementation and reduced risk.

Kropidoski knew he wanted a system that DeVry could "grow into." He saw immediately that Portfolio Intelligence from Three Olive was what he needed. The entire system went online over the 2005 New Year's weekend.

Three Olive held a couple of consulting sessions with DeVry, then on Friday before the New Year, DeVry sent over an updated set of data. On Tuesday, Three Olive delivered a customized training session to DeVry's key portfolio administrators, and they were off and running – generating their first project reports in just two weeks.

## A reduction in overall project cycle time

The system is turning in impressive results at DeVry. Kropidoski said he sees a reduction in overall project cycle time and an improvement in his department's overall efficiency. He also is able to give his clients more information about where their projects stand at any point in time.

"Our IT team works on everything from supporting our wide area network (a telecommunications network dispersed across the United States) to maintaining our administrative and instructional applications," Kropidoski said. "In addition

to supporting the operational systems associated with business activities, we must also ensure that we are supporting the events associated with higher education, including student admissions, registration, Title IV Financial Aid delivery, instruction and grading. This diversity creates a strong need for applying the correct resources to the correct situations.”

### **Walking in with confidence**

Most importantly, Kropidoski can now walk into the firm’s monthly steering committee meetings with confidence. These are key meetings with the chief information officer, senior level vice presidents and business managers. He now knows exactly what’s being worked on and where the projects are in the pipeline.

“Maybe the most important improvement to our operations is the ability to discuss what’s coming down the pipeline next, and how that may impact our bandwidth to handle existing projects,” Kropidoski said. And the steering committee meetings are much more interactive now because business managers have the data they need from Portfolio Intelligence, so they can see a clear picture of what’s being worked on and where the resources are being deployed, and this helps them pick better projects.

### **The next steps**

DeVry is enthusiastic about the business value that Portfolio Intelligence brings to the organization. Kropidoski said he next wants to use Portfolio Intelligence to measure the success and value of completed projects. “We’ll go back to see if we met all the criteria: are we generating revenue, have we broken anything, did it come in on time?” Right now, the DeVry CIO is using it and often comes to Kropidoski with follow-up questions.

“DeVry needs to keep pace with curriculum changes required by our industry partners in order to remain competitive,” said Kropidoski. “As a result, our ability to manage and work on the correct projects is essential to our success.”

### **“A roll-up-your-sleeves” partner**

At the start, Portfolio Intelligence ran on non-IBM platforms. But when the firm became an IBM Business Partner in October 2004, Three Olive was nominated to participate in the IBM Innovation Center in Chicago, and officials used that occasion to port Portfolio Intelligence to IBM platforms, including IBM eServer xSeries running Linux, and IBM WebSphere and IBM DB2 middleware.

Steve Chamberlin, president and chief executive officer of Three Olive, said the IBM Innovation Center did a lot of the work in porting the Three Olive offering. “They were a roll-up-your-sleeves partner and helped get issues resolved.”

Three Olive was founded in 2003 by Chamberlin and Bob McMurray. They wanted to develop software solutions to help executives and managers of small and medium sized companies become effective leaders within their organizations. Its flagship offering, Portfolio Intelligence, an on-demand project portfolio management solution, was released into production in April 2004.

## **Key Components of the DeVry Solution**

### **Software**

- IBM WebSphere Application Server -- Express
- IBM DB2 Universal Database Express Edition
- Linux operating system
- Portfolio Intelligence from Three Olive Solutions
- IBM Software as Services

### **Hardware**

- IBM eServer xSeries

*“We used to manage our portfolio of projects with spreadsheets and file folders and, literally, on the back of the door . . . “*

Bob Kropidoski,  
IT director,  
business technology,  
DeVry, Inc.

Three Olive participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries -- or serves small, medium or large companies -- IBM has the technology and resources to help members more effectively meet their clients' needs.

Three Olive is a member of the education and learning and fabrication and assembly networks and is "optimized" in each, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are automotive, banking, electronics, energy and utilities, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

#### **"A ticket into the future"**

"IBM Business Partner programs are rich in benefits," Chamberlin said. "Like, getting us connected to fabrication and assembly industry groups. IBM attracts a lot of attention, and it does a lot to promote Business Partners. They are not trying to compete with us. They put together the infrastructure, and then help us sell our products."

And, Chamberlin has another kudo for IBM – its work in Service Oriented Architecture (SOA), which is a cornerstone of the future for Three Olive. SOA is an application

framework that takes everyday business applications and breaks them down into individual business functions and processes called services. SOA enables companies to build, deploy and integrate those services independent of applications and the computing platforms on which they run – making business processes more flexible.

"This is a ticket into the future," Chamberlin said of SOA. "IBM middleware is already built on the firm foundation of SOA principles, and that enables Portfolio Intelligence to integrate better with other services across customer enterprises to give them more flexible, efficient solutions."

#### **For more information**

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To learn more about Three Olives Solutions, visit: [3olivesolutions.com](http://3olivesolutions.com)

To learn more about DeVry: visit [devryinc.com](http://devryinc.com)



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## DOV Pharmaceutical adds global reach, cuts costs, lowers risks with advanced clinical trial management system

Solution from IBM and Winchester Business Systems improves collaboration, communication among researchers and managers



### Overview

#### The Challenge

*To quickly achieve global capabilities in managing complex clinical trials for new drug therapies*

#### The Solution

*IBM Lotus Domino Express 6.5.4, IBM Lotus Notes 6.5.4, IBM Lotus Sametime 6.5.1, IBM eServer xSeries, plus Protocol Manager, Version 7 and adWATCH-AE, Version 7 from Winchester Business Systems*

#### The Benefit

*Customer achieved immediate leap forward in global operational capabilities, with anticipated cost savings of \$3 million by year-end 2006*

Let's say your company is a growing U.S. biopharmaceutical and has potential drug therapies in development that may have strong applicability in overseas markets. Suddenly you're looking at managing clinical trials with patients, doctors and researchers at 50 different sites across the globe, in places like India, Israel and Guatemala, as well as in the United States.

A domestic clinical trial by itself (without global sites), is a complex and delicate process—keeping track of a host of activities and milestones, keeping them on time and in compliance with the stringent oversight of the U.S. Food and Drug Administration. A report by the Tufts Center for the Study of Drug Development has cited clinical trials as the main contributor to the upward cost

spiral in bringing a new prescription drug to market in the United States. The cost to bring a new drug to market now averages more than \$880 million and extends over 10 to 15 years.

You've managed previous clinical trials using basic IT support and paper-based documentation: spreadsheets, conventional e-mail, faxes, overnight mail and the like. Now, the global coordination will be vastly more complicated, and any misstep could have costly consequences in delaying FDA approval.

*“The extraordinary robustness of Lotus Notes and Domino and the IBM hardware once again justified our choice of this strategic solution platform.”*

Mike Regentz,  
managing director,  
Winchester Business  
Systems, Inc.

# IBM PartnerWorld Industry Networks makes for tighter integration with Winchester for further evolution of specialized solutions

## Benefits

- Rapid improvement in global management capabilities while lowering development and operational costs
- Improved internal and external coordination of delicate clinical trial processes
- Risk of human error lowered through automation of critical steps
- Reduced need for time and travel to collaborate, evaluate, and report

## Decisive wins

That was the challenge facing DOV Pharmaceutical, Inc., of Hackensack, New Jersey, in late 2004. DOV chose Protocol Manager™, a clinical trial management solution (CTMS) from IBM and Winchester Business Systems, Inc., an IBM Business Partner specializing in the healthcare and life sciences industry. Winchester, which was founded in 1989, is headquartered in Woburn, Massachusetts.

Meeting the challenge demonstrated how IBM and Winchester brought exactly the right focus to a customer problem and also led to marketplace wins for IBM and Winchester. IBM Lotus Domino® Express, Lotus Notes® and Lotus Sametime® have been implemented, and in the second quarter of 2006, Lotus Domino and Lotus Notes mail will replace Exchange and Outlook from Microsoft. Winchester's clinical software suite, Protocol Manager, Version 7 and adWATCH-AE, Version 7 were chosen by DOV over competitors, signifying that Winchester was able to provide a more complete solution.

The new CTMS was implemented in the spring of 2005, and after only a few weeks DOV managers were confident they were on track toward a positive return on investment by year-end 2006, with the ultimate goal of trimming \$3 million off corporate operational and drug development costs in the same timeframe.

AnnMarie Dodson, DOV director of information technology, said, "The \$3 million in anticipated savings derives from improved productivity among people collaborating more effectively across a variety of corporate operations and clinical trial processes. The automation and workflow improvements are obvious even at this early stage."

*"Missed arrivals and past expiration dates are costly.....What we've basically done is eliminate many of the opportunities for human error."*

AnnMarie Dodson,  
director of information technology,  
DOV Pharmaceutical, Inc.

## Pull versus push

"Pull" technologies are the heart of those improvements. As explained by Mike Regentz, Winchester managing director, "Conventional e-mail is an example of 'push' technology, where nothing happens until someone sends a message—pushes it down the line—to someone else. With 'pull' technologies, everybody in an organization can pull up the same trial documents at the same time and have collaborative online discussions."

Regentz continued, "Groupware may involve shared workspaces in which information can be created and used by all members of a group. Various groupware capabilities may maintain security and document integrity and, for everybody in the group, keep track of any changes, comments, to-dos, reminders, and so forth."

IBM Lotus Domino is also a rapid application development platform for new collaborative applications. Regentz said IBM Lotus is "the most robust, stable and scalable groupware there is," so Lotus Notes and Domino became the strategic platform on which Winchester would build and evolve its products.



The solution Winchester designed for DOV is a Domino-based clinical trials management system, called Protocol Manager. It helps manage time-critical information, regulatory documents, budgets and schedules about investigators, patients, clinical-trial staff and all related components of a clinical trial. The main components reside on three IBM eServer xSeries 346 systems.

Other important steps in the clinical trials process are case management and the tracking of adverse events (i.e., any negative or dangerous effect that may be experienced by a patient and caused by a drug or medical device). These steps are managed by adWATCH-AE from Winchester. adWATCH-AE is integrated into the clinical trial management process and automatically ensures that any adverse effect is noted and filed with the appropriate regulatory agency and the FDA. In the system previously used at DOV, adverse-effect reports had to be done manually in a time consuming process always subject to human error.

### **Instant messaging proves itself**

More benefits of the Lotus Notes and Domino product set emerged during the application development and deployment phase. As Dodson explained, "We saw the Winchester team using Lotus Sametime instant messaging for quick communications and the Web conferencing capabilities to collaborate and demonstrate how everything worked. We were impressed. Obviously this same tool could be used for collaboration among DOV employees and our contractors around the world. It's secure and amazingly effective."

Then there was e-mail. As Regentz explained, "It quickly became evident that the DOV applications and business model would need a more robust e-mail solution. That would entail replacing Microsoft Outlook and Microsoft Exchange with IBM Lotus Notes and Domino, and that's what we're doing now as we close out 2005."

The decision to implement new technology and change existing technology is not made lightly. So what are the benefits that DOV saw? Dodson cited a few in particular:

- By enabling DOV internal staff to better manage far-flung clinical activities, the new solution reduces DOV reliance on more expensive contractual arrangements with outside vendors for coordination and reporting tasks.
- By harnessing the instant messaging and Web conferencing power of Lotus Sametime, DOV managers and operational experts now conduct training, provide updates, and collaborate with researchers in the field faster, cheaper and just as effectively as they would in face-to-face meetings without leaving Hackensack headquarters. Time and dollar costs of travel, hotels and out-of-town meetings are avoided.
- Through the automated monitoring and reporting of Winchester Protocol Manager and the adverse-event alerts from Winchester adWATCH-AE, DOV improves the timing and coordination of critical trial events. These are often simple things, like ensuring that a fresh drug delivery gets to a remote research site precisely when the patient and clinician are ready to use it. "Simple? Yes," said Dodson, "but missed arrivals and past expiration dates are costly, as anybody in the biopharm business can tell you. What we've basically done is eliminate many of the opportunities for human error."

## **Key Components of the DOV Solution**

### **Software**

- IBM Lotus Domino Express 6.5.4
- IBM Lotus Notes 6.5.4
- IBM Lotus Sametime 6.5.1
- Winchester Protocol Manager, Version 7
- Winchester adWATCH-AE, Version 7

### **Hardware**

- IBM eServer xSeries 346

***"Our IBM relationship and the fact that our products were built on the IBM Lotus platforms had also made a favorable impression."***

Mike Regentz,  
managing director,  
Winchester Business Systems

Dodson first became aware of Winchester capabilities when she visited its booth at a Drug Information Association Conference in 2001. As Winchester's Regentz recalled, "Apart from our own capabilities, clearly our IBM relationship and the fact that our products were built on the IBM Lotus platforms had also made a favorable impression."

### The choice is made

By 2004, Dodson had narrowed her options on the clinical trial management system to a choice between a comprehensive IBM and Winchester solution and two competitive solutions – each of which would have addressed a different subset of the overall requirements. By year-end 2004, the IBM and Winchester proposal had won.

After that, things moved fast, first with a two-week consulting engagement in which Winchester worked with Dodson's project team to lay out implementation plans. DOV launched informational campaigns for the benefit of the 50 DOV personnel who would be most intimately involved with the new system.

Equally involved were the 75 to 100 people at DOV's outside contractor organizations around the world—those who would be coordinating and reporting from the field. By August 2005, Regentz said, "Protocol Manager was running smoothly and adWATCH-AE was kicking into gear. The extraordinary robustness of Lotus Notes and Domino and the IBM hardware once again justified our choice of this strategic solution platform."

### IBM Business Partner benefits

The success of the solution and deployment are directly related to the strength of the teaming between Winchester and IBM. The breadth of IBM offerings and the industry expertise of Winchester combined to provide several winning solutions for DOV.

Winchester Business Systems, Inc., an advanced IBM Business Partner, is also an industry optimized member of the healthcare and life sciences industry. That means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

### For more information

Please contact your IBM sales representative or IBM Business Partner. Or, you can visit us at: [ibm.com/e-business](http://ibm.com/e-business)

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## DPS forges chain of client value, bringing On Demand Business to SMBs.



***On Demand Business:  
What it means to DPS, Inc.***

- Business diversification and a broader product offering
- Compelling value proposition to market: higher customer satisfaction, lower costs, increased agility
- Increased sales force motivation and satisfaction

Step into the world of Portal Publications, one of the world's largest publishers of graphic arts, and you are greeted by thousands of images – posters, prints, calendars and greeting cards that capture the finest work of leading artists and photographers. Over the last 50 years, Portal has amassed a rich portfolio of images extending across multiple media and a broad spectrum of subjects and collections. Walls around the world are adorned with Portal images, helping the company realize its artful vision: A compelling image in every home.

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Software Express Advantage 100  
IBM Software: Fast Lane to ROI

But lurking behind the art are some stark business realities: the high cost of sales and customer service, and stiff competition. Portal's products can be found in more than 10,000 U.S. stores, including gift and stationery shops, discounters, drugstores, craft stores, bookstores and home-improvement centers. More than 250 international distributors sell Portal's lines to retailers in 50 countries. Given its magnitude, servicing this network was becoming increasingly difficult – and expensive – for Portal.

[ibm.com/partnerworld](http://ibm.com/partnerworld)

The company's sales force was not only tasked with selling Portal products into new outlets, but also with addressing each seller's requirements – that is, replenishing existing inventories, ordering new products and selling new images Portal acquires on an ongoing basis. Not always a pretty picture as considerable time was required for order administration.

To address these and other challenges, Portal turned to DPS, Inc., an IBM Premier Business Partner, to create a new Web-based sales channel that would help increase sales, streamline sales processes, and enhance the company's responsiveness to dealers. Says Mike Heneghan, vice president, DPS Inc., if ever there was a landscape meant for On Demand Business it was Portal Publications, a "poster" company for On Demand Business and the operating environment underpinning it.

### **Integrating business processes**

DPS, Inc. set the scene at Portal with its DPS Flash™ running on an IBM @server™ iSeries, with WebSphere Application Server. A Web storefront was built and tightly integrated with Portal's back-end processes, including order entry, inventory, fulfillment and shipping. The DPS solution gives retailers real-time availability to contract pricing, order status, shipping information, quick order tools and more – reliably, all on a 24x7 basis.

A huge benefit for Portal is the always available Web catalog that allows retailers to order more often than before. In the past, retailers might have to wait for a Portal sales rep to stop

by every eight weeks on average. Now, with DPS Flash, customers can order anytime. As a result of this operational agility, Portal is capturing more revenue.

"Since we published catalogs three or four times a year, customers ordered product that was obsolete resulting in lost revenue," says Pat Oates, vice president, Information Systems at Portal Publications. "Now we refresh

*"We realized the needs of our customers to be in contact with us 24 hours a day, seven days a week. We are investing in people and technology, to make this a daily reality for our customers."*

content daily and can react quickly with new offerings from artists."

What's more, changes to Portal's product data base are required in just one place and can be made "on the fly." "The price is entered once, there's one image and it's all retained in one place because the same data base is shared by front-end and back-end," explains Heneghan.

On the back-end, the DPS solution also syncs up Portal's product identification numbers with the unique numbers that large-volume customers may assign to the Portal products they market. The DPS system translates the numbers automatically, simplifying the re-ordering process for dealers.

### **Sister brands**

A larger imperative is also being addressed by the on demand solution DPS delivered. Portal's parent company, Devon Publishing Group, sought to use technology to leverage synergies among Portal and its sister brands – Winn Devon Art Group, Ltd. and Canadian Art Prints. "Devon Publishing Group is increasing its investment in technology to provide a seamless and continuous source of

supply to its customers," says Sue Colley, vice president of Customer Care at DPG. "We realized the needs of our customers to be in contact with us 24 hours a day, seven days a week. We are investing in people and technology, to make this a daily reality for our customers."

Thus, the infrastructure DPS put in place for Portal is also serving as the platform for an integrated solution being built by DPS for Portal's sister companies. The solution, accommodating different business models, markets and products, will move each company to the Web on a single IBM platform and will enable them to capitalize on the market insights gained by Portal's experience.

"When we tested the site, we thought we'd attract smaller orders," says Oates. "But instead, our average business order has more than

doubled. As a result, we realize this is a viable channel for our sister companies that sell higher-priced items.”

The efficiency and agility gained through integrating back- and front-end processes has been DPS’ strongest value proposition. For their clients – distributors and wholesalers – an efficient supply chain is a requirement and one of the chief reasons they turn to DPS.

For years, DPS’ mainstay has been ERP solutions. Its DPS Extend ERP™, which runs on the IBM *e*server™ iSeries platform, is a fully integrated financial and distribution management software product. Now, DPS is capitalizing on that ERP experience, extending it outward to Web applications.

“Our DPS Flash solution, based on IBM WebSphere Express and DB2, has vaulted us into the Internet space, and now accounts for the bulk of our business,” says Heneghan. Talk about a pretty picture.

### Heating up sales

Another recent DPS win illustrates the competitive advantage On Demand Business is creating for clients and the Business Partners that deliver it. DPS provided its Web-based order entry solution, DPS Flash, to United Automatic Heating Supply, an independent Trane and HVAC distributor which operates in Ohio, Southeast Michigan and parts of Western Pennsylvania.

The Web site links to United’s DPS Extend ERP solution. Says Stephanie Rook, Web data coordinator, United: “We are now able to offer real-time

pricing and availability inquiries as well as order creation, and can easily integrate Web orders into our standard workflow.”

This has helped cool down competition. Contractors can log onto United’s secure Web site, locate the materials they require and purchase what they need, when they need it. Previously, potential buyers had to call in orders. Getting product and

*“We designed our solution as a way to help our clients respond to their customer demands and market opportunities more effectively,” explains Heneghan. “By integrating with their ERP systems, we enhance their on demand responsiveness. It’s not batch, it’s not overnight, it’s real time.”*

availability information was a cumbersome, time-consuming process. Today, clients have on demand access to all of the information they require and can buy on the spot – something few of United’s competitors offer today.

In the first five months since the United site went live, 33 customers placed orders totaling more than \$1 million in sales. Overall results include an 11 percent increase in sales. Order simplification is behind a 13-percent reduction in the number of orders received; freeing United’s sales force to focus on acquiring new customers. The average Web order size is 2.5 times greater than the average of all other orders as contractors tend to “batch” orders in their Web sessions. “It’s a true one-stop shop,” says Rook.

By integrating business processes, Rook reports “Flash is flying! We used to get faxed orders with up to 40 lines. We had to re-key these. Now the customer enters orders directly. It’s definitely lowered costs, while improving the buyer experience and freeing up our sales staff for new customer acquisition.”

### Embracing On Demand Business

If there’s one thing On Demand

Business is doing, it is shortening timeframes and tightening the relationship among a supply chain’s customers and suppliers. DPS knows its clients get squeezed in the middle.

“We designed our solution as a way to help our clients respond to their customer demands and market opportunities more effectively,” explains Heneghan. “By integrating with their ERP systems, we enhance their on demand responsiveness. It’s not batch, it’s not overnight, it’s real time.”

To build its capacity for on demand solutions, DPS has forged a deep relationship with IBM through IBM PartnerWorld and struck alliances among systems and software groups. DPS also works closely with IBM Global Services, which provides

support to a growing number of DPS clients that, like Portal Publications and United, are building an On Demand Business.

“That lets us market ourselves as a complete solution provider – supplying software, hardware and services,” says Heneghan. “It’s a critical selling feature in selling on demand solutions. Clients know they won’t end up with a lot of finger-pointing among different vendors focused on isolated parts of the infrastructure.”

### **A new way of selling**

On Demand Business has also required DPS to perfect a different kind of selling. Heneghan notes, “Rather than the cost avoidance objectives inherent in ERP, On Demand Business is about investing in an infrastructure and capabilities that increase flexibility, automate and improve operational agility.”

DPS has been highly successful selling those benefits especially to companies that face competitive threats. At one account, annual customer turnover went from 50 percent to zero. “Sometimes our prospects have been approached by their own customers, applying pressure for them to get into this,” says Heneghan. “And we’re right there to help them meet this demand.”

Looking out to the future, DPS is constantly innovating to meet on demand opportunities. A handheld wireless solution, DPS PocketFlash™ provides timely data and transaction capability for sales reps, route drivers or other employees on the move. And DPS Zap WMS,™ a native, i5, radio frequency (RF) warehouse

management solution streamlines all aspects of warehousing operations, from floor activities to employee time management.

With a compelling value proposition – and the solutions and expertise to back it up – DPS is embracing the opportunities of an on demand world. And whether they’re walking into a heating supply company or graphic arts distributor, DPS has an attractive picture to present to their market.

For more information about DPS, Inc. visit <http://www.dpslink.com>. Visit [ibm.com/partnerworld](http://ibm.com/partnerworld) to learn more about IBM PartnerWorld.



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## Duro Bag Manufacturing boosts efficiencies and responsiveness while trimming costs

Solution from IBM and Three Olive Solutions gives small companies project portfolio management capabilities



### Overview

#### The Challenge

*Duro Bag Manufacturing Co., which makes paper bags, wanted to maximize oversight of its IT operations, while keeping costs low*

#### The Solution

*Portfolio Intelligence™ from Three Olive Solutions, WebSphere® and DB2® middleware from IBM and IBM eServer® xSeries™ 335*

#### The Benefit

*IT utilization and productivity increases of 5 percent to 10 percent, projected payroll savings of up to \$100,000 annually and improved project control and communication*

Duro Bag Manufacturing Co. is the largest paper bag manufacturer in North America, turning out billions of printed and plain paper bags for hundreds of fast-food, grocery chain and mass merchant customers.

Founded in 1953 and headquartered in Ludlow, Kentucky, the privately-held company has 12 manufacturing plants in the United States and one in Mexico. It strives to keep its costs at rock-bottom level and recently turned to IBM and Three Olive Solutions, an IBM Business Partner headquartered in Elmhurst, Illinois, to improve its information technology operations.

“We’ve got up to 20 key IT projects going all the time,” said Rick Hensley, director of information systems for Duro Bag. “We only have 10 IT people on our staff, including analysts and project managers, but we want to help Duro Bag meet its growing commitments.”

In the past, the ability of Duro Bag to provide visibility to what was happening on IT projects was difficult. “We weren’t using any project management tools, and it was difficult to communicate to others exactly what our staff was working on or how much time they were spending on it,” Hensley explained.

***The IBM and Three Olive solution enables Duro Bag officials to know “on an ongoing basis about everything that’s going on around them.”***

Rick Hensley, director of information systems, Duro Bag Manufacturing

## Three Olive Solutions benefited from IBM support for Linux implementation

### Benefits

- Projected payroll savings of \$75,000 to \$100,000 annually
- IT utilization and productivity increases of 5 percent to 10 percent
- Improved control of projects
- Better communication among IT employees

***“IBM attracts a lot of attention, and it does a lot to promote Business Partners in the program. They are not trying to compete with us.”***

Steve Chamberlin,  
President and CEO,  
Three Olive Solutions

### The system already is turning in impressive results

Hensley knew that he wanted “cradle-to-grave” coverage, not only of each project, but to track the performance of people in charge of running projects. And he wanted a way to measure the value of IT to the business. He saw immediately that Portfolio Intelligence from Three Olive Solutions was what he needed.

And because it is a Software as Services solution (Web-based hosting service), it didn’t require a major investment in IT or staff training, loading software or dealing with downtime. Included in the solution is IBM middleware -- IBM WebSphere Application Server – Express, a cost-effective solution providing fast and productive development, deployment and management of dynamic Web sites, and IBM DB2 Universal Database Express Edition 8.2, a low priced full-functional relational database. Also included is IBM eServer xSeries 335.

After only a half year of operation, the system turned in impressive results, Hensley said. The utilization and productivity of the IT function at Duro Bag is up 5 to 10 percent. He expects Duro Bag will save about \$75,000 to \$100,000 in payroll expenses annually.

The solution from IBM and Three Olive Solutions helps Hensley right from the start – when he is considering adding a new project. The help continues through development, tracking, hitting key milestones and gauging the impact of the project on the overall business of Duro Bag. It also helps him manage his people.

“Now, everyone has to keep track and report on their milestones and report to management about how they have helped move the company forward,” Hensley said. The solution enables his staff and others at Duro Bag to know “on an ongoing basis about everything that’s going on around them,” he explained.



### **'What-if' analysis to show the potential effect on staff, resources**

But the key for Hensley is the ability to meet with the company's Information System Priority and Investment Council, a dozen executives and users from key businesses around the company. Now, when they ask him to take on new projects, he can run a "what-if" analysis to show the potential impact on staff and resources. And that process can help council members keep their focus on the most important projects.

Enthusiasm by Duro Bag for the solution extends well beyond IT efficiencies. The chief executive officer is using it to monitor progress on several corporate projects. And the head of human resources is using it to manage and monitor several key transformation projects. Both are using the tool to keep special projects on schedule and to gain benefits at a faster pace.

### **Benefits recognized on many levels**

Three Olive Solutions, LLC was founded in 2003 by Steve Chamberlin and Bob McMurray, with the mission of developing software solutions that help executives and managers of small and medium sized companies become effective leaders within their organizations. Its flagship offering, Portfolio Intelligence, an on-demand project portfolio management solution, was released into production in April 2004.

Originally, Portfolio Intelligence ran on non-IBM platforms. But when the firm joined the IBM Business Partner program in October, 2004, Three Olive was nominated to participate in the IBM Innovation Center in Chicago. Three Olive used that occasion to port Portfolio Intelligence to IBM platforms, including an IBM eServer xSeries, running Linux®, and WebSphere Application Server – Express and DB2 Universal Database Express Edition 8.2.

Chamberlin, who is now president and chief executive officer of Three Olive, said people at the IBM Innovation Center did a lot of the work in porting over the Three Olive Portfolio Intelligence offering. "They were part of our

### **Key Components of the Duro Bag solution**

#### **Software**

##### **Three Olive Solutions**

- Project Intelligence

##### **IBM**

- IBM WebSphere Application Server --Express
- DB2 Universal Database Express Edition 8.2
- Linux operating system RHAS 3.0

#### **Hardware**

- IBM eServer xSeries 335

team, and helped get issues resolved," he said.

"We recognized the benefit of working with IBM on many levels," Chamberlin explained. "IBM technology is rock solid, giving us an environment that is reliable and secure. As a Software as Services provider, that's very important. Customers want to know the application is there when it is needed."

From a marketing perspective, IBM helps Three Olive get connected with other people and opportunities, Chamberlin said. "They have a wide network, internally and globally, and they have many customers in its small and medium business target market."

As far as Linux is concerned, Chamberlin said Three Olive officials believed IBM was putting a lot behind Linux, and they were comfortable with the IBM approach and support for Linux.

Three Olive Solutions is an advanced IBM Business Partner and participates in IBM PartnerWorld Industry Networks, Web-based communities that integrate and organize the PartnerWorld® experience for independent software vendors by industry. The initiative offers ISVs industry expertise, technical assistance, networking opportunities and marketing and sales support.

Three Olive enjoys “optimized” status in the education and learning and fabrication and assembly networks, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

Other networks are automotive, banking, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

Chamberlin clearly knows the value of participation with IBM. “Like getting us connected to fabrication and assembly industry groups,” he said. “IBM attracts a lot of attention, and it does a lot to promote Business Partners in the program. They are not trying to compete with

us. They put together the infrastructure and then help us sell our products.”

### “A clear vision into the future”

Founders Chamberlin and McMurray chose Three Olive Solutions for the name of their company, in part, because it stands for an organization that is different and not tied to any particular solution or technology. In many ways, the service oriented architecture (SOA) of IBM is a cornerstone of the future for Three Olive. Service oriented architecture is an application framework that takes everyday business applications and breaks them down into individual business functions and processes, called services. An SOA lets you build, deploy and integrate these services independent of applications and the computing platforms on which they run making business processes more flexible.

“This is a clear vision into the future,” Chamberlin said. “IBM built its middleware according to SOA principles, and that enables Portfolio Intelligence to integrate better with other services across customer enterprises to give them more flexible, efficient solutions.”

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To learn more about Three Olives Solutions, visit: [3olivesolutions.com](http://3olivesolutions.com)



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## Embarq improves customer relationship management while increasing employee efficiency and productivity

Solution from IBM and Nimaya achieves success with no costly overhaul of legacy systems



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### Overview

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#### The Challenge

*To improve customer support and sales support quickly and efficiently within the confines of multiple legacy infrastructures*

#### The Solution

*IBM WebSphere® Application Server, V6; WebSphere Business Integration Connect - Express, V4.2, IBM WebSphere Portal Enable, V5.0.2, IBM eServer™ p5 510, Linux™ operating system and the CustomerGrid™ application suite from Nimaya Inc.*

#### The Benefit

- *11 percent reduction in non-sales-related time spent by sales and customer support teams, equivalent to 76,000 hours a year, or about \$2.6 million in annual expense reduction*
- *Virtual consolidation of 10 different data systems into a unified, real-time view of customer information for sales and customer service representatives*
- *Improved customer relationship management*
- *More effective prospecting and account planning by the sales force*

Diversity may not be such a great idea when it comes to the technology used in managing customer relationships.

Ask the information technology staff at Embarq Corporation, a telecommunications company headquartered in Overland Park, Kansas, which has a heritage going back more than a hundred years. “After a century’s worth of acquisitions and mergers and spinoffs and whatnot,” said Rob Clucas, Embarq manager of database marketing analysis, “our customer service reps and sales people had upwards of 40

*“Our customer service reps and sales people had upwards of 40 different data sources that they might have to comb through for account planning or to resolve a customer issue.”*

Rob Clucas,  
manager of database  
marketing analysis,  
Embarq Corporation

## Embarq saves almost \$3 million a year by reducing time spent on unproductive activities

### Benefits

- Multiple data sources are consolidated virtually into a unified, real-time view of customer information for sales force and customer service reps
- Non-sales-related time spent by sales and customer-support teams is reduced by 11 percent -- equivalent to 76,000 hours a year or about \$2.6 million in annual expense reduction
- Customer relationship management is markedly improved
- Account planning by the sales force made more effective

different data sources that they might have to comb through for account planning or to resolve a customer issue.”

Most of the data sources are based on heterogeneous equipment, are geographically distributed and are large in scale, as befitting an enterprise serving homes and businesses in 18 states in the U.S. Midwest. For consumers, Embarq offers local and long distance home phone service, high-speed Internet, wireless and satellite TV. For business, its offerings include integrated local voice and data services, long distance, DSL, wireless, enhanced data network services, voice and data communications equipment and managed network services.

One of the strategic challenges for Embarq in the fiercely competitive telecommunications marketplace was to create some means of giving its customer service representatives (CSRs) a comprehensive but unified view of the status of any customer who called in with a question or a problem.

Such a consolidated view also would support the account planning needs of the Embarq sales force. Additionally, the solution had to be backed by a scalable, robust information technology infrastructure for high availability and reliability.

Embarq turned to IBM and Nimaya, Inc., an IBM Business Partner, headquartered in McLean, Virginia. Nimaya helps companies focus on customer experience and acquisition by delivering software applications that capitalize on valuable information residing in disparate systems across divisions, functions and the extended enterprise.

### Overhauls out

The solution chosen by Embarq accomplished a virtual integration of customer information without costly and time-consuming infrastructure overhauls and upgrades. It is based on a robust infrastructure consisting of IBM middleware that supports a grid computing framework designed by Nimaya, and implemented through the Nimaya flagship application suite, CustomerGrid.

The principal IBM middleware includes IBM WebSphere Application Server, a transaction engine that helps to build, run, integrate and manage dynamic applications. It includes IBM WebSphere Portal Enable, which can transform a Web browser into a single point of access for a business, connecting users with business processes and information, and supporting collaboration across the globe. And it includes WebSphere Business Integration Connect – Express, which lets enterprises extend their integration efforts beyond the internal community, to include trading partners and others.

“In our experience, the scalability and reliability of the IBM middleware can’t be beat,” said Manoj George, president of Nimaya. “And the IBM Software Group is dedicated to maintaining flexible and open infrastructures that benefit applications such as CustomerGrid.”

*“We augment every one of those technologies, improving their impact on the business and facilitating an efficient and measurable return on investment.”*

Todd While,  
vice president of  
business development,  
Nimaya, Inc.

That aside, it is the grid concept that makes the most obvious difference in the Embarq solution. Todd While, vice president of business development at Nimaya, said the chief innovations in the grid framework “are the ability to deploy implementations quickly and the broad range of business applications that can derive benefit. We augment customer relationship management applications, business intelligence applications and enterprise resource planning applications. We augment every one of those technologies, improving their impact on the business and facilitating an efficient and measurable return on investment.”

### Results seen quickly

Clucas agrees. He said the results at Embarq have been “highly effective” and the return on investment “almost instantaneous.”

He credits the rapid ROI to the fact that, in contrast to traditional approaches to customer data integration, which typically require a centralized data hub, a grid solution relies purely on software technology to rearrange the way data is accessed and shared.

“It’s a much quicker implementation because you’re not having to design and build an integrated hub,” said Clucas. “You don’t have to engage in a huge IT development project to get it done. We had prototypes up and working within weeks. Most of the solution elements were out in users’ hands in the first 90 days. There’s no way we could have done that with a traditional CDI [customer data integration] approach.”

Initially the IBM and Nimaya solution enabled the 10 most important data sources within Embarq to be brought together into one screen view. These included the basics such as billing systems, trouble tickets and dispatch, data-circuit inventory, order-entry systems, account assignments (i.e., who owns what accounts) and the marketing data mart -- a database that provides key information used in prospecting and account planning.

“Those 10 are the ones that address perhaps 95 percent of a CSR’s or a sales rep’s needs, and we’ll be adding more as time goes on,” Clucas said.

“The CSRs love it,” said Clucas, “because they’re responding to questions faster and more easily, and they’re dealing with happy customers. They’re no longer responding to customers with statements like: ‘That’s in a different department — let me transfer you to that group.’ Or: ‘I can’t help you, but I can get you to a person who can.’”

Evidently, the same goes for the sales people. “What we had before was terrible,” said Clucas. “They used to have to keep track of some things manually — literally writing things down on paper as they went from database to database in search of information. If a sales rep needed to see what a customer had installed, or what needed to be changed, or what locations he needed to visit, he might have to log into and log off of a half a dozen systems, and he might have to do that 30 to 40 times in a day’s worth of account planning. Now, through the CustomerGrid, it’s all there on one interface.”

## Key Components of the Embarq solution:

### Software

- IBM WebSphere Application Server, V6
- IBM WebSphere Portal Enable, V5.0.2
- IBM WebSphere Business Integration Connect – Express, V4.2
- Linux® operating system
- Nimaya CustomerGrid application suite

### Hardware

- IBM eServer p5 510

*“The Embarq engagement has resulted in a showcase for the most sophisticated IT infrastructures around today.”*

Manoj George,  
president,  
Nimaya, Inc.

The CSRs and sales force together number about 5,000 people out of a total Embarq employee population of 22,000. Such sizeable numbers means that even small improvements can have significant effects. In Embarq's case, said Clucas, only nine months after the consolidated CRM system was rolled out to the CSRs and field sales force, "we saw an 11 percent drop in the amount of time these people were spending on non-sales-related activities."

Time spent in identifying new sales opportunities and for account planning also was reduced. For example, one of the data sources included in the consolidated view for CRM is a standard compendium of information on individual businesses. Now a sales rep can fully "scope out" a potential customer and be prepared with more complete offerings.

Within a year of the initial implementation of the Nimaya/IBM solution, Embarq analysis showed that 76,000 fewer hours a year were being spent on unproductive activities, which is equivalent to about \$2.6 million in annual expense reduction. "Those are recurring savings," Clucas emphasized.

#### **'Instant credibility'**

For Nimaya, according to Manoj George, "The Embarq engagement has resulted in a showcase for the most sophisticated IT infrastructures around today — infrastructures capable of on demand performance — attainable quickly, easily and at lower cost than would otherwise be possible."

George credits being an IBM Business Partner with raising the visibility of Nimaya's capabilities beyond what would otherwise be possible. "When

you're a small business, as we are, the IBM relationship gives you instant credibility, right alongside the biggest players in software and services."

Nimaya participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries — or serves small, medium or large companies — IBM has the technology and resources to help members more effectively meet their clients' needs.

Nimaya participates in the financial markets and telecommunications networks. And, it is "optimized" in both, meaning Nimaya has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and meeting other criteria.

Other networks are automotive, banking, education and learning, electronics, energy and utilities, fabrication and assembly, government, healthcare and life sciences, insurance, media and entertainment, retail, travel and transportation and wholesale.

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WebSphere. software

## Forest2Market harvests benefits of innovation with IBM solution.

### Overview

#### ■ Challenge

Provide logging industry with pricing service enabling more efficient purchasing practices and dependable supply chains

#### ■ Why IBM?

IBM Premier Business Partner Shared Vision demonstrated scalable, reliable online system using IBM components

#### ■ Solution

Real-time, Web-based information service providing most recent pricing for timber purchases, bringing price stability to logging industry

#### ■ Key Benefits

Ability to bring new services to market within 14 weeks to outstep the competition; reliability of service with no outages in past six years; cost-effective service resulting in affordable product for logging industry; reduction in time required to perform administrative function from 8 hours to 15 minutes



The value of logs cut and delivered is much higher than the price of standing timber and now, thanks to IBM, companies can find information on both prices using the Forest2Market information service.

In answer to the age-old question, a tree that falls in the middle of the forest does make a sound. It's "ka-ching." Thanks to a pricing service called Forest2Market which serves the logging industry in the southern U.S., buyers of timber can determine the value of trees in a particular geographical area, giving every tree its correct price according to the market. Building its online service with IBM components and aided by IBM Premier Business Partner Shared Vision, Forest2Market has transformed a market with no pricing mechanism into one that can be traded with confidence.

*“We matched a sound business idea with rock-solid IBM technology and flawless execution by Shared Vision. Not once has any part of the solution – server, software or code – failed. The total cost of maintenance of the solution is less than we ever expected.”*

*–Peter Stewart, President and CEO, Forest2Market*

## Achieving fast time to market with innovative products

### Key Components

#### Software

- IBM DB2®
- IBM WebSphere® Application Server
- IBM WebSphere Commerce Express

#### Server

- IBM System x™ 335 server

#### IBM Business Partner

- Shared Vision Group, Inc.

*“WebSphere Application Server handles the volume of requests for information with 24x7 reliability. It stays up and running to keep the service always available.”*

*–Michael von Bodungen, CTO,  
Shared Vision*

### Needing accurate information

From billion-dollar forest products corporations to small construction companies, those who buy and sell logs need accurate information on pricing. But this information did not exist before Forest2Market, based in Charlotte, North Carolina, brought its interactive Web site live. A buyer might send out a bid at \$20 per ton and get no responses. Increasing the bidding price, the buyer would get a flood of offers, assume that prices were rising, and end up buying excess and unwanted inventory.

“There was an inability to predict prices going forward and to really understand the current market,” says Peter Stewart, president and CEO, Forest2Market. “This turned into anxiety about supply. It was difficult to implement a smooth and efficient supply chain for companies depending on wood products.”

### Building a solid foundation

For Forest2Market, the initial solution was as simple as publishing real-time prices that buyers were paying as soon as they had struck their deals. The companies providing the information were contractually bound to reveal this information to Forest2Market as part of their membership in the information service. In addition to buying and selling information, Forest2Market developed value profiles of the logs by collecting information on 18 criteria that drive price such as size, quality, the accessibility of the terrain and its distance from main roads.

The ideal medium for this service was the Internet, with its ability to publish information in real time. The only question was how to achieve the vision using Internet technology. Forest2Market wanted to bring its product to market in less than 15 weeks to outstep potential competitors, and it wanted to focus its attention on branching into new products, not learning about IT infrastructure.

Issuing an RFP for the technology and expertise to bring its vision to life, Forest2Market was approached by IBM Global Services, which introduced the company to Shared Vision Group, Inc., an IBM Premier Business Partner. A specialist in helping small-to-medium size companies achieve the benefits of e-commerce, Shared Vision built a solution based on IBM WebSphere Application Server, IBM WebSphere Commerce Express and IBM DB2, all running on an IBM System x 335 server.



In just 14 weeks, Shared Vision put the start-up venture on the Internet, and Forest2Market was on its way to bringing price and supply-chain stability to the forest products industry. Of the technology and experts that came together to bring the sapling business to market, Stewart says, “We matched a sound business idea with rock-solid IBM technology and flawless execution by Shared Vision. That was the essence of our success. Not once has any part of the solution—server, software or code—failed. And Shared Vision came in within budget, helping us create an affordable service for our customers. The total cost of maintenance of the solution is less than we ever expected.”

### **Better results for timber businesses**

This Web-based solution allows real-time access to forest product companies, timber investment management organizations, regional consulting companies and private land owners. With just a click of a button, clients can track all timber prices specific to their mill or timberland. Clients can also track employees’ purchasing effectiveness relative to current timberland value and access company profiles that will enhance business results.

Forest2Market.com allows clients to focus on buying and selling timber, not spend valuable time assessing the market. It can be used to provide detailed market information to track bidding behavior of competitors and others who buy timber. Within minutes, clients can evaluate their buying and selling performance against their competitors by determining the price for which tracts similar to theirs have sold in recent days, weeks, months or years. This administration tool alone changes an 8-hour administrative task into a 15-minute Internet function. “We were the first ones to come up with the ability to collect the price of an actual transaction from both buyers and sellers, figure out the standard with which to collect the information and then put it in a database and give people access to it,” says James Wood, chief information and administrative officer for Forest2Market.

*“Because we already have an infrastructure we’re not always starting from scratch. When we work with IBM, we get the results we want, and that the customer wants, for building a business into the future.”*

*– Michael von Bodungen*

## **IBM technology stands the test of time**

Shared Vision wrote proprietary code for the application using Java™ 2 Platform, Enterprise Edition (J2EE)-compliant technology. Java objects send SQL code to the database to populate charts on the screen or Excel spreadsheets. Says Michael von Bodungen, chief technical officer of Shared Vision, “WebSphere Application Server handles the volume of requests for information with 24x7 reliability. It stays up and running to keep the service always available.” Shared Vision also used some features of WebSphere Commerce Express to support payment processing for publications ordered through the site. “DB2, which we set up six years ago to manage the business-critical data for the project, is still running with scarcely a change,” says von Bodungen.

The original application tracks the prices of standing trees. Reusing some of the same code that powers the original application, Shared Vision recently developed a new benchmark service for Forest2Market that collects the price of logs on the truck passing over the scales before entering the paper or saw mill. The cost of harvesting and transporting the wood is figured into these values, giving buyers and sellers more insight into the pricing of the commodity.

“Because we already have an infrastructure we’re not always starting from scratch,” says von Bodungen. “When we work with IBM, we get the results we want, and that the customer wants, for building a business into the future, which lets all of us hear a little more ‘ka-ching.’”

### **For more information**

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## General Glass sees sales shine with best-of-breed IBM software for SMBs.

### Overview

#### ■ Challenge

Enable remote employees to access business data in order to more effectively manage the end-to-end business process

#### ■ Solution

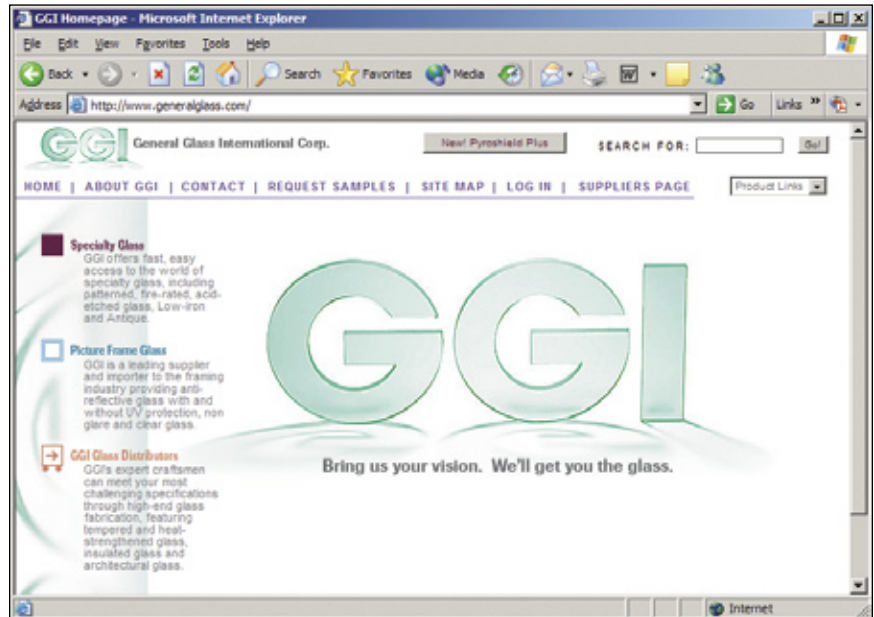
Web-based connectivity to legacy business systems for sales force, buyers and other remote users

#### ■ Why IBM?

GGI and its IT consultant and IBM Business Partner Tri-Bry had a decade of positive experience creating and using business solutions based on IBM @server® iSeries™ systems

#### ■ Business Benefits

Convenient, real-time information access increases productivity of sales force, helps the company be more agile, speeds up delivery cycle, enhances customer satisfaction, fosters loyalty to the company and makes it more competitive; new Web page helps grow customer base faster than before



A fourth-generation, family-owned business, General Glass has produced high-quality specialty glass products for more than 100 years.

Civilizations have made glass for thousands of years, each piece crafted by hand to serve a specific purpose. Now produced with automated, high-tech processes, glass continues to be made to fill special needs. For things like doors, picture frames, cabinets and windows with unique safety requirements, there is a market for specialty glass, which can be etched, colored, tempered, shaped, fire-protected and coated for enhanced performance to create the desired product.

*“WebSphere Application Server - Express is helping us compete and raise our productivity levels, which is why we are going to continue to develop new capabilities with this powerful and cost-effective tool.”*

*—David Balik, President and CEO,  
General Glass International  
Corporation*

"I take about seven trips a year to China alone, and the functionality of the WebSphere solution has made an enormous difference in terms of convenience," says Balik. "Before, I had to get someone on the phone or send a fax and wait for an answer. Now when I travel, I have as much information at my disposal as I would have if I were in the office."

### **Growing customer base with new Web page**

Another group that needs information about GGI and its products are specialty glass distributors who are shopping around for a product. GGI needed a cost-effective way to bring these distributors on board. But like any potential customers, it's important for them to not only get to know GGI but also to literally get a feel for GGI's products.

The answer came in the form of another solution based on WebSphere Application Server – Express. By using WebSphere and RPG programming, Tri-Bry created a page for the GGI Web site on which prospective customers can request samples of specialty glass in GGI's inventory. The prospect's name is automatically forwarded to a salesperson, who follows up after the sample has been delivered.

"With this new sales mechanism, we are acquiring customers at a much faster rate than before," says Balik. "Our sales people can focus on companies that have demonstrated an interest in us, which is far more promising in terms of adding to our customer base. This is another way WebSphere Application Server – Express is helping us compete and raise our productivity levels, which is why we are going to continue to develop new capabilities with this powerful and cost-effective tool."

### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

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For more information about General Glass International, visit:  
*www.generalglass.com*

For more information about Tri-Bry Business Technology Solutions, Inc., visit:  
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## Real-time business processes lead to greater efficiencies and productivity

### Key Components

#### Software

- IBM WebSphere® Application Server – Express, Version 5.0
- IBM iSeries Connectivity to Web
- IBM DB2® Universal Database™

#### Servers

- IBM @server iSeries 820

#### Business Partner

- Tri-Bry Business Technology Solutions, Inc.

By effectively managing the end-to-end business process, wholesalers such as General Glass International Corporation (GGI) are keeping the specialty glass market vigorous. With only 140 employees, the Secaucus, New Jersey-based GGI is a small company with far-flung operations that span the globe in a complex network of manufacturers, fabricators, distributors, architects and specifiers—or engineers that specify materials for building projects.

GGI buys raw glass from manufacturers, and ships it to distributors and fabricators who tailor it for windows, shower doors, door panels, table tops and other high-end interior applications. Most of these manufacturers are abroad, in China, Indonesia, Turkey, the United Kingdom, Germany, France, Italy, Chile, Brazil and Argentina. The glass is shipped to the U.S., where GGI stores it in two warehouses and sells it to a market consisting of approximately 600 distributors. These fabricators and distributors, in turn, sell the glass to product manufacturers and to approximately 25,000 glazing contractors, who put newly manufactured glass into houses and buildings.

Critical to GGI's success is reducing the time to market. Sales reps and buyers need real-time access to product specifications and company profiles to provide better customer service and make more informed buying decisions. Sales reps also need detailed profiles on both the distributors who buy GGI products directly and the architects and other specifiers who put glass products into the plans for new construction projects. Throughout the entire production cycle, GGI must keep a close watch on its inventory to make sure product is moving out fast enough.

Between the sales force and buyers, at any one time a sizable 15 percent of GGI's workforce is traveling. It was critical, therefore, to provide these individuals with access to the information they would normally have in the office using the business systems the company had built on its IBM @server iSeries system. "To be agile in our industry and keep product flowing through the supply chain and out to the distributors, it was essential that we Web-enable our business systems," says David Balik, president and CEO of GGI.

*"The functionality of the WebSphere solution has made an enormous difference in terms of convenience. Now when I travel, I have as much information at my disposal as I would have if I were in the office."*

—David Balik

### **Meeting the window of opportunity**

GGI and its longtime IT consultant Tri-Bry Business Technology Solutions, Inc. (Tri-Bry) didn't have to look far for a solution to extend its business systems to the Web. Tri-Bry, a Hoboken, New Jersey-based IBM Business Partner, had helped GGI develop these systems over a period of 10 years using the iSeries, IBM DB2 Universal Database and IBM RPG programming language. In addition to being specialists in the iSeries and its native software, Tri-Bry is an experienced provider of solutions based on IBM WebSphere Application Server.

With the availability of IBM WebSphere Application Server – Express, Tri-Bry realized that GGI and other small to medium-sized businesses had a tailor-made solution to their e-business needs. Using IBM iSeries Access for Web to provide browser-based access to the Internet, Tri-Bry chose WebSphere Application Server – Express to run the software on GGI's iSeries 820 host.

"Full-sized application servers are overkill for a small company like GGI," says Balik. "But with WebSphere Application Server - Express we have right tool for the job."

### **Plugging into convenience and better service**

Using the IBM solution, GGI's sales force and buyers log onto any Web browser to access their company's inventory management, order status, credit management, general ledger, accounts payable and shipping applications. For instance, a buyer visiting a remanufacturing plant in Shanghai might log onto the inventory system to determine the current inventory level of a product to help in forecasting the need three months ahead. He or she may access the shipping system to communicate to the plant manager how long it will take for a shipment of raw glass to reach Shanghai so that the production line can be set up in time.

Sales reps can access the company's product catalog on DB2 Universal Database to explain to an architect the differences between two products and be able to recommend the right kind of glass for a particular building design. In the future, Tri-Bry will add order-entry functionality to the solution so that reps can place orders and get the fulfillment process moving while meeting with the distributor.



*Using IBM e-business technologies, General Glass has enabled real-time information access to speed delivery cycles.*

## GREEN implements a portal to streamline solar collector testing processes

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### Overview

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#### ■ **The Challenge**

*The lack of effective collaboration tools slowed the solar collector testing process, resulting in lost productivity; inadequate document management capabilities made it difficult to create, share and manage information*

#### ■ **Why IBM?**

*IBM offers a robust, easy-to-manage portal and collaboration platform that is easy to learn and use*

#### ■ **The Solution**

*IBM® Workplace™ Services Express and IBM Lotus® Sametime® software*

#### ■ **Key Benefits**

- *Portal allows more testing to take place in less time, contributing to increased productivity*
- *Portal helps reduce reliance on inefficient, paper-based documents and processes*
- *Portal enhances document control and management related to publishing academic materials*



As the high-powered name suggests, the Grupo de Estudos em Energia (GREEN) is a solar energy research team at the Pontificia Universidad Catolica, a large university centered in Mina Gerais, Brazil. With 52,000 students, 2,100 faculty members and 1,400 employees, the Pontificia Universidad Catolica represents the pinnacle of higher education in Brazil. The university's GREEN research organization is the premiere solar energy lab in Brazil, as well as one of the leading authorities on solar energy research worldwide. In addition to performing outreach, education and research with the help of government partners ELETROBRAS and FINEP, the lab runs a solar collector quality assurance testing program for Brazil's government and operates one of six sunlight simulators in the world.

*“Before the portal, we had to manage a great deal of paper documents. Now all of the documents are on the Internet, and we can process documents much more quickly.”*

*—Eduardo Marques Duarte,  
Quality Coordinator,  
GREEN*

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## Key Components

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### Software

- IBM Workplace Services Express
  - IBM Lotus Sametime
  - IBM Lotus Domino
- 

*“The product was installed on an IBM server in under a day. After that, it took less than three weeks to implement the completely customized portal.”*

*–Robert Souza,  
Director General,  
Grupo Plansis*

## GREEN resolves to improve its collaboration tools

As part of its quality assurance testing, GREEN receives solar collectors from manufacturers, performs a series of tests, delivers the results and bills the manufacturers for the work. In the past, GREEN relied on e-mail, mail and telephone calls to communicate with manufacturers, but that style of collaboration proved lacking during a multi-step process like quality assurance testing. “We used to correspond with the manufacturers through e-mail and written letters, but that process was very slow, and the cost of doing business was high,” explains Eduardo Marques Duarte, quality coordinator at GREEN. “Often, when collaborating with engineers, researchers and manufacturers, we spent a lot of time sending documents through the mail, and we constantly had manufacturers calling us by phone and asking questions about the tests.”

In order to improve its collaboration methods, GREEN approached IBM Premier Business Partner Grupo Plansis about the potential of a portal to improve the interaction among engineers, researchers and manufacturers. “Grupo Plansis proved crucial in pulling together the idea for the portal,” explains Duarte. “They helped us develop the concept and pull together the specifications, and they gave us support during the implementation.”

Ultimately, Grupo Plansis recommended a portal built using IBM Workplace Services Express as a way to unify the existing IBM Lotus Domino® applications in the GREEN environment and deliver workflow around common organizational processes. “GREEN had many Lotus Domino applications that they used in a number of ways,” explains Robert Souza, director general at Grupo Plansis. “The new portal could display all of the Lotus Domino applications on a single screen. Plus, using a tool that we developed here at Grupo Plansis called T-flow, we could enforce a workflow around common organizational processes without having to do any custom coding.”



### **New portal streamlines solar collector testing process**

A crucial aspect of the portal is that it structures and streamlines the processes surrounding the testing of solar collectors. “The portal manages the entire workflow around the solar collector testing process,” explains Duarte. “A manufacturer submits product documentation through the portal, and our GREEN engineers can verify the scope of the project. Then the manufacturers select from the menu of tests we perform. After they submit the actual equipment for testing, the manufacturers can log into the portal to see the status of the tests, as well as the performance of their equipment through the portal. Plus, they can access the financial area to check how much they have to pay for the tests, and, in the future, we plan to accept actual payments through the portal.”

### **IBM Lotus Sametime facilitates collaboration between manufacturers and testers**

During the solar equipment testing process, GREEN engineers and manufacturers rely on the Lotus Sametime instant messaging functionality within the portal to collaborate on important issues as soon as they arise. “The real-time connection with the manufacturers helps resolve any concerns they have about the testing process or the bugs that have been identified,” Duarte explains. “Our engineers can communicate with the manufacturers in real time to discuss the testing procedures, the financial arrangements and the technical instructions involved in testing the solar collectors.”

### **Team spaces help project teams store and manage documents**

In order to help project teams collaborate over large distances, the GREEN team uses team spaces within the portal to create, share and manage documents, as well as control document versions. “The team spaces are used to create documents like specifications and installation guides,” says Duarte. “There are six campuses at the university. And then there are the people at the manufacturer and installer locations. The team spaces provide a way for people to bridge geographic distances in order to produce and publish documents with multiple authors to all of the communities.”

*“But in the past we had problems with communication, so while we were good at engineering, we weren’t so good at managing information. Now, with the portal, we’ve aligned those aspects, which helps us increase the number of clients we can serve.”*

*—Eduardo Marques Duarte,  
Quality Coordinator,  
GREEN*



### **Workplace Services Express offers easy installation and rapid customization**

Not only does Workplace Services Express offer powerful out-of-the-box functionality, it also enables easy customization, including integration with existing applications and systems. "The product was installed in under a day," explains Souza. "It then took a couple of days to develop a complete model for the way we wanted the portal to work. After that, it took less than three weeks to implement a completely customized portal."

### **New portal leads to increased productivity**

With the portal, the GREEN team has been able to shrink the amount of time associated with the solar collector testing process—resulting in the ability to do more testing. "We are one of only six facilities with solar simulators in the world," explains Duarte. "Rain or shine, we've always been good at solar collector testing. But in the past we had problems with communication, so while we were good at engineering, we weren't so good at managing information. Now, with the portal, we've aligned those aspects, which helps us increase the number of clients we can serve."

In addition to helping enhance productivity, the portal has reduced the costs associated with managing inefficient paper-based processes. "Before the portal, we had to manage a great deal of paper documents," Duarte explains. "Now all of the documents are on the Internet, and we can process documents much more quickly. This not only saves us money in paper-related expenses, it also increases our ability to do more testing."

### **For more information**

For more information, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/software/lotus](http://ibm.com/software/lotus)

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July 2006  
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## iEnterprises implements a business portal to help facilitate business processes

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### Overview

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#### ■ **The Challenge**

The lack of effective collaboration tools prevented this independent software vendor (ISV) from maximizing its sales potential; the company needed a unified view of its everyday business operations; and its IT infrastructure was expensive to maintain

#### ■ **Why IBM?**

IBM offers a robust, easy-to-manage portal and collaboration platform that is easy to learn and use

#### ■ **The Solution**

IBM® Workplace™ Services Express, IBM Lotus® Domino® Document Manager and IBM Lotus Sametime® software running on an IBM eServer™ xSeries® server

#### ■ **The Benefits**

- 20 to 25 percent increase in revenues as result of improved sales process
- 20 percent increase in productivity due to better collaboration
- Increased customer satisfaction from ability to address customer queries in real time



IBM Premier Business Partner iEnterprises, Inc., builds software that helps companies sell more of just about anything. The Murray Hill, New Jersey, company's flagship iExtensions™ (www.iExtensionsCRM.com) customer relationship management (CRM) software works on top of IBM® Lotus Notes® software to help customers manage and share contacts, leads and sales opportunities. iEnterprises also makes CRM on the Go™ (www.CRMOnTheGo.com), an application that presents information from a variety of CRM applications on BlackBerry and other portable devices. As a testament to its success, iEnterprises has received a number of awards from IBM for its innovative products, including the Best Lotus Solution Beacon Award for

*“We’ve shown between 20 to 25 percent revenue increases this year. And that’s largely attributed to our ability to better manage our sales organization with Workplace Services Express.”*

*—John Carini,  
Chief Software Architect,  
iEnterprises, Inc.*

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## Key Components

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### Software

- IBM Workplace Services Express
- IBM Lotus Domino Document Manager

### Server

- IBM eServer xSeries server
- 

*“The IBM middleware stack lends itself very well to exposing components as services. If you are building applications on IBM WebSphere Portal or IBM Workplace software, then SOA is typically a piece of cake.”*

*—John Carini,  
Chief Software Architect,  
iEnterprises, Inc.*

iExtensions and the Best SOA Solution Beacon Award for CRM on the Go. In addition to its recognition from IBM, iEnterprises enjoys relationships with worldclass companies like Honeywell, Checkpoint and BP Amoco that rely on its software to help them sell their products more effectively.

Needless to say, IBM products play a key role at iEnterprises. In addition to helping iEnterprises understand its customers' needs, the use of IBM products helps iEnterprises compete in a shark-eat-shark CRM software market. “It is really important for us to run the same technology as our customers,” explains John Carini, chief software architect at iEnterprises. “Plus we believe in all of the IBM Lotus products and use them to run our business more effectively. Using the Lotus products definitely helps us understand our customers, and it makes us more productive. I don't know which is more beneficial, but both are pretty great.”

In addition to its extreme reliance on IBM products, iEnterprises participates in the IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. iEnterprises is a member of the fabrication and assembly industry and is “optimized,” which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

### **iEnterprises decides to implement a business portal**

In order to provide more visibility into its sales processes, iEnterprises began to investigate the use of a business portal to help integrate vital information and streamline collaborative processes. “We were looking for a single interface to our business world,” Carini explains. “From one screen, we wanted to be able to see all of the data points that are relevant to our business—our receivables, our opportunity pipeline and the deals that have closed. Having that type of information available through a portal is very valuable.”

Additionally, iEnterprises viewed a portal as a way to decrease its reliance on Microsoft products and lessen the associated management costs because separate applications would not have to be installed and maintained on the same desktops.

“We were relying on many Microsoft technologies that were expensive to deploy and maintain,” Carini explains. “We thought that we could deliver the same functionality through the portal, which would allow us to manage those applications centrally instead of on each individual machine. We really saw the portal as a way to lower the cost of ownership associated with our installed software.”

Ultimately, iEnterprises turned to IBM to address its portal needs. “We considered other products like Microsoft® SharePoint software,” Carini says. “But we’ve had a long and fruitful relationship with IBM. We felt that the emphasis on open standards, scalability and collaborative ability that came with IBM Workplace Services Express made it the most appealing portal product.”

#### **iEnterprises portal facilitates sales and other business processes**

iEnterprises selected IBM Workplace Services Express for its ability to bring together vital business information in a single location. “Pretty much all of our company information is integrated through the portal,” Carini claims. “It contains our contact, company and opportunity information, and it provides a single forum for activities like e-mail, messaging and other collaborative activities. In essence, it helps us manage all of the information coming in and out of the company, as well as all of the communication within the company.”

The iEnterprises portal enables employees to collaborate more effectively on critical business initiatives. “Let’s say we close a big deal,” explains Carini. “An employee can go into the portal, access the CRM application and then enter the fact that we landed the deal. After the deal is entered, an automatic request is sent to our wireless middleware, and I receive a message about the deal on my BlackBerry. Using CRM on the Go, I am able to use my BlackBerry to access information about the deal, such as its size and the customer information. So the portal can help deliver the information we need when and where we need it.”

Carini deployed portlets from various sources. “We developed our own CRM portlets, and obviously we use those a lot,” he explains. “Then there are some portlets that we use right out of the box, such as Lotus Sametime instant messaging. And then there are a few portlets that we tweaked based upon our specific needs. It was really easy to get them to do exactly what we needed them to do.”

*“We felt that the emphasis on open standards, scalability and collaborative ability that came with IBM Workplace Services Express made it the most appealing portal product.”*

*—John Carini,  
Chief Software Architect,  
iEnterprises, Inc.*

### **Lotus Sametime instant messaging enables real-time collaboration**

Lotus Sametime instant messaging has become a vital part of the sales process.

“Lotus Sametime instant messaging, with its presence-awareness capability, is prevalent throughout our portal, as well as our CRM solution as a whole,” Carini explains.

“When a deal closes, one of our employees can instantly see whether or not I am online using Lotus Sametime, and if I am online, the person who made the deal can send me a message. Sametime instant messaging helps promote instantaneous access to critical business information.”

### **Team spaces foster collaboration**

Among the other collaborative features prized by Carini is the team space functionality in Workplace Services Express. “We use team spaces to collaborate on projects,” he explains. “The customizable online user environments allow our employees to more effectively share documents and other information. Our product developers have come to rely on team spaces to provide a forum for sharing documents and other information vital to the software development process.”

### **Centralized administration eases the IT management burden**

Although the primary appeal of the portal is its ability to enhance the sales process, another key benefit is realized by the centralized administration it offers. “Centralized administration is a real win for us,” he explains. “It is so much easier to maintain a single portal than to support a typical client/server environment. Having to manage every desktop is unruly, so being able to go to one place to control everything brings us incredible value.”

### **IBM Lotus Domino Document Manager provides a security-rich information repository**

In addition to the document management features in team spaces, iEnterprises relies on IBM Lotus Domino Document Manager to store documents and maintain version control. “Lotus Domino Document Manager is integrated with our CRM solution, and it is exposed through the portal,” Carini explains. “We use it to track revisions and manage everything from word-processing documents to PDFs to e-mail attachments. It helps us keep a complete history of all the documents, and we can share documents without having completely different versions floating around. We really get a lot of benefit from that.”

*“In essence, it helps us manage all of the information coming in and out of the company, as well as all of the communication within the company.”*

*–John Carini,  
Chief Software Architect,  
iEnterprises, Inc.*

### **Service-oriented architecture helps make iEnterprises a success**

Service-oriented architecture (SOA) plays a critical role at iEnterprises—as evidenced by its winning the IBM Beacon Award for best SOA solution. CRM on the Go is a service that makes the information from a wide variety of CRM products available on BlackBerry and other portable devices. “SOA is more than just a factor in our success; it is a way of life for us,” Carini explains. “SOA gives us the ability to connect all of our disparate systems in real time. The alert I receive on my BlackBerry is only possible because that service travels through an SOA.”

Ultimately, the IBM architecture in place at iEnterprises helps make its SOA a reality. “Being able to expose something as a service depends on the underlying architecture,” Carini explains. “The IBM middleware stack lends itself very well to exposing components as services. If you are building applications on IBM WebSphere® Portal or IBM Workplace software, then SOA is typically a piece of cake.”

### **Portal use has helped increase revenue, improve productivity and heighten customer satisfaction**

Among the many benefits delivered by its Workplace Services Express portal, nothing is more important than the bottom line, and the new portal has contributed mightily to the company’s success. “We’ve shown between 20 to 25 percent revenue increases this year,” Carini explains. “And that’s largely attributed to our ability to better manage our sales organization with Workplace Services Express.”

Aside from revenue, the portal has also contributed to improved employee productivity. “It really helps us be more productive in a number of ways,” says Carini. “It helps with project management, so we’re able to build products better because we can collaborate more effectively using the tools in Workplace Services Express. If I had to estimate, I’d say we are 20 percent more productive thanks to the portal. And that alone is certainly enough to justify its implementation.”

In addition to streamlining operations at iEnterprises, the portal has also helped improve customer satisfaction. “Having the information when and where we need it is tremendous from a customer service standpoint,” Carini concludes. “When we are on the phone with our customers, we know what’s going on because the information we need is right in front of us. And when we are in the field, the information from the portal is available on our BlackBerry and other portable devices. Being able to address customer concerns in real time is an incredible advantage.”

### **For more information**

For more information on IBM Lotus products, please contact your IBM sales representative or IBM Partner, or visit [ibm.com/software/lotus](http://ibm.com/software/lotus)

*“Sametime instant messaging helps promote instantaneous access to critical business information.”*

*—John Carini,  
Chief Software Architect,  
iEnterprises, Inc.*



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June 2006  
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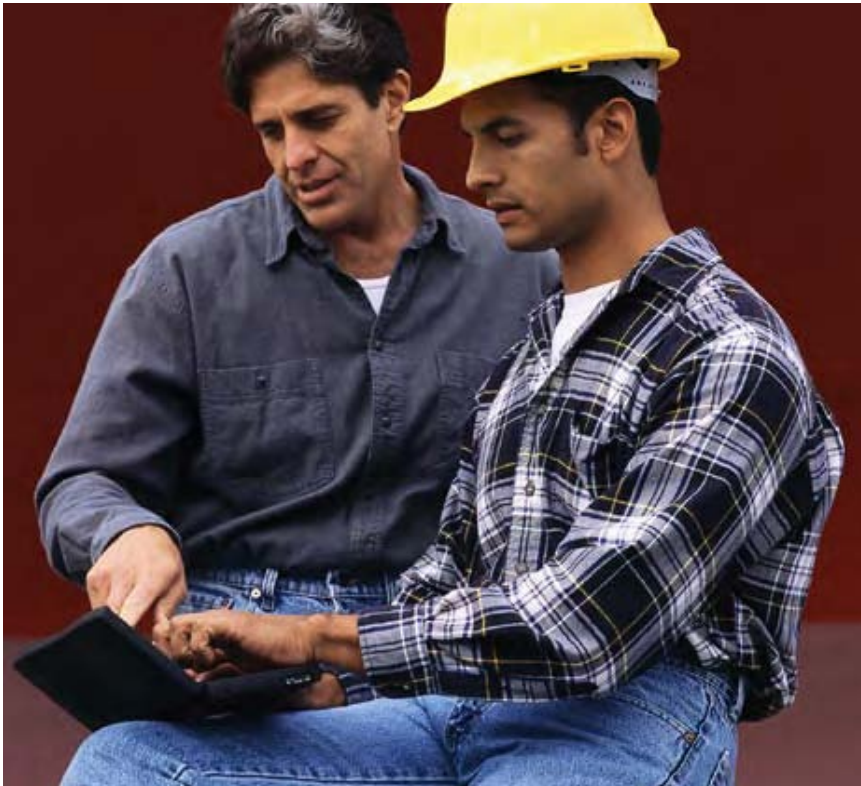
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## Solutions Builder Express helps InCentric Solutions connect cable provider to wireless opportunity



### Overview

■ **IBM Business Partner:**

InCentric Solutions, a provider of information technology solutions and services spanning a broad number of disciplines.

■ **IBM PartnerWorld Offerings:**

Solutions Builder Express  
Small and Medium Business Advantage  
IBM PartnerPlan  
Campaign Designer

Through technological innovation, a cable industry pioneer has brought the digital age into communities across America, transforming how information and entertainment are received. Now with help from IBM Premier Business Partner InCentric Solutions and the IBM Solutions Builder Express Portfolio, this leading cable company is implementing an IBM-based wireless solution that is transforming the speed and quality of customer service delivered by the company's field technicians.

### A wireless gateway

Divisions inside the company are delineated geographically and operate autonomously, functioning like medium-size businesses rather than part of a large enterprise. Divisions define, build and improve support infrastructures that will best serve their markets. With this in mind, one of the company's divisions worked closely with IBM and InCentric Solutions to upgrade and more widely disperse a workforce mobility solution for field technicians. Once the solution was refined, the company called upon InCentric's integration skills to deploy it as quickly as possible.

The solution, based on IBM WebSphere Everyplace Connection Manager, creates a secure, wireless gateway for the division's 250 mobile field technicians. IBM middleware provides technicians with access to applications that enable them to work more efficiently in the field and to be more responsive to customers. Work assignments, scheduling information, and reporting tools are all accessible directly from wireless laptops. Through this solution, technicians also can better manage inventory on their trucks.

"The software had to be installed in an existing data center, which can be a complex process," explains Carl Jack, director of Professional

Through Solutions Building Express, InCentric received technical and solution design support, implementation and configuration assistance, and dedicated technical support for the installation. Solution Starting Points associated with the offering provided InCentric with valuable checklists and road maps for the installation, significantly reducing the time and labor required. In fact, Jack credits Solution Starting Points with whittling the installation down from up to two weeks to only a few days.

"Solutions Builder Express enables us to deliver consulting services in a professional manner and is accelerating the development of

customer appointments inside a two-hour window rather than the typical four-to-six hours. Customer satisfaction is likely to improve as a result of more responsive service. Moreover, with improved reporting and inventory management, the solution can help ensure that technicians have the required inventory onboard trucks for scheduled service calls. This would enable technicians to service more customers and close work orders faster.

If these benefits are realized, other divisions across the U.S., may adopt the technology. InCentric will be right there with Solutions Builder Express for each installation. The firm is also working closely with IBM Lab Services, which is providing support to InCentric on the engagement. Jack says that based on InCentric's success installing the solution, the firm may assist other divisions interested in implementing. The firm is also using Solutions Builder Express with other clients, including on other wireless engagements.

*"The outstanding support we receive from IBM has helped shape our success – from planning, to demand generation, to technical support. It's all there"*

Services for InCentric Solutions. "There are many components WebSphere Everyplace Connection Manager interfaces with – other software, servers, the network, firewalls, routers."

This complexity was offset by Solutions Builder Express, an offering available through IBM PartnerWorld's Small and Medium Business Advantage that provides IBM Business Partners with wide-ranging development and technical support.

our consulting services business," says Jack. "The concise guides on how to deliver solutions combined with their technical training have helped us meet or exceed the client's expectations."

#### **Great expectations**

The cable company has great expectations for the solution InCentric delivered. The division sees the technology improving customer service and, thus, enabling technicians to be dispatched to

#### **Wireless market**

InCentric sees the wireless market and mobile workforce solutions like the one it's bringing to the cable company as a key area of growth and opportunity. In fact, the firm maintains a wireless software practice and is positioning itself to deploy mobile solutions using IBM WebSphere Everyplace Connection Manager and Access software, Lotus

Sametime and Workplace software, and Web-browser applications using Java and XML for other clients.

In support of this, it has built and is executing an IBM PartnerPlan around this opportunity. Troy Webb, managing partner, InCentric Solutions, says the firm expects to uncover new opportunities through a wireless seminar it is hosting with IBM. It has also identified multiple leads through IBM PartnerWorld's Campaign Designer, an online marketing campaign creation tool.

"We are taking advantage of many offerings through PartnerWorld to build our business in this area," says Webb. "The outstanding support we receive from IBM has helped shape our success – from planning, to demand generation, to technical support," says Webb. "It's all there."

For more information on InCentric Solutions, visit

<http://www.incentric.com>

To learn more about Solutions Builder Express, IBM PartnerPlan or Campaign Designer, go to

<http://www.ibm.com/partnerworld>



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## DMS and IBM rev up business for Internal Engine Parts Group

*Speed is critical to supplier to improve sales, productivity and service*

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### Overview

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#### ■ Challenge

Managers at Internal Engine Parts Group needed to modernize their order-entry, warehousing and distribution systems to become more efficient and reach new markets.

#### ■ Why On Demand

In the highly competitive engine parts aftermarket, distributors need to respond rapidly to their customers, who are looking for superior products at lower prices.

#### ■ Solution

IEPG selected DMS Systems Corp.'s Distribution/Express system running on IBM middleware and the IBM @server® iSeries™ to reduce costs, increase productivity and maximize customer service.

#### ■ Key Benefits

- ROI in less than one year
- 10 percent reduction in overall sales expense
- Significantly higher inventory turnover
- 50 to 70 percent time savings for order staff
- Redeployment of personnel to key tasks
- 24/7 Web-based customer catalog access



Internal Engine Parts Group uses DMS Systems Corp.'s wireless warehouse solution to get more work done faster, more accurately and with fewer employees.

#### In need of an overhaul

The roar of a well-tuned engine is music to the ears of Alan Gartrell, chief administrative officer for Internal Engine Parts Group (IEPG).

Based in Meridian, Mississippi, IEPG supplies engine parts for passenger cars and light trucks, as well as for marine, industrial, agricultural and high-performance applications. IEPG's nine warehouses located across the Southeastern United States serve the needs of custom engine rebuilders, traditional auto parts operations and national wholesale and retail chains.

And there's plenty of need. The past decade saw some of the highest rates of new vehicle sales in the U.S., while vehicle scrap-age rates remained relatively

*"DMS' product line has revolutionized the way we conduct business.*

*...Customers can now log on to our Web site to check parts availability and pricing, place orders, re-print invoices and monitor account balances."*

Alan Gartrell  
Chief Administrative Officer  
IEPG

## With IBM, DMS streamlines inventories, ordering and business processes for auto parts distributors

### On Demand Benefits

#### On demand benefits provided by DMS

- Reduced sales and labor costs for distributors
- 24/7 ordering, catalog viewing and service for customers
- Increased competitive advantage

#### On demand benefits realized by IPEG

- Cost reduction of more than 10 percent to fill orders
- Catalog applications that are always current
- Significant increase in inventory turns
- 50 to 70 percent time savings for order staff
- Higher customer service levels and satisfaction

constant. The result: an increase in the demand for engine parts caused by an expanding number of vehicles on the road and total miles driven. That has fueled the engine parts aftermarket, making it a fiercely competitive marketplace.

Not wanting to be left behind, IEPG's management realized that winning market share was going to mean driving down internal costs, increasing productivity and improving customer service.

Gartrell remembers the computer system IEPG implemented in the 1980s. There was no real-time order entry, inventory tracking or connectivity to the company's warehouses or its customer locations. Timely information was non-existent. "It was a paper-heavy, labor-intensive process that required thumbing through inches-thick catalogs, rummaging around a backroom for inventory, and manually ordering parts that often took several days to receive," he recalled. "Continuing to operate in this manner was ridiculous, so we looked around for a better solution and found DMS."

### A new way of doing business

From the very beginning, DMS' solution kept pace with IEPG's needs.

DMS Systems Corp. is a leading supplier of hardware and software solutions to automotive, heavy duty truck, RV and marine parts distributors. Its base system application, DMS Distribution/Express™, runs on the IBM @server iSeries server and allows distributors to efficiently manage mission-critical operations, such as order entry, accounts receivable, purchasing and receiving, and inventory management, at multiple sales locations.

On top of that, DMS offers add-on applications that, together, provide a fully integrated turn-key supply chain solution. For example, Qwik-Order™ is a Web-based "parts portal" that provides distributors with e-commerce capability. DMS developed this real-time ordering, cataloging and customer service application using IBM WebSphere® Application Server-Express and hosts each customized portal as a value-added subscription service. With Qwik-Order, customers can see and do almost everything that counter sales personnel can.

"DMS' product line has revolutionized the way we conduct business," said Gartrell, citing lower cost of sales, higher inventory turns and increased customer service as key benefits. He also noted the easy-to-use purchase forecasting, inventory balancing and management control functions that have helped IEPG handle its total inventory of more than 400,000 items.

The most recent addition to IEPG's system is DMS' wireless warehouse solution, called Qwik-Scan™. Through the use of Symbol Technology's wireless hand-held RF barcode scanners, IEPG has seen significant improvements in warehouse employee productivity. "We're tracking inventory more accurately, reducing warehouse errors and doing a much better job of getting merchandise both on our shelves and out the door," said Gartrell. "In addition, we've been able to re-deploy at least one person in many of our warehouses, cross-training those individuals to do other jobs."

IEPG runs Distribution/Express and its add-ons on the highly scalable IBM iSeries 720, allowing the company to handle an ever-increasing workload.

### Shifting into high gear with e-commerce

But it was the implementation of e-commerce that really got IEPG into high gear and set the stage for future growth. "Customers can now log on to our Web site to check parts availability and pricing, place orders, re-print invoices and monitor account balances," said Gartrell.

IEPG has also placed its engine kit catalog online, allowing customers even greater access to the products they need. As the number of customers using the catalog grows, so will IEPG's savings. In fact, to encourage usage, the company recently put in place a discount for customers who conduct business over its Web site.

All of this has resulted in a decrease in the number of orders IEPG associates handle by phone and fax. According to Frank Davis, marketing manager for DMS, manual order processing can account for 12 to 18 percent of a transaction's gross margin. With online ordering, that number can drop dramatically to 1 percent or less.

IEPG's experience bears that out. After going from an estimated 6 percent manual processing cost to about 1 percent for an Internet sale, the company is looking to move 20 to 30 percent of its current sales volume through its Qwik-Order portal within a year.

And it's not only the parts distributor that benefits. Davis said the average shop spends at least two hours a day sourcing and ordering parts on the phone. "E-commerce takes that time down to minutes, freeing up customers to focus on more important aspects of their business."

Electronic capabilities have opened up the global market to IEPG, which once served a limited region. "We will continue to serve our core market in the Southeast, but with e-commerce in our business plan, our overall service area will greatly expand," Gartrell predicted.

### Getting mileage from IBM

IEPG's success is one more proof point for Davis. "We're giving our customers the tools to increase revenue and customer satisfaction, while driving down the cost of sales," he said. "And we're doing it with leading-edge technology from IBM. IBM's iSeries servers and WebSphere products are excellent and allow us to build and deploy

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## Key Components

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### IBM

#### Software

- IBM WebSphere® Application Server-Express
- IBM WebSphere Application Server
- IBM DB2® Universal Database
- OS/400® Operating System

#### Hardware

- IBM @server iSeries with POWER5™ microprocessor technology

### DMS

#### Software

- Distribution/Express™
- Qwik-Order™ Internet Customer Ordering
- Qwik-Scan™ Wireless Warehouse Barcoding
- Qwik-Look™ Business Intelligence Dashboard
- Qwik-Cat™ Automotive Electronic Catalog

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## More about DMS

Offering software and hardware solutions since 1986, DMS Systems Corp. is headquartered in Rocky Mount, North Carolina, with four regional support offices in the U.S. that serve its customers.

DMS founder and president, Grady Davis, grew up in the auto parts distribution business and was a pioneer in developing software specifically for this vertical market. Today, the company is rapidly growing its customer support and sales teams to meet the rising demand for supply chain solutions from warehouse distributors across the U.S.

the end-to-end solutions distributors need.”

DMS’ commitment as an IBM Business Partner was also important to IEPG. “We knew about IBM’s reliability and high level of service, and our decision to choose DMS was influenced by its close relationship with IBM,” noted Gartrell.

Recently, DMS was invited by IBM to participate in the ISV Advantage Initiative for Small and Medium Businesses (SMB). The program offers selected ISVs IBM technical and marketing support to speed the development and deployment of solutions in the \$300 billion SMB technology market.

DMS has also opted to participate in IBM PartnerWorld Industry Networks for ISVs – Web-based communities that integrate and organize the PartnerWorld experience by industry. DMS chose the Industry Network for Automotive and will receive industry expertise, technical assistance, networking opportunities, and marketing and sales support from IBM. Other networks available include banking, financial services, retail, health care/life sciences, insurance, telecommunications and government, with more to come.

“Our participation in the IBM PartnerWorld Industry Network for Automotive will significantly increase our exposure to new distributor opportunities, allowing both DMS and IBM to gain market share in this highly competitive market,” said Grady Davis, president of DMS.

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*“We’re giving our customers the tools to increase revenue and customer satisfaction, while driving down the cost of sales. And we’re doing it with leading-edge technology from IBM.”*

Frank Davis  
Marketing Manager  
DMS Systems Corp.

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### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

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## KMT Waterjet Systems links global operations with IBM Lotus Notes and Domino solution.

### Overview

#### ■ Challenge

Avoid disruption to business operations during six-month transition to ownership by KMT and enable ongoing collaboration between U.S. and German offices

#### ■ Solution

Integrated collaboration solution with instant messaging and Web conferencing capabilities for collaboration among employees, vendors and partners of newly formed business unit

#### ■ Why IBM?

The workforce was familiar with IBM Lotus® Notes®; IBM's per-user software licensing fit the company's budget and growth plans; the powerful application development environment of Lotus Domino® Collaboration Express supports creation of new custom applications

#### ■ Business Benefits

Collaboration system supporting 170 employees deployed in four months, two months ahead of deadline; per-user licensing saves 15% with no training costs compared to Microsoft Exchange/Outlook; custom application power of Domino supports addition of workflow application



An innovative pioneer in the field of aqua-jet cutting technology, KMT Waterjet provides equipment for a range of manufacturing operations.

When Swedish firm Karolin Machine Tool (KMT) bought Ingersoll-Rand's Waterjet business unit, it acquired a leader in waterjet cutting technology. Cutting materials as diverse as ceramic alloys and food products with a high-pressure jet of water offers substantial advantages, including reduced temperature, precision cuts and minimal waste, and is inherently environmental friendly. In light of these benefits, it's not surprising that waterjet cutting technology has grown to a \$180 million market in 2003.

*“Our messaging system needed excellent replication capabilities to support our mobile users who frequently lack a high-speed Internet connection.”*

*—Stan Sloan, IT Manager,  
KMT Waterjet Systems*

## **Rapidly implementing low-cost on demand solutions**

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### **Key Components**

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#### *Software*

- IBM Lotus Domino Collaboration Express
- IBM Lotus Instant Messaging and Web Conferencing

#### *Business Partner*

- GreyDuck Technology
- 

The acquisition by KMT in October 2003 resulted in a new business unit called KMT Waterjet Systems. The transition plan called for six months to fully integrate both workforces and their technology infrastructures. During the transition, KMT Waterjet Systems retained the use of Ingersoll-Rand's IT infrastructure. KMT Waterjet Systems had to deploy a messaging system to handle current needs and provide a platform for continued growth. For Stan Sloan, IT Manager for KMT Waterjet Systems, the challenge was formidable. "It was more than just e-mail; we needed a complete set of collaboration tools," remembers Sloan. With a complete infrastructure to build, Sloan was working with a tight budget and needed to save money wherever possible. By turning to IBM for a solution based on IBM Lotus Notes and Domino technology, KMT Waterjet Systems met their deadline while realizing a substantial savings over competing solutions and meeting the company's budget and productivity targets.

### **Specifying a comprehensive solution**

The challenge facing Sloan was to provide communications services for 170 employees located in Baxter Springs, Kansas; Bad Nauheim, Germany; and small sales and service offices worldwide. "Our messaging system needed excellent replication capabilities to support our mobile users who frequently lack a high-speed Internet connection," Sloan recalls. "We needed collaboration tools to communicate across the entire organization without having to wait for phone calls." While most users worked at desktops, Sloan also had to support an increasingly mobile sales staff with laptops and Blackberry personal digital assistants (PDAs). He went shopping for a solution that would integrate easily into the company's infrastructure and fit its budget – in short, he needed to replicate the capabilities of the existing environment and add support for remote users, all at a small-business price point.

Sloan's experience with Notes at Ingersoll-Rand had been highly positive, but he was concerned that the application would be too expensive for KMT Waterjet Systems. After evaluating the available solutions, Sloan narrowed the choice down to Microsoft Exchange and Lotus Domino Express. He liked the integration between Microsoft Outlook and Microsoft Office, but preferred Lotus Domino Express based on its ease of use, replication features and security.

Digging deeper, Sloan discovered that Lotus Domino Express was designed expressly for small and medium-size businesses (SMBs) such as KMT Waterjet Systems. Lotus Domino Express offers three versions to give SMBs the flexibility they need to tailor a solution to their particular needs. He identified Lotus Domino Collaboration Express as the version best suited to KMT Waterjet Systems because it includes not only a full range of messaging and collaboration features but also the powerful Domino application development environment for creating and integrating new applications.

Sloan ran the numbers and received a pleasant surprise. Where Microsoft charges for each server running Outlook, Collaboration Express is licensed per user, which offers substantial cost savings for SMBs. "The per-user licensing of Collaboration Express sealed the deal. I pay for the number of clients using the system, not the number of servers," says Sloan. "I had expected the Lotus solution to be more expensive than Microsoft Outlook, but it turned out to be about 15 percent less."

Sloan's cost analysis showed that savings also extended to training and support. Because his user base was already familiar with Lotus Notes, there were no training costs with Collaboration Express. And the ease of integration with other application servers meant that Sloan could count on a relatively fast and painless system integration process. When he added it all up, the winner was Lotus Domino Collaboration Express.

Sloan worked with IBM Business Partner and Lotus Notes integrator GreyDuck to install, configure and implement their Lotus Domino Collaboration Express system and migrate the user community from Ingersoll-Rand's Domino environment to the new KMT Domino environment with no interruption in service to any end user. To support faster and more personal interactions between their international locations, Sloan opted for real-time collaboration with Lotus Instant Messaging and Web Conferencing. KMT Waterjet Systems switched over from the legacy Lotus Notes system in four months, two months before the deadline. The installation took place simultaneously in the company's two main offices in Kansas and Germany with no significant problems.

#### **Supporting a fast-paced, diverse operation**

As expected, the training requirements were minimal and the changeover went smoothly. Within the first month of use, KMT Waterjet Systems was operating at maximum efficiency, with few reports of problems from employees. Most of the KMT Waterjet Systems workforce accesses Lotus Collaboration Express from the desktop, but a small community of mobile users connect from laptops and Blackberry devices.

The capabilities of Lotus Instant Messaging and Web Conferencing have paid dividends from the start. According to Sloan, "The chat feature of Lotus Instant Messaging and Web Conferencing is the most-used feature of the system, especially when local users are dealing with the facility in Germany." Employees in different continents use instant messaging to save time working out operational problems. KMT Waterjet Systems also uses Lotus Instant Messaging and Web Conferencing for company-wide training and employee communications, saving on travel costs and increasing operational efficiency.



*The collaboration features of IBM Lotus Domino Express help KMT Waterjet ensure that each customer receives the water jet product that is best suited for its individual manufacturing process.*

*"The per-user licensing of Collaboration Express sealed the deal. I had expected the Lotus solution to be more expensive than Microsoft Outlook, but it turned out to be about 15 percent less."*

*—Stan Sloan*

KMT Waterjet Systems has found other ways to extend the flexible collaborative capacities of its new Lotus Notes infrastructure. It will soon become the basis for a new workflow management application, developed by GreyDuck, for incoming new product requests, replacing an inefficient legacy system based on faxes and manual data entry. New product requisitions from the sales force contain a range of information – who, what, where, why, how – that must be transmitted to engineering, operations, finance and other departments within KMT Waterjet Systems. The IT team, supported by GreyDuck, used the custom application power of Domino to integrate this new application into the KMT Waterjet Systems infrastructure. The workflow application is in initial testing, with final deployment scheduled in 60 days. Sloan expects the new workflow application to significantly reduce errors in processing incoming new product requests.

### Looking to the future

Business is booming for KMT Waterjet Systems, as shown by double-digit first-year growth in sales and headcount, along with a record number of systems shipped. These upward trends are expected to continue. To meet the inevitable challenges of sustained rapid business expansion, management has mandated a daunting list of enhancements to the IT infrastructure. Planned projects include deploying a complete customer relationship management (CRM) system using Lotus Domino and updating the existing enterprise resource planning (ERP) system. Sloan is unfazed: "I've used Lotus Domino at Ingersoll-Rand and KMT Waterjet Systems and have been happy with the results in both places. Lotus Domino is a good fit for KMT Waterjet Systems."

### For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at: [ibm.com/lotus](http://ibm.com/lotus)

For more information about KMT Waterjet Systems, visit: [www.kmtwaterjet.com](http://www.kmtwaterjet.com)

For more information about GreyDuck, visit: [www.greyduck.com](http://www.greyduck.com)



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WebSphere® software

## Lakota Local Schools streamlines fee-payment processing with IBM e-commerce solution.

### Overview

■ **Challenge**

*Implement online fee-payment program that would allow parents to pay school and lunch fees online while reducing the amount of time the staff spent collecting and administering fees*

■ **Why Become an**

**On Demand Business?**

*An online fee-payment Web site would make it easier for parents to pay school fees, while reducing administrative overhead by minimizing the work of collecting, transporting and accounting for money*

■ **Solution**

*School Payment Solution built by IBM Business Partner Information Design Inc. (IDI) automates online collection of lunch and school fees and enables future e-commerce solutions to augment revenues*

» **On Demand Business defined**

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



*Within the Lakota Local Schools district, parents can add money to a child's school lunch account or pay fees through an easy-to-use fee payment Web site thanks to IBM and IBM Business Partner Information Design Inc.*

■ **Key Benefits**

*Increased parent satisfaction with easier payment administration; less time spent by teachers collecting and processing fees*

In many public school districts throughout the United States, parents and guardians are making up some of the budget deficits left from shortfalls in state and local funding. By paying fees that are essential to supporting child nutrition programs, athletics and basic academic curricula, parents are providing millions of dollars in public school funding, spending hundreds of dollars for each child.

*“IBM software and IDI expertise have enabled us to drive innovation that makes a difference in our students’ school experience, while making life easier for parents.”*

*—Craig Jones, Assistant Treasurer, Lakota Local Schools*

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**On Demand Business Benefits**

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- Ability to justify the cost in only two months at the beginning of the academic year by collecting academic fees online and reducing administrative time spent by teachers and administrators
  - Increased parent satisfaction due to innovative online payment solution providing the convenience of e-commerce
  - Ability to supplement fee income and sales of "spiritware" (merchandise bearing school logo) by launching tailored e-commerce sites for each school building
  - Security of solution assures school district that parents' credit card information is safe
- 

Despite the importance of this funding, however, the system for making payments is frequently inefficient and costly. Lakota Local Schools (Lakota), for instance, in the suburbs of Cincinnati, Ohio, literally put its fee-payment system into the hands of children.

Students brought invoices home from school and gave them to their parents, and returned to school with payments in the form of bills, coins and checks. Payments were then sent to the district's central processing office and entered into Lakota's SunGard Pentamation accounting software package for academic fees and the schools' Horizon child nutrition fee-tracking software. The paper-based system was susceptible to human error. In addition, teachers and administrators were devoting valuable time — that could have been spent teaching or making academic programs better — to fee-processing matters.

To align its financial goals with its business processes, Lakota realized that it had to create a convenient, secure and efficient on demand environment for enabling parents to transmit fees to the school. With this innovation, the school district could make the payment system less complex and easier to use for parents. According to surveys done by the district, more than 90 percent of parents were equipped to do business at home via the Internet. They were already accustomed to using credit and debit cards online. An online fee-payment Web site would make it easier for parents to pay school fees, ensuring this revenue against loss and error, while reducing administrative overhead at the school by minimizing the work of collecting, transporting and accounting for money. At the same time the schools could use e-commerce capabilities to raise more funds by selling school logo merchandise — "spiritware" — online.

**Choosing the leading e-commerce engine**

After putting out an RFP to find a seasoned, expert ally to help it frame an e-commerce and payment-processing solution, Lakota chose Information Design, Inc. (IDI), an IBM Business Partner with a practice based on IBM WebSphere® Commerce – Express.

Lakota saw an opportunity to meet its challenges by leveraging its existing online accounting system and child nutrition program in an integrated environment with an easy-to-use interface for paying students fees. Impressed with IDI's expertise in building e-commerce solutions using the affordable WebSphere Commerce – Express software, Lakota chose IDI and WebSphere Commerce – Express to develop its solution. "WebSphere Commerce – Express has everything we need to enable parents to manage their children's accounts flexibly and easily," says Craig Jones, assistant treasurer, Lakota Local Schools. "A major concern for our parents was the security threat to their credit card information. When we examined it closely, we had no doubt that WebSphere Commerce – Express would provide a secure solution."

“WebSphere Commerce – Express also offers us tested, proven functionality for putting our merchandising operations on the Internet with store catalogs for each building,” says John Laws, Lakota’s director of technology. “And with its openness to Java™ and other industry standards, it enables us to grow in whatever environment we choose for the future.”

The resulting online fee-processing solution is easy for parents to use and saves the school district hundreds of hours of time, which can now be spent on more productive teaching and administrative tasks. “At the elementary school level alone, we have the potential to save one hour of classroom time per week for each classroom when academic fees come due at the beginning of the year,” says Jones. “When combined with the savings in administrative time, we can justify the cost of our investment in two months.”

**Entrusting vital funds to reliable, secure Web site**

The first of Lakota’s fee payment systems to go live on the Internet was its child nutrition program. Parents can use the system to pay invoices or add money to a child’s school lunch account. Students are assigned unique six-digit codes which they enter into the system either using a swipe card or by entering the numbers into a key pad when they go through the lunch line.

“Since parents can add money to their children’s school lunch accounts at home and students don’t have to deal with money, the lunch line moves much faster,” says Treva Whitlock, Lakota’s child nutrition director. “This gives students more time to eat their lunch and provides a more relaxed environment.” The school will add online payment of academic fees in the coming school year.

Secure FTP processes extract new transaction information from the Web site every 12 hours and update the child nutrition and the student fee databases. The updated information is then replicated back to the e-commerce site.

“We were able to use the interfaces that our vendors had provided for our accounting package and child nutrition programs,” says Laws. “In just three months, IDI was able to develop an appealing front end to the system that parents are finding intuitive and efficient. The out-of-the-box shopping cart functionality lets parents review their children’s separate accounts and make one payment to cover all amounts. This makes our students feel more comfortable, because they don’t have to worry about losing their parents’ money.”

“IBM software and IDI expertise have enabled us to drive innovation that makes a difference in our students’ school experience, while making life easier for parents,” says Jones.

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**Key Components**

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*Software*

- IBM WebSphere Commerce – Express

*IBM Business Partner*

- Information Design, Inc.
- 

*“WebSphere Commerce — Express offers us proven functionality for putting our merchandising operations on the Internet with store catalogs for each building. And with its openness to Java and other industry standards it also enables us to grow in whatever environment we choose for the future.”*

*– John Laws, Director of Technology,  
Lakota Local Schools*

### Planning future e-commerce successes

With the functionality of WebSphere Commerce – Express, Lakota can get new features up and running quickly and affordably. Lakota plans to use its new Web site to sell school-related merchandise using out-of-the-box WebSphere Commerce – Express product catalogs, searches, shopping carts, order confirmation and queries.

The school district plans to use other features, including automated e-mail campaigns and targeted marketing and merchandising initiatives. “We are positioned to increase employee productivity, reduce operating costs and improve parent satisfaction,” says Jones. “And the affordability, security and stability of the WebSphere Commerce – Express solution make it very easy to live with. We’ve gotten rave reviews from parents and expect that we can continue to make this a popular resource as we add more features to it.”

### For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at: [ibm.com/websphere](http://ibm.com/websphere)

For more information on Lakota Local Schools, visit: [www.lakotaonline.com](http://www.lakotaonline.com)

For more information on Information Design Inc., visit: [www.infodesigninc.com](http://www.infodesigninc.com)



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## When it comes to business integration, IBM Business Partner DATASKILL has all the right numbers



### Overview

■ **IBM Business Partner:**

DATASKILL specializes in providing business transformation for its customers, ensuring a seamless flow of data through integration of supply chain management, data base, customer relationship management and other business applications.

■ **Client:**

Leap Wireless

■ **IBM PartnerWorld Offerings:**

- IBM Partnerworld Express Advantage
- Solutions Builder Express
- Solutions Consultant Express tool
- Built on IBM Express Advantage

IBM Premier Business Partner DATASKILL has a 25-year history of helping customers solve complex integration challenges. The small and mid-sized businesses making the bulk of their customer base often struggle to manage growing volumes of data across multiple systems and particularly challenging is obtaining a true financial picture of their operations as different transactions reside in different applications.

“The customers get the job done, but there may be more people involved in the process than are really needed,” says Nigel Hook, president and chief executive officer of DATASKILL. “Often they can’t get information from one system to another without human intervention, or the point-to-point integration solutions are in constant need of repair.”

Established in 1981 in San Diego, California, DATASKILL specializes in application integration and database engineering. These days, the solutions provider finds its value proposition strengthened by IBM PartnerWorld Express Advantage and, specifically, IBM Solutions Builder Express (SBE).

This tool set is helping the firm penetrate its target market: small and mid-market companies that want a more integrated view of data.

The SBE portfolio offers horizontal and vertical industry solutions aimed at helping IBM Business Partners focus on mid-market customers through a range of practical enablement resources.

*“IBM offers compelling solutions at a price point and functionality that are incredible.”*

*– Dave Druker, vice president of Client Services, DATASKILL*

“One of the biggest things our customers want is visibility into what’s really happening in their businesses – a single point of truth as to what’s going on at a particular moment in time,” says Hook. “We offer different levels of integration capability depending on what the customer needs, from simple projects based on Workplace Services Express collaborative software to higher-end projects that include servers, services, training and providing temporary or permanent staff members with the talents the customer needs.”

### **No need to reinvent the wheel**

The SBE portfolio consists of more than 30 different solution starting points, each featuring a solution overview, solution planning guide, solution implementation guide and demo toolkit. The related technical assets include resources for solution

architecture and recommended software, hardware and tools; implementation planning; customization information; technology simulators; and sample code, data, scripts and configuration for a quick start.

Before even approaching a customer, DATASKILL’s Susan Krzywicki, director of Integrated Solutions, reviews

everything in the context of SBE, using the appropriate SBE solution starting point to learn more about solution possibilities. For instance, the SBE process integration solution starting point helped her formulate the development plan and proposal for long-time customer Leap Wireless.

Leap offers innovative mobile wireless services targeted to teens and children, a growing segment in a market that once focused solely on businesses. The challenge for Leap was porting existing cell phone numbers for new customers into its system, to get the service up and running for the customers as soon as possible. The work had been outsourced, but Leap wanted to bring the process in house and needed to find the right software to tie systems together and avoid manual intervention.

“During discussions about how to meet Leap’s needs, we used WebSphere Business Integration Server Express, the central product in the Solutions Builder Express process integration starting point, to start the conversation,” says Krzywicki. “Using SBE helped us quantify some of the financial benefits for Leap of using IBM and DATASKILL. Leap hadn’t worked with IBM before and was surprised at the wealth of resources IBM has to offer.”

### **Repeatability is key**

“I look for Express solutions that will give our customers the biggest bang for the buck,” Krzywicki adds. “It’s so much easier to go in to see a customer when I know there’s already a proven process and I have all the fundamental sales aids and project plans in one place. I don’t have to reinvent the wheel every time I talk to a new customer or look at a new solution.”

Krzywicki also notes that since she started using the Solutions Consultant Express tool, she can identify new opportunities and quickly put together solutions with the confidence that they include the right products. The consultant tool’s pattern guidance also helps her build proposals.

### **Compelling Solutions**

Dave Druker, vice president of client services for DATASKILL, says that IBM helps them design and price competitively. “IBM offers compelling solutions at a price point and with features that are incredible,” he explains.

In fact, DATASKILL offers integration solutions that are based on IBM Express Advantage offerings for the mid-market and that the firm markets as part of the Built on IBM Express Advantage portfolio. Business Partners can market their solutions under this initiative and take full advantage of IBM's marketing investment in IBM Express Advantage Offerings and differentiate their solutions and services offerings when selling to mid-sized businesses.

“With IBM products and solutions designed specifically for the SMB market, we can provide our customers with the kind of integration services that were previously only available to large Fortune 500 companies. The ease of use and scalability allow us to quickly design solutions that are in line with the size of the company, and there's a wealth of technical resources available if we run into problems or need help with implementation or training on new products.”

In all, no matter what the needs of the client, drawing on the resources of IBM and Solutions Builder Express allows DATASKILL to answer the call with ease.



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## Maddocks Systems Inc. shifts trucking ERP business into high gear with IBM Information Management solution.

### Overview

#### ■ Challenge

Provide high-performance, 24x7 and easy-to-operate enterprise resource planning (ERP) software while maintaining competitive advantage in trucking industry

#### ■ Why IBM?

IBM DB2® Universal Database™ Express Edition offered more cross-platform capabilities, better autonomic features, improved performance and more attractive pricing than competitive products from Microsoft and Oracle; IBM is a proven Linux® solutions provider

#### ■ Solution

Standardize on IBM DB2 Universal Database Express Edition for supporting trucking industry ERP applications and functionalities

#### ■ Key Benefits

Faster time to market; market-leading autonomic features; improved scalability and high availability; better data throughput; reduced overhead and maintenance costs; superior price/performance



Trucking companies rely on TruckMate, built on IBM DB2, to deliver a cost-effective ERP solution.

Hundreds of North American trucking companies use TruckMate, an enterprise resource planning (ERP) application developed by Maddocks Systems Inc. (Maddocks) to run their business. As a result, the Langley, British Columbia-based company has emerged as a leading supplier of ERP applications to the trucking industry. A recent decision by the company to move from supporting a multi-database environment to one that is standardized on IBM DB2 Universal Database (UDB) Express Edition, Version 8.2 will enable Maddocks to provide ERP solutions that deliver market-leading autonomic features, better scalability and more robust performance to its enterprise-class customers than competitive products.

*“Enterprise replication, high availability and 24x7 performance are important issues for our customers, which is why IBM DB2 Universal Database Express Edition was our best choice over competitive products. It’s also relevant that IBM enjoys the best brand recognition in the trucking industry, which means our customers see our products as reliable.”*

*– Robert Maddocks, President and CEO, Maddocks Systems Inc.*



With an ERP solution that leverages IBM DB2, transportation companies can better manage their fleet.

*“IBM DB2 Universal Database Express Edition has all of the features we need with the least amount of overhead and maintenance costs, which makes its price/performance very attractive.”*

*–Robert Maddocks*

### **Developing management solutions for the trucking industry**

Maddocks has been developing transportation and logistics software for the trucking industry since 1981. Its flagship product, TruckMate for Windows, is a software solution that delivers a variety of ERP features and management functionalities to more than 450 customers throughout the United States and Canada. TruckMate is utilized by industry leaders across every trucking segment including truckload, less-than-load, bulk tanker, intermodal, dedicated fleets and logistics services.

### **Multiple RDMS platforms mean multiple development environments**

With a development environment that was exclusively Windows-based, Maddocks faced a decision about the best strategy for building new features and capabilities for the company's flagship product. Previous versions of TruckMate were built using IBM DB2 UDB Express Edition as well as other relational database management system (RDMS) applications. This requirement meant that Maddocks needed to support multiple development environments and different application code streams, which drove up the cost of application development. In addition, the company had to maintain business relationships with multiple technology vendors.

According to Robert Maddocks, President and CEO of Maddocks Systems, supporting more than one RDMS was a challenge for his 75-person staff. “The primary concern for us was that we faced serious manpower issues by maintaining separate sets of RDMS source codes,” Robert Maddocks explains. “A lot of the work we do for TruckMate is to write programming code that's embedded within the database. When we wanted to add new features to our next-generation product, we had to write code for one database and then turn around and do it all over again for the others.”

### **Future at a crossroads**

Due to this inefficient process, Maddocks decided to redesign TruckMate so that the development environment for future editions would incorporate a single database platform. The standardized database would need to support the technical challenges of Maddocks' customers and prospects going forward while also integrating with TruckMate's existing application architecture. To remain competitive, Maddocks had to reduce its software development and maintenance costs while capturing additional market share by providing high-quality, cost-effective software solutions. As the company surveyed its options, Robert Maddocks and his IT team took a closer look at the price/performance of his RDMS platform choices. “The good news

is that we are selling TruckMate to more enterprise-sized customers,” Robert Maddocks explains. “The challenge is that these customers have bigger databases that require faster and more robust data throughput.” With many of his Windows-based customers beginning to ask about the company’s Linux migration strategy, Robert Maddocks also realized his team would need to standardize on a database platform that could support multiple operating systems.

#### **IBM delivers ideal RDMS platform**

After evaluating its choices, Maddocks decided to standardize the development environment for TruckMate on IBM DB2 UDB Express Edition. This decision was based on the conclusion that IBM DB2 offered unsurpassed performance that provided advanced functionality including high-availability disaster recovery (HADR) as well as failover and clustering support. Maddocks also selected DB2 because of the extensive experience that IBM has with the Windows platform and how seamlessly IBM DB2 UDB Express and all editions of IBM DB2 UDB software, which are all certified on Windows 2000 and Windows 2003, integrates into the Windows environment.

In addition, Robert Maddocks was impressed that, unlike Microsoft SQL, DB2 could support both Windows and Linux operating systems and that the IBM database solution had demonstrated a superior benchmark

performance in a head-to-head competition with Microsoft SQL on the Windows platform. Finally, as an IBM Business Partner, Maddocks would have access to the IBM Center for Microsoft Technologies in Kirkland, Washington, as well as the IBM DB2 developer community. The Maddocks IT team also evaluated a database product from Oracle, but determined that this technology had shortcomings that would hobble the company’s efforts to be viewed as best-in-class by its customers and prospects.

“Enterprise replication, high availability and 24x7 performance are important issues for our larger customers, which is why IBM DB2 Universal Database Express Edition was our best choice over competitive products,” says Robert Maddocks. “It’s also relevant that IBM enjoys the best brand recognition in the trucking industry, which means our customers see our products as reliable.” And by standardizing its application development on the DB2 UDB platform, Maddocks can now focus on developing new capabilities for TruckMate and leverage its relationship with IBM to provide support for new database applications. Finally, Maddocks is convinced that better software, a best-in-class partner program and the power of Linux will allow the company to grow while also delivering world-class service to its existing customer base.

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### **Key Components**

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#### *Software*

- IBM DB2 Universal Database Express Edition, Version 8.2
- 

*“DB2 Universal Database provides Maddocks with a real competitive advantage over any other database on the market. Now my customers can focus on running their businesses and we can focus on our customers.”*

*– Robert Maddocks*

## Feature-rich capabilities provide cost-effective development environment

The DB2 UDB software offers Maddocks a wide range of features and functionalities that fit the technology requirements of its customers and prospects. The standard TruckMate application includes support for DB2 UDB Express Edition. But if a customer needs to scale up to a larger server, they can upgrade to DB2 UDB Workgroup or Enterprise edition without the expense of Maddocks needing to change its application or code. That's because IBM offers the same code base stream through all its DB2 editions. According to Robert Maddocks, DB2 software was also a smart business decision. "IBM DB2 Universal Database Express Edition has all of the features we need with the least amount of overhead and maintenance costs, which makes its price/performance very attractive."

The autonomic features in the DB2 UDB software—including business policy-driven backup and database maintenance, self-tuning backup and restore, inclusion of log files in online backup images, and integrated and automated log file management—make it easier for customers to maintain their TruckMate applications while keeping IT costs low. Robert Maddocks is also excited about the leading-edge auto statistics and auto table reorganization features as well as its throttling and policy-based capabilities. These all enable Maddocks to achieve market share in the small and medium business arena as well as in the mid-market sector.

Going forward, Maddocks has been able to leverage DB2 software's multi-schema ability, which unlike the current version of Microsoft SQL Server allows

customers to create separate schemas for each unique component of their business. "Some of our customers run fully featured, diversified transportation companies that may include a trucking business, a logistics business, a brokering business and a warehousing business," Robert Maddocks says. "With DB2 software, these customers can transfer data between and among their various operations without having to build and maintain separate databases. This transparency makes DB2 the right platform for providing cost-effective support to complex operations."

### Driving towards a bright future with DB2

The decision to standardize on the DB2 UDB software is already paying dividends for Maddocks. The company recently signed an agreement with Canada's largest food manufacturer, to provide them with the new release of TruckMate. Based on customer feedback, the principle reason this industry leader selected TruckMate was because it supported DB2 UDB software. Robert Maddocks concludes, "DB2 Universal Database provides Maddocks with a real competitive advantage over any other database on the market. Now my customers can focus on running their businesses and we can focus on our customers."

### For more information

Please contact your IBM sales representative, or IBM Direct at: 1 800 IBM-CALL.

Visit our Web site at:

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For more information about Maddocks Systems Inc., visit: [www.maddockssystem.com](http://www.maddockssystem.com)



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## Major financial services company turns around its fortunes with automated loan processing solution.

### Overview

#### ■ Challenge

*Provide greater manageability of external data sources, eliminate data entry errors and speed loan servicing for payoffs, bankruptcies and liquidations.*

#### ■ Why IBM?

*IBM offered a solution the customer knew would work and trusted based upon the recommendation of IBM Business Partner The Tech Factory*

#### ■ Solution

*Automated loan payment processing system built upon IBM WebSphere® middleware platform*

#### ■ Key Benefits

*Eliminated data entry errors; monthly customer complaints dropped 94% per month; reduction in exception processing time from days to one hour; annual savings of \$4 million; cashiering staff reduced from 92 to 8; 131% ROI in 18 months; upgrading by two bond ratings agencies; restoration of financial health*



*Using IBM WebSphere solutions, a large financial services company can now integrate information from multiple sources to drive an automated loan payment processing system that has reduced errors dramatically.*

Benjamin Franklin coined the widely used saying, “Time is money.” Add to that “Accuracy is money” and you’ve captured the key principles upon which this large financial services company operates. As the nation’s third largest servicer of nonprime residential mortgages, the company makes its money by expeditiously handling loan payments to transform them into performing assets for the financial institutions that own the mortgages. The faster a transaction,

*“We really had no controls, and processing exceptions was still a manual process. Every manual step in the process creates an opportunity for failure.”*

*–Vice President, Timeline Management, Large Financial Services Company*

## ***Integrating and deploying business processes with maximum flexibility***



*The financial services company's automated system is responsible for helping the company achieve \$4 million annually in savings.*

*“With IBM WebSphere and the CashConscious application, mistakes have gone down, loan performance has gone up, delinquencies are fewer, cash is getting processed more quickly, cash flow has improved, and the investors and customers are happier. It's a win-win situation.”*

*– Vice President, Timeline Management*

the more interest the financial institution earns on the money collected. The higher the accuracy in processing payments, the fewer the delinquencies and the lower the percentage of nonrecoverables, or mistakes which the company must subtract from its profit ledger.

### **Existing system causes mistakes and delays**

Accuracy and speed had become major challenges for the company in processing the approximately 300,000 loans it services, especially in the handling of exceptions such as payoffs, bankruptcies and liquidations. A cashiering staff of 92 employees handled payments manually, resulting in high error rates and processing times of up to five days per transaction. Customer complaints averaged 500 per month, and concerns about performance levels negatively affected their 2003 credit ratings.

On the back end, the financial services company used an outsourced, mainframe-based, industry-standard loan processing system. Payments were processed in large batches. All of the company's in-house applications ran atop this solution. As the system of record, the mainframe stored payment information that was visually captured by the multiple imaging systems used by the financial services company. Payments came in various form—Excel spreadsheets, CSV (comma separated values) files and wire services—among others. Employees in the company's cashiering department pulled up green-screen applications, as needed, to process or reroute the payments to other departments for handling.

“We really had no controls, and processing exceptions was still a manual process,” explains the company's Vice President of Timeline Management. “Every manual step in the process creates an opportunity for failure. We needed a truly automated system that would improve loan performance, reduce nonrecoverables and reduce costs through personnel reduction.”

### **Building a flexible, service oriented architecture**

The financial services company sought a flexible, service oriented architecture (SOA) because it wanted to leverage back-end systems, automate repeatable tasks to reduce errors and process transactions in real time. The solution needed to link with legacy systems, including the outsourced mainframe loan processing system, and give the company a greater measure of control over its business processes, as well as faster throughput and scalability, all while maintaining industry compliance with government regulations such as Sarbanes-Oxley.

Though the financial services company looked at solutions from Wausau Financial Systems and Netvantage, it relied upon the recommendation of its trusted IBM Business Partner, The Tech Factory. The company implemented a front-end,

automated item processing system called CashConscious, developed by The Tech Factory, which runs on an IBM platform. When a payment comes in, an imaging system captures the document visually and sends it to another application that reads the data and uses business logic to either post a payment or route the exceptions—bankruptcies, liquidations and payoffs—to CashConscious for real-time processing. CashConscious leverages business logic from green-screen applications to make posting decisions, and tracks every step of the processing to ensure compliance. Posting details appear as contemporary-looking Web pages. The system consists of IBM WebSphere Application Server, the premier Java™ 2 Platform Enterprise Edition and Web services-based application server, IBM WebSphere MQ Express for delivering application-to-application connectivity, and IBM WebSphere Access Transformation Services (HATS) for extending host applications to the Web.

“This financial services company has an environment that it cannot fully control because the payments come in various forms and from multiple imaging systems and sources,” says Etienne Droulez, president, The Tech Factory. “Given this environment, IBM WebSphere Application Server is the most reliable, stable and flexible integration platform, and its scalability makes it easy for the company to add servers to increase its capacity. Because of its flexibility, we don’t have to rebuild the infrastructure every time a process is added.”

WebSphere MQ Express manages the messages coming from internal and external databases to the proper CashConscious applications, ensuring the company greater reliability. The company has regained a significant measure of control and recoverability by dramatically reducing the information loss that occurred when employees handled the data.

**Better throughput achieved**

Eliminating manual errors was only a part of the challenge for the financial services company. The other was to increase speed. “Sometimes processing an exception took days because of all the communication that had to take place among various departments,” notes the Vice President of Timeline Management. “Now it happens automatically and takes an hour at most.”

The financial services company processes exceptions much more quickly, in part because WebSphere MQ Express manages the message queues more efficiently. It uses multithreading to divvy up large batches of payments into smaller bundles that can be executed simultaneously. Additionally, the company uses WebSphere HATS to extract and transform legacy information in real time from multiple green-screen applications for display in the CashConscious Web-based modules.

**Key Components**

*Software*

- IBM Rational® Application Developer for WebSphere (formerly known as WebSphere Studio Application Developer)
- IBM WebSphere Application Server
- IBM WebSphere MQ Express
- IBM WebSphere Host Access Transformation Services (HATS)

*IBM Business Partner*

- The Tech Factory

*“The loan processing system based on IBM WebSphere technology is what turned our company around.”*

*– Vice President, Timeline Management*

IBM Rational Application Developer for WebSphere (formerly known as WebSphere Studio Application Developer) provided a single development environment for the solution that simplified its development.

### **Metamorphosis in the company's standing and capabilities**

In less than two years, the financial services company has transformed itself. Whereas the company encountered customer issues related to payment processing inaccuracies and suffered lower credit ratings due to its ineffective loan processing solution, it has now been able to turn around the situation. The financial services company credit ratings have substantially improved, as has customer satisfaction. "The loan processing system based on IBM WebSphere technology is what turned our company around," says the Vice President of Timeline Management. says. "It was one of the main reasons that rating agencies upgraded us, allowing us to be able to service our bonds."

The financial services company now services loans in close to real time. It has reduced its cashing staff from

92 to 8 and decreased its write-offs, resulting in an annual savings of \$4 million. These savings have enabled the company to achieve a return on investment (ROI) of 131 percent in 18 months. Additionally, customer complaints have plummeted from 500 per month to 30 per month. Notes the Vice President of Timeline Management, "Mistakes have gone down, loan performance has gone up, delinquencies are fewer, cash is getting processed more quickly, cash flow has improved, and the investors and customers are happier. It's a win-win situation."

The solution is also enabling the financial services company to extend its vision from automation to ongoing improvement with a new focus on opportunities, metrics and analytics. "Thanks to IBM and The Tech Factory, our new tagline," says the Vice President of Timeline Management, "is results-oriented process management."

### **For more information**

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## Mark's Work Wearhouse drives profits with realtime point-of-sale information.

### Overview

■ **Challenge**

Costly, inefficient sales information-sharing systems made it difficult for clothing retailer to consistently stock its stores with the right mix of products, causing it to miss sales opportunities

■ **Why Become an On Demand Business?**

Mark's Work Wearhouse needed a flexible, resilient infrastructure to respond more quickly to market trends and customer needs, so that it could drive sales and increase profitability

■ **Solution**

The retailer implemented an integrated, Web-based sales reporting system that enables company executives to make better marketing decisions by quickly sensing changes in customer preferences and responding in realtime

■ **Key Benefits**

Enhanced responsiveness to customers, fostering greater loyalty and helping to increase sales; 30% lower TCO; 50% reduction in training costs; near 100% system availability



Mark's Work Wearhouse has built itself into a household name with its comfortable, easy-care clothes, including specialized lines selling corporate wear, "big and tall" apparel and healthcare industry uniforms.

It never fails: Your morning coffee splashes on your shirt on the day you've decided to wear a white one. However, if your clothes are made with stain-repellent cotton fabrics developed by Mark's Work Wearhouse (Mark's), you can literally brush away the problem without damage.

The Canadian retail giant behind "clothes that work," Mark's ([www.marks.com](http://www.marks.com)) has earned the loyalty of consumers by developing and designing practical, easy-care apparel. Headquartered in Calgary,

*“Without timely information from our stores, we couldn't react to market trends as quickly as we should, and risked missing out on sales opportunities and hurting our profitability as a result.”*

*—Harry Bekkema, Application Team Lead, Mark's Work Wearhouse*

## Anticipating and responding to customer and market demands in realtime

### On Demand Business Benefits

- Enhanced responsiveness to customer needs and market demands from realtime sales reporting and “sense and respond” decision making, contributing to greater loyalty
- 30% lower TCO, contributing to higher profitability
- 50% reduction in training time and costs due to reporting system’s ease of use
- Near 100% availability due to resilient IT infrastructure
- Ability to focus on core competencies with support from IBM Business Partners

*“Our Web-based sales reporting application has transformed Mark’s Work Warehouse into an up-to-the-minute learning organization. By monitoring our business in realtime, we can make better decisions to help drive our business forward.”*

*–Robin Lynas, CIO, Mark’s Work Warehouse*

Alberta, the 27-year-old company is today a wholly-owned subsidiary of Canadian Tire Corporation. Nearly 4,000 employees staff more than 300 stores, each stocked with innovative items such as washable suede jackets and footwear cushioned with air bags. Mark’s expects more than CA\$560 million (US\$417 million) in sales this year.

Until recently, the retailer tracked sales across its growing enterprise through a network of point-of-sale (POS) systems. However, the systems required their own in-store processors, making them increasingly costly and time-consuming for the company’s small IT staff to maintain. Hardware was also being discontinued, and it was difficult to obtain parts. What’s more, getting sales information transferred from each location to headquarters required a nightly batch process. This resulted in a time lag that made it difficult for the company’s decision makers to move the right pieces of apparel to the right stores at the right time. “It was particularly challenging to keep the proper items on our racks during sales promotions, because we didn’t know how each store was faring until the next day,” says Harry Bekkema, application team lead, Mark’s. “Whenever you run out of advertised sales items, customers won’t be happy and may not return to your store.”

What’s more, store sales information was routed to Mark’s headquarters in batches, preventing executives from having a timely, comprehensive view of the entire business. Says Bekkema, “Without timely information from our stores, we couldn’t react to market trends as quickly as we should, and risked missing out on sales opportunities and hurting our profitability as a result.”

Operating in a fiercely competitive environment, Mark’s needed to find a retail reporting system that would enable it to give employees instant access to enterprise-wide sales information, so it could be more responsive to market demands and customer needs. By doing so, the retailer could drive sales, reduce costs and enhance profitability.

### Integrating enterprise-wide POS information in realtime

Working with IBM Business Partners Business Objects, Dog Star Systems and Sandbox Systems, Mark’s replaced its legacy POS sales reporting system with an integrated, open, Web-based sales reporting application. The easy-to-use solution provides a consolidated, realtime view of enterprise-wide sales results, allowing decision makers to quickly sense changes in customer preferences and then respond with appropriate merchandise.

Employees can now track sales targets on a moment’s notice, balancing products according to customer demand. For example, a Vancouver store that has sold most of its sale-priced rain jackets can pull stock from its Victoria counterpart, knowing that this location is moving the item more slowly. Similarly, when bad weather impacts product delivery schedules, the company is better pre-

pared to make adjustments based on realtime knowledge of product demand at affected stores. Marketing executives who meet Monday mornings can now get up-to-date sales figures from each store, enabling them to launch or adjust targeted promotions that can directly affect that week's sales.

"Our Web-based sales reporting application has transformed Mark's Work Warehouse into an up-to-the-minute learning organization," says Robin Lynas, the company's CIO. "By monitoring our business in realtime, we can make better decisions to help drive our business forward. We can then respond with better, more timely decisions to help drive our business forward."

### Resilient Linux and IBM solution

Mark's has gained significant performance and cost-saving advantages by developing its Web-based sales reporting application with IBM DB2® for iSeries™, IBM @server® systems and Crystal Enterprise from Business Objects. The retailer leveraged the expertise of Calgary-based Dog Star Systems, a specialist in IBM @server iSeries and IBM @server xSeries®, to deploy the Java™ technology-based solution, which was customized by its internal application development team. The solution is powered by IBM SurePOS™ 53X Internet Protocol-based cash registers running Retek Point-of-Sale (RPOS) software, a robust combination that provides cash, inventory, customer and labor management functionality. The application server software resides on resilient xSeries systems running Red Hat Linux at Mark's corporate headquarters.

To leverage its extensive skills in IBM DB2 for iSeries, the company ported RPOS from its native Oracle database to DB2. RPOS data is propagated to a back-end data warehouse, which was developed with DB2 for iSeries, Version 5, and Retail IDEAS business analysis software from Scottsdale, Arizona-based IBM Business Partner JDA Software. Notes Bekkema. "DB2 is incredibly reliable—we haven't needed a full-time database administrator—and it represents a substantial cost saving compared to the Oracle database."

To further generate meaningful insights from the RPOS data, the retailer worked with Business Objects to deploy Crystal Enterprise reporting, analysis and information delivery software, including Crystal Reports for data access on an xSeries. The enterprise reporting solution from Business Objects gives Mark's a fast and efficient way to deliver out-of-the-box, ad-hoc reporting capabilities to all its employees, so they can evaluate information such as store performance by district, end-of-day sales results and sales by product category.

Employees access the Business Objects solution through Mark's corporate intranet, which the retailer built with help from Sandbox Systems, a Calgary developer of customized, mission-critical e-business and e-learning applications.

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## Key Components

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### Software

- IBM WebSphere Portal - Express
- IBM DB2 for iSeries, Version 5
- IBM SurePOS 53X
- Crystal Enterprise
- Crystal Reports
- Red Hat Linux

### Servers

- IBM @server iSeries
- IBM @server xSeries

### IBM Business Partners

- Business Objects
  - Dog Star Systems
  - JDA Software
  - Sandbox Systems
- 

*“The combination of WebSphere and DB2 software, Linux and IBM @server systems gives us an affordable, resilient, function-rich IT infrastructure for our mission-critical POS application.”*

*—Harry Bekkema*

The portal runs on a single xSeries server, powered by IBM WebSphere Portal - Express. Store employees use an open-source Web browser to access the company's back-end Java applications. Since the stores connect to the iSeries systems at company headquarters rather than maintaining their own hardware installations, the retailer has cut its total cost of IT ownership by an impressive 30 percent.

"The combination of WebSphere and DB2 software, Linux and IBM @server systems gives us an affordable, resilient, function-rich IT infrastructure for our mission-critical POS application," says Bekkema.

"Integrating Crystal Enterprise into the environment gives us the advantage of faster, more comprehensive and meaningful reporting than was possible with our previous POS system."

### **Focusing on retail business**

In transforming its retail operations, Mark's drew heavily on its longstanding relationship with IBM. "The strength of our connection led us directly to IBM for a solution to our problem," says Bekkema. "In addition to meeting our technology needs, IBM and its Business Partners provide the responsive support that frees us to focus on our retail business." Dog Star professionals staff the sales reporting application help desk, allowing Mark's to assign its own IT professionals to application development and enhancement projects.

The retailer was also attracted by IBM's support for Linux and open standards-based solutions. Because they are based on open standards, Linux, DB2 and WebSphere software were easy to integrate with third-party applications to form a complete solution. "Our confidence in running Linux for a mission-critical application was reinforced during a recent holiday season, when we logged CA\$35 to CA\$45 million (US\$26 to US\$34 million) in sales during a 70-store pilot without even a hiccup in our system," says Lynas. The remaining stores were rolled out in spring 2003, and 300 stores were running the software by early summer.

### **Capturing closet space**

The retailer's new sales reporting solution is available nearly 100 percent of the time, enabling business decision makers to quickly sense changes in market trends and respond in realtime. Because the solution is easy to administer, Mark's has been able to maintain its existing IT staffing level. And since it is easy to use, the company is enjoying a 50 percent reduction in both training costs and time.

All told, Mark's has more closely aligned its business operations with market trends. "We've always had a very loyal customer base because we provide good value for quality clothing," says Bekkema. "By enhancing our responsiveness to customer needs through our IBM and Linux sales reporting application, we know our customers will continue to be happy and we will be better positioned to increase sales and profitability."

### **For more information**

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## Chevrolet dealership revs up Internet sales with IBM e-commerce solution.

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### Overview

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#### ■ Challenge

*Auto dealership needed to expand its customer base and extend services to include online ordering*

#### ■ Solution

*Affordable, full-function e-commerce solution for 24x7 online sales of auto accessories*

#### ■ Why IBM?

*The low price point of IBM WebSphere® Commerce - Express, combined with ease of installation and deployment*

#### ■ Key Benefits

*New Internet sales channel has generated thousands in revenues within weeks of going live; improved customer experience with real-time access to parts availability; increased sales as coverage extends to customers outside local market base*



*Mike Castrucci Chevrolet quickly deployed an affordable e-business system using IBM WebSphere Commerce - Express.*

It's a weekend morning and for the rest of the day the highway is all yours. As you slide into your Chevrolet muscle car and start to burn rubber, the thought hits you: my Corvette would look a lot cooler with a spoiler.

Sometimes the need to accessorize strikes suddenly, and when it does Mike Castrucci Chevrolet (MCC) is there to help. Based in Milford, Ohio, the auto dealership specializes in General Motors accessories, selling everything from bug guards and seat covers to car bras and floor mats. Since its inception 10 years ago, MCC has established itself as one of the leading car dealerships in Ohio. The company has 130 employees.

*“We’ve created an entirely new sales channel for our company by using IBM technology. As a result, our customer base has grown substantially.”*

*—Robert Ernst, IT Manager, Mike Castrucci Chevrolet*

## Rapidly implementing low-cost on demand solutions

### Key Components

#### Software

- IBM WebSphere Commerce - Express, Version 5.5
- IBM WebSphere Application Server Network Deployment, Version 5
- IBM WebSphere Studio Application Developer, Version 5.1
- IBM DB2® Universal Database™ Express Edition, Version 8.1

#### Servers

- IBM @server® xSeries®

#### Business Partner

- Information Design Incorporated

In looking at ways to provide better levels of service, the dealership recently saw an opportunity to align its business processes with the changing preferences of its customers. “Our research showed that car lovers prefer to do business over the Internet,” says Robert Ernst, IT manager, MCC. “This was a big surprise for us, because our whole business model was based on people visiting the dealership and ordering accessories at the parts desk.”

MCC was confident that launching a new e-commerce Web site would allow it to not only tap into a whole new market base, but also respond to customers in a more timely and relevant manner. But to capitalize on this opportunity, MCC needed to act fast, because other companies were eyeing the same space. “We took a hard look at upgrading our existing Web site,” explains Ernst. “But it wasn’t dynamic enough to handle e-commerce transactions.”

### IBM Business Partner provides project guidance

As a small company, MCC lacked the technical resources to build an e-business site from scratch. In fact, the IT department consisted of just Ernst himself. For help with the project, MCC turned to IBM Business Partner Information Design Incorporated (IDI), a regional systems integrator in the Ohio and Kentucky area. IDI designed and installed an end-to-end solution based on IBM WebSphere Commerce – Express, Version 5.5 running on MCC’s existing IBM @server xSeries 225 system. “The affordability of WebSphere Commerce - Express combined with its ease of installation and deployment were key factors in our decision to choose this product,” says Ernst.

The solution also includes IBM DB2 Universal Database (DB2 UDB) Express Edition, Version 8.1 information management software as well as IBM WebSphere Studio Application Developer, Version 5.1 and IBM WebSphere Application Server Network Deployment, Version 5.

The project took about five weeks to complete. “We did several thousand dollars in sales within weeks of going live,” says Ernst. The site currently receives about 1,500 hits a day and MCC expects that number to increase to 30,000 within a year. More important, most of the hits are from outside the Ohio area, some from as far away as Florida and California. “We’ve created an entirely new sales channel for our company by using IBM technology,” says Ernst. “As a result, our customer base has grown substantially.”

### Real-time order processing

The new MCC Web site was built for high performance and reliability. Now, customers can check the availability of more than 1,700 products and have the results presented immediately. They can place orders, view product photos and much more — all in real-time. The site is highly reliable and fast, displaying detailed product information in seconds. Notes Ernst, “We have really improved the customer experience by providing real-time access to parts availability.”

The affordability of WebSphere Commerce – Express combined with the ease of installation and deployment were key selling points for Ernst. Additionally, the comprehensive online merchandising functions of the WebSphere e-commerce software have enabled the dealership to create “e-spots” advertising certain products on various pages throughout the Web site.

“With WebSphere Commerce – Express, we provided an affordable solution that allows MCC to protect its investment as it grows,” says James Green, IDI’s WebSphere practice leader. “Smaller companies like MCC are constantly seeking ways to extend their IT dollars, and WebSphere Commerce – Express enables them to do exactly that.” Adds Ernst, “There are just so many things I like about WebSphere Commerce – Express. I haven’t been able to find anything that hasn’t worked just the way it should.”

The e-business solution integrates seamlessly with MCC’s existing IT infrastructure and business processes. “We needed to operate both our brick-and-mortar business and the e-store using the same infrastructure,” says Ernst. “We also integrated our existing credit card authorization process, as well as our billing and receivables department. We did most of the integration using features found in WebSphere Commerce - Express.”

In building the solution, IDI used WebSphere Studio Application Developer to design a new, more advanced look and feel for MCC’s new site. “Everyone I’ve spoken to, from customers to people in the dealership, have complimented us on how nice-looking the site is and how easy it is to maneuver to find what you would like to purchase,” says Ernst. In addition, IBM WebSphere Application Server Network Deployment acts as the runtime environment for the e-commerce applications.



The Ohio car dealership’s Web site is attracting customers from as far away as Canada and Florida.

*“With WebSphere Commerce - Express, we provided an affordable solution that allows MCC to protect its investment as it grows. Smaller companies like MCC are constantly seeking ways to extend their IT dollars, and WebSphere Commerce - Express enables them to do exactly that.”*

*– James Green, WebSphere Practice Leader, Information Design Incorporated*

## **DB2 UDB Express Edition—ideal for small businesses**

A key component of the system is DB2 UDB Express Edition, which acts as a repository for customer order information. MCC was particularly impressed with the product's silent install capability, which allowed IDI to transparently install and configure DB2 UDB Express Edition as part of WebSphere Commerce – Express. "DB2 UDB Express provides us with a full-function database at a low price point," says Ernst. "We were pleasantly surprised to learn that DB2 UDB Express was well within our budget."

MCC chose the xSeries 225 server as the hardware platform based on its positive experiences with the product. "Implementing the solution on our robust xSeries 225 server helps ensure that the e-commerce site will be available on a 24x7 basis," says Ernst.

Moving forward, MCC plans to create another e-store to support the sale of branded accessories for its nearby Oldsmobile dealership. "WebSphere Commerce – Express can support up to five separate stores, so we have more than enough capacity for an additional site," says Ernst.

"Selling products on the Internet is a new area for us," concludes Ernst. "But thanks to IBM, we have created an image as an early adopter in our field of emerging technologies, allowing us to strengthen our industry position and provide superior service through new sales channels."

### **For more information**

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

**[ibm.com/websphere/express](http://ibm.com/websphere/express)**

For more information on Mike Castrucci Chevrolet, visit:

<http://www.thegmmall.com>

For more information on IDI, visit:

[www.infodesigninc.com](http://www.infodesigninc.com)



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Somers, New York 10589  
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04-04  
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## IBM Workplace solution

## IBM helps growing IT solutions company open the portal wide to success

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### Overview

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#### ■ The Challenge

Rapid growth was outpacing the ability of a systems integrator to effectively provide employees with critical data when they needed it. In addition, traditional phone, printing and e-mail communications were no longer meeting internal standards to deliver vital information on time and, as a result, were hindering productivity and competitiveness

#### ■ Why IBM?

IBM offers a collaborative portal product that can help improve company-wide information sharing

#### ■ The Solution

MSI Systems Integrators deployed IBM® Workplace™ Services Express software for a collaborative environment that enables teams to create, edit and share documents and information easily within an integrated workspace

#### ■ The Benefit

Heightened productivity through access to current mission-critical data; lower costs due to streamlined administration and reduced reliance on printing; and improved response to customers due to timely and proactive interoffice communications



MSI Systems Integrators helps its customers deploy the right technologies. When MSI first started reselling IT systems and equipment back in 1994, the company quickly realized that many of its clients were making impulse buys—they were too busy chasing the latest and greatest products without considering a long-term IT vision. To help its customers bridge the knowledge gap, the Omaha, Nebraska-based company began offering consulting services to assist clients with determining and implementing a comprehensive IT strategy. By providing outstanding technical expertise in conjunction with a wide range of top-quality products—including IBM hardware and software—MSI has become a highly successful IT solutions company.

*“Workplace Services Express is one of those projects that continues to pay for itself as we add new applications and enhancements across the organization. We are undergoing a major initiative to become an On Demand Business, and this is one of the tools that will allow us to get there.”*

—Vince Haman  
Chief Information Officer  
MSI Systems Integrators

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## Key Components

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### Software

- IBM Workplace Services Express

### Hardware

- IBM @server xSeries system
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*“When we looked at our growth plan, we realized we had to develop systems that would enable us to share employee and sales information across our regional locations in real time.”*

*—Michael Fischer  
Executive Vice President,  
Enterprise Solutions  
MSI Systems Integrators*

The strategic decision to offer consulting in conjunction with installation and integration has clearly paid off. “The fastest growing segment of our business is services,” says Michael Fischer, executive vice president of enterprise solutions at MSI. “We offer more than just products and product support. Our success is based on our ability to understand our customers’ requirements and implement the right configuration, customization and migration services based on their needs.”

### The pitfalls of success

Due to the success of its services segment, MSI nearly doubled in size during the last year—hiring more than 150 new employees in offices around the country. While the business growth is undoubtedly enviable, the rapid expansion at MSI led to communication challenges. The staff at MSI discovered that the traditional communication methods for delivering vital business and sales information to employees—e-mail, telephone and printed documents—were becoming woefully inadequate to support the growing number of employees.

With workers dispersed throughout the country, the lack of access to centralized, up-to-the-minute information was starting to hinder productivity. “Sometimes new employees wouldn’t get an e-mail, so they would miss out on an important sales or corporate announcement,” says Gina Morkel, vice president for marketing and communications. “In the end, we turned to just about every method you can think of, and in some cases multiple methods—print mailings along with e-mails for example—to try to break through the noise and clutter.”

Meanwhile, administrative and printing costs were soaring, and the human resources department was considering additional hires to help distribute training materials, forms and benefit packages. And with the growth at MSI, the cost of creating and distributing both internal employee documents and external corporate materials was increasing at an uncomfortable rate.

The sales staff was also becoming frustrated with the growing communication difficulties. “We had problems pulling the correct set of proposals and deliverables for our customers,” says Fischer. “In order to get up-to-date product and services information, people were constantly calling our help desk. Often, because of time zone differences, our sales teams had difficulty locating the right documents in a timely fashion. When we looked at our growth plan, we realized we had to develop systems that would enable us to share employee and sales information across our regional locations in real time.”

## MSI turns to IBM

Since MSI has been selling communication and collaboration IT products and services for a long time, the IT team decided the time had come to take its own advice. As an IBM Business Partner, MSI knew that IBM provides reliable, intuitive and affordable software, backed by the support and innovation of the trusted IBM brand. However, they wanted to be sure that IBM had the right solution for their specific problem.

“We were looking for as much out-of-the-box functionality as we could get,” explains Vince Haman, chief information officer at MSI. “We wanted to deploy the broadest set of offerings and reach the maximum number of people across multiple functions as quickly as possible, and with minimum customization. After evaluating several competing products, we chose IBM Workplace Services Express because it met all the criteria, with room to add more features and functionality later.”

## Workplace Services Express portal helps transform MSI

Chief among MSI’s criteria was a collaborative portal that would expose vital human resources and sales materials to employees throughout the organization. With his intimate knowledge of IBM products, Fischer realized that IBM Workplace Services Express could help improve communications within MSI. “With IBM Workplace Services Express, we could develop a portal that would present employees with the information they needed to do their jobs instead of having them use e-mail or phone calls to track it down,” says Fischer. “We really looked at the portal as a place where we could start sharing information more readily across all of our locations. We realized that the portal would help us consolidate our information and present it to our employees as needed.”

## Workplace Services Express offers easy installation and full functionality

The IT department at MSI installed Workplace Services Express on a single IBM @server® xSeries® server—achieving full functionality with very little customization. Additionally, the team integrated Microsoft® Active Directory® software for the Microsoft Windows® 2003 operating system and implemented the Workplace Services Express list and application portlets, providing e-mail services and application access for all employees on a single screen. By minimizing customization and project complexity in the initial stages of the project, MSI could take advantage of the portal in a very short period of time, realizing a quick return on investment.



*“We were looking for as much out-of-the-box functionality as we could get. We wanted to deploy the broadest set of offerings and reach the maximum number of people across multiple functions as quickly as possible, and with minimum customization. After evaluating several competing products, we chose IBM Workplace Services Express.”*

*—Vince Haman  
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MSI Systems Integrators*



*“With IBM Workplace Services Express, we could develop a portal that would present employees with the information they needed to do their jobs instead of having them use e-mail or phone calls to track it down. We really looked at the portal as a place where we could start sharing information more readily across all of our locations.”*

*—Michael Fischer  
Executive Vice President,  
Enterprise Solutions  
MSI Systems Integrators*

The process took less than a month for the first stage to go into production, with subsequent enhancements such as people finder and expense reimbursement applications planned for future phases. “We are developing more back-end systems, and once those go live, we will probably develop more custom portlets,” Haman says. “Workplace Services Express is one of those projects that continues to pay for itself as we add new applications and enhancements across the organization. We are undergoing a major initiative to become an On Demand Business, and this is one of the tools that will allow us to get there.”

### **Workplace Services Express team spaces promote collaboration**

IBM Workplace Services Express makes it simpler for people to work together with ready-to-use and easy-to-customize team spaces where employees can create, edit and share documents and information. Working with Workplace Services Express, MSI developed a sales and marketing team space as well as an employee services team space. The sales and marketing space enables access to documents, presentations, logos, newsletters and the marketing event calendar as well as an online shop for MSI-branded gear. The employee services space includes links to benefit providers, 401K information, frequently asked questions, benefit forms and even a wellness tip of the week. By including this type of information in the portal, MSI gives employees fingertip access to the data they need, and the number of help calls fielded by the main office and time spent servicing employees has been greatly reduced.

For the human resources department, the team space is already helping to streamline and simplify administrative operations. “We have managers spread out throughout the country, and we needed to provide everyone with real-time access to information,” says Nancy Knight, director of employee services. “All of the managers need the same forms, data and training materials. With Workplace Services Express, we have created management access—providing managers with all of the information they need to support their staff. Plus, in the past, we printed our training materials for new employees. That was really becoming a time, expense and availability burden, so now we publish the training materials directly to the team space.”

For the sales and marketing departments, the team space is helping keep employees up to date with the latest materials while reducing printing costs. “The marketing team space is basically a publishing warehouse where we provide tools to help the



salespeople sell more effectively,” explains Morkel. “Our sales team needs to present information that is consistent with company-wide initiatives. With Workplace Services Express, we can present uniform sales information—with consistent branding—throughout the company.”

### **Sametime instant messaging helps build customer satisfaction**

Instant messaging is one of the features of Workplace Services Express that has enabled MSI to respond to customer needs more quickly. As a result, response times to customer needs around the country have decreased, improving productivity and giving MSI a competitive edge. “Our sales organization is focused on making sure they are bringing value to our clients, so it is essential that they can pull together vital information regardless of time zone and get answers to questions as quickly as possible,” says Fischer. “IBM Lotus® Sametime® instant messaging allows our sales force to be even more responsive to customer needs.”

### **Employee portal helps MSI cut costs**

In addition to saving valuable time, Workplace Services Express has reduced the need to hire additional human resource personnel. Because MSI can now publish its materials and information to the team spaces, the latest versions of reports and presentations are always available, and a role-based function in the software means materials can be presented specifically to those who need them.

In addition to increasing efficiency, the employee portal has significantly lowered printing and hiring costs. “These all seem like small instances, but they add up,” Knight says. “In the past when we hired 125 employees, each received new orientation materials, and the cost reached several thousand dollars just for printing. And that does not include the cost of an employee sitting by a copy machine or for me to outsource the job. All that is no longer required—all the information is current and available online.”

As MSI continues to grow, Workplace Services Express has also helped with the orientation process. New employees can immediately access the portal from any computer and start filling out forms or checking e-mail until their personal computer is up and running. “This is a great help for our IT group,” Haman says. “When IT gets a call that someone is starting and needs a computer immediately, it is no longer a struggle. People can get started on paperwork while their equipment is made ready.”

*“Implementing Workplace Services Express has been a great project, and now we can reassure our customers by sharing our experiences about the productivity, efficiency and cost-avoidance benefits we have seen firsthand. As a Workplace Services Express customer, we are now even prouder—if that is possible—to be an IBM Business Partner.”*

*—Michael Fischer  
Executive Vice President,  
Enterprise Solutions  
MSI Systems Integrators*



### **Increased communication improves competitiveness**

As a result of implementing Workplace Services Express, Fischer says his team developed a better understanding of the product benefits for business efficiencies and is now in a better position to articulate those advantages to their own clients. "IBM Workplace Services Express has helped us meet the needs of our communication challenges," explains Fischer. "Implementing Workplace Services Express has been a great project, and now we can reassure our customers by sharing our experiences about the productivity, efficiency and cost-avoidance benefits we have seen firsthand. As a Workplace Services Express customer, we are now even prouder—if that is possible—to be an IBM Business Partner."

### **For more information**

For more information about IBM Workplace Services Express, please contact your IBM sales representative or IBM Business Partner, or visit [lotus.com/products/product5.nsf/wdocs/workplaceservicesexpresshome](http://lotus.com/products/product5.nsf/wdocs/workplaceservicesexpresshome)

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April 2006  
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# One-on-One

**with Nexsys**

An IBM Premier Business Partner

## Nexsys accelerates sales with Business Partner Innovation Centers

*IBM Premier Business Partner Nexsys operates two Business Partner Innovation Centers in Latin America. These centers, based in Colombia and Peru, have helped the value-added distributor increase its IBM sales significantly. They have also strengthened the firm's recruitment efforts as it attracts more Business Partners with enhanced support centralized in the centers. In this interview, Mario Jarmillo, director of Business Development for Nexsys, talks about how these centers are helping to expand the value in what the value-added distributor delivers to Business Partners and their clients.*

### Why did you open your Business Partner Innovation Centers?

We wanted to enhance the support we provide our Business Partners and make it easier for them to sell IBM-based solutions. Clients were looking for different ways to prove and understand the products that they were buying. The Business Partner Innovation Centers give us a new way to address this requirement and, at the same time, to capture new clients and markets.

### What do you showcase in your centers?

We showcase all IBM software brands with particular emphasis on WebSphere and Tivoli products. We have two technical specialists in these brands in Colombia. We have a solid base of Business Partners specializing in WebSphere. In the

Tivoli brand, we are developing new Business Partners that can focus on security and storage solutions to strengthen our market share in these areas.

### What's the value of the Business Partner Innovation Center to your Business Partners and their clients and prospects?

The centers serve as a key differentiator for us as a value-added distributor. No other value-added distributor has the ability to deliver proofs of concept and proofs of technology in real time and in a real environment.

We strongly believe that the Business Partner Innovation Centers influenced this growth. Why? Because of the enablement our Business Partners have received through the centers.

Now our partners are more confident offering IBM solutions and the clients are able to see the functionality of the products.

We also have proven that when a client goes to the Business Partner Innovation Center, the sales cycle can go from six to three months. In integration-related solutions and in storage solutions, we have reduced the sales cycle from six months to four months. We are sure that it is one of the best maturation strategies in today's business environment.

They also are a key factor helping us enable our Business Partners. For instance, we have achieved an impressive number of new certifications through the centers. Our value as an IBM VAD is backed up by the center through a broad range of support such as demand generation and training delivered through the Business Partner Innovation Centers.

### **Define your objective in opening the centers you operate.**

The objective was to accelerate the sale and deployment of our Business Partners' solutions and services together with the underlying IBM software that supports client needs.

Business Partner Innovation Centers help us realize this objective by offering a defined mixture of pre- and post-sales support for our Business Partners in conjunction with

appropriate IBM software products/offerings. This includes marketing and technical briefings; demonstrations; test drives; design consultations; proof of concept support; product installation/implementation assistance; client training/customized workshops; post sales client support.

### **So it is easier to close business?**

Yes, recently we made a match with all the software sold and the clients that came to our Business Partner Innovation Centers. We found

*We also have proven that when a client goes to the Business Partner Innovation Center, the sales cycle can go from six to three months.*

that almost 40 percent of the software sold by our Business Partners has been influenced by the centers. When the Business Partner Innovation Center is combined with the right account plan, the close rate rises.

### **What opportunity areas are growing fastest for you?**

We've seen the fastest growth in IBM Express products due to the size of the Colombian market. Another big area that's growing in our market is business process management solutions. Colombia, Ecuador and Perú are countries with significant growth in business integration, and security and storage solutions.

### **What feedback do you receive from your Business Partners on the centers? Why are these centers important to them?**

Our Business Partners see the centers as an excellent pool of resources and tools that satisfy their enablement and teaming requirements. The centers also help our Business Partners feel more secure offering new products because they have greater familiarity with the products through training and enablement we provide. This support is critical to them.

### **Discuss enablement you provide – specifically, Solutions Builder Express. How does this help your Business Partners become more successful?**

Solutions Builder Express gives our Business Partners an opportunity to apply the best practices from IBM to real clients. It makes it easier and faster to deliver solutions to clients with all of the enablement resources available through SBE. It is especially valuable to Business Partners working with small and medium businesses across our region where almost 90 percent of the opportunity is in SMB.

**Provide an example of business won as a result of your Business Partner Innovation Centers.**

One of our Business Partners was interested in developing a business intelligence proof of technology with former Informix clients. They were clients with data integration and data analysis needs, so we helped him to develop an IBM-based proof of technology.

During the proof, the client began to understand how IBM tools could help them in a real business environment. This came from the hands-on experience enabled by the innovation center. One of the clients was so sold on the IBM-based solution that on the third day of the proof he printed and signed his purchase order during a break. Now this customer is one of the biggest success stories here in Colombia. We also have many other different success stories that have been influenced by our Business Partner Innovation Centers, such as collaboration, portal and e-commerce solutions.



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## Nissan North America, Inc., scores impressive gains in getting parts to dealers

Solution from IBM and Viewlocity, Inc., opens a window into Nissan's supply chain and makes profit-improving discoveries



### Overview

#### The Challenge

*Nissan sought to improve customer satisfaction by increasing parts availability at dealers and service centers*

#### The Solution

*Supply chain management and visibility system from IBM and Viewlocity, including Viewlocity Control Tower, IBM WebSphere® Application Server -- Express and IBM eServer® pSeries® P690*

#### The Benefit

*Reduced procurement costs by 22 percent, increased on-time deliveries by suppliers and improved communications on status of shipments*

Nissan is considered by many to be one of the greatest corporate turnaround stories of all time. From the vaunted position as Japan's No. 2 car company in the 1990s, it dropped to third place behind Honda, with a mountain of debt that looked like it might snuff out the company's financial air supply.

Then, with a significant buy-in from Renault Motors and the installation of Carlos Ghosn, the first non-Japanese person to run a Japanese car company, it started to rebound. In 2001, it began the second phase of a rebuilding program it called "Nissan 180," a code name for a "180-degree turn" that has three key objectives: sales of one million cars in North America, achievement of 8 percent operating margins and reduction of automotive debt to zero.

#### A key part of the Nissan 180 turnaround

A key part of Nissan 180 is a total re-engineering of its parts and distribution system in North America, a pipeline that supplies parts to all its 1,300 dealers in the region. At any point, about 1.75 billion individual parts wend their way through the supply chain.

John Kealoha, Nissan application architect, said Nissan's primary concern was in trying to improve its "fill rates," which means getting parts to dealers. Nissan's fill rate was about 95 percent, against an industry average of 98 percent and 99 percent by its key competitor.

***"Our partnership with IBM has given us a competitive edge both from a marketing and a technology point of view."***

Anne Marie Colombo, director of marketing and alliances, Viewlocity, Inc.

## Nissan reduces procurement costs while increasing on-time deliveries

Benefits
* Reduced procurement costs by 22 percent by leveraging supplier performance history during price negotiations
* Projected return on investment of up to 68 percent in 3 years
• Increased customer satisfaction by increased availability of parts stock
• Increased supplier and carrier on-time deliveries
• Improved supplier and carrier communications in confirmations, status and ship notifications
• Increased receiving efficiency of Nissan parts distribution centers suppliers
• Reduced training time

“That may not sound like much of a difference, but if you flip that number over, you see what it really means. Our stocking bins were empty 5 percent of the time,” Kealoha explained. As a result, many customers had to rent a car and wait several days while their cars were being repaired. Customer satisfaction ratings were below normal.

Identifying the underlying problem was more difficult. In its first turnaround initiative, Nissan reduced the number of its suppliers from 700 to 350. “Then, we needed to make sure that the flow from those remaining manufacturers was equal or greater to what we had before, and that the right parts were being shipped to the right dealers at the right time,” Kealoha said.

### And the winning team is . . .

So, the company put out bids for supply chain management software. The winning team was IBM and Viewlocity, Inc., an IBM Business Partner headquartered in Atlanta, Georgia. The flagship product of Viewlocity is Control Tower, a supply chain visibility and event management application.

Kealoha said, “The IBM and Viewlocity solution stood out among its competitors on functionality and cost. And that proved to be true in the trenches. We have been happy on both counts over the past year.”

Viewlocity Control Tower is used with IBM WebSphere Application Server – Express, a cost effective, affordable entry point to e-business, providing fast and productive development, deployment and visual management of dynamic Web sites. Kealoha said Nissan uses WebSphere Application Server in a number of other applications, so it made sense to use it getting parts to dealers.

“It means only one application server has to be learned, and that means less training and more efficiency for the staff,” Kealoha said. Powering the solution are two IBM eServer pSeries P690s with 32 processors.



Viewlocity worked closely with the IBM WebSphere team to implement the solution. "It's a win-win situation, because Nissan is dedicated to using IBM infrastructure," said Anne Marie Colombo, director of marketing and alliances at Viewlocity.

### **Control Tower is up and running**

Nissan now has the Control Tower application up and running with 10 suppliers, and the results have been positive. Nissan plans to move out to a production mode in the first quarter of 2006 for all 350 manufacturers and eight Nissan parts distribution centers that are supplying the Nissan dealers.

A typical order from Nissan consists of about five million individual parts. That means about 1.75 billion parts in the chain for all 350 suppliers -- approaching one trillion parts in transit during any one year.

What did Nissan find? "We found inefficiencies on both sides of the fence, for Nissan and its suppliers," Kealoha said. "For example, even though we had fill-rate problems at the dealers, we also had too much stock on dealer shelves. Once the bottlenecks and problems were identified, the Nissan team was able to quickly increase the overall throughput and accuracy of the supply chain."

In addition, the IBM and Viewlocity solution gives Nissan an early warning to impending stocking problems -- as much as a week's advance notice, which is enough time to solve the problem. There was no advance warning before. The pilot is on track, and the full rollout is projected to account for a 33 percent return on investment in consecutive years, capping at 66 to 68 percent in 3 years.

### **The roots**

Viewlocity was established in 1999 and provides software that helps companies identify points in time when improvements can be made as information and goods move through the supply chain. The result is increased profits and improved customer service levels. "The company's roots reach back to the early supply chain integration efforts of the 1980s," Colombo said. The firm has been an IBM Business Partner since the beginning.

## **Key Components of the Nissan Solution**

### **Software**

- IBM WebSphere Application Server -- Express
- Viewlocity Control Tower

### **Hardware**

- IBM eServer pSeries

*"The IBM and Viewlocity solution stood out among its competitors on functionality and cost . . . We have been happy on both counts."*

John Kealoha,  
application architect,  
Nissan

“There is no question that IBM’s middleware support has helped us in reaching our market,” Colombo said. “And now we’re extending that partnership through other relationships with IBM.” For example, in Australia, IBM Business Consulting Services is reselling Viewlocity software to many firms. “We hope to develop that kind of relationship here in North America as well,” she said.

### **IBM PartnerWorld® Industry Networks**

Viewlocity is a Premier level PartnerWorld member and an SMB ISV Advantage partner in North America and Asia Pacific. The company also participates in IBM PartnerWorld Industry Networks, Web-based communities that integrate and organize the PartnerWorld experience for independent software vendors by industry. The initiative offers ISVs industry expertise, technical assistance, networking opportunities and marketing and sales support.

Viewlocity participates in the automotive network and is “optimized,” which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

Other networks are in banking, education and learning, fabrication and assembly, financial markets, government, health care and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

“Our partnership with IBM has given us a competitive edge both from a marketing and a technology point of view,” Colombo said.

### **For more information**

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## IBM Express products give boost to Pear's Gourmet brand.

### Overview

#### ■ Challenge

Wholesaler of gourmet coffees and nuts wanted to expand its customer reach with an online presence and needed to automate operations in order to handle the expected growth

#### ■ Why Become an On Demand Business?

An e-commerce solution based on open standards would allow Pear's Gourmet to acquire new customers and scale business in a cost-effective manner

#### ■ Solution

Online eOneCommerce software from IBM Premier Business Partner eOneGroup using IBM WebSphere® Application Server-Express software and IBM @server xSeries® 360 Express servers

#### ■ Key Benefits

- Online sales surge from zero to \$550,000 in initial quarter
- Automated purchasing/ fulfillment processes results in productivity gains
- Rapid return on investment in 12 months



#### Family-owned roaster at risk

Pear's Gourmet ([www.pearsgourmet.com](http://www.pearsgourmet.com)) in Omaha, Nebraska, is a popular local brand that sells roasted nuts and premium coffees. A family-owned wholesale business since 1915, sales historically have come from a sales team calling on small local grocers as well as some loyal call-in and direct mail business.

But as the trend toward mega-superstores began to take hold, Pear's Gourmet found its market share shrinking. Sales dropped off as mom-

and-pop grocers struggled against the giant chains. Meanwhile, breaking in with those mega-superstores proved slow and difficult at best, especially for a small nut and coffee roaster with little marketing muscle.

#### 'Net rescue

Enter a couple of marketing masterminds with five-star Internet credentials, who saw the upside of a 90-year-old quality brand stuck in the past. John Larsen, who worked in information technology for Arthur Anderson & Co, and Jim Simon, a

## On Demand Business Benefits

- Direct sales channel improves responsiveness and reach to customer base well beyond the Midwest U.S.
- Automated and integrated ordering/fulfillment/inventory solution drives down labor and printing costs, resulting in dramatic productivity gains
- Robust, reliable servers capable of handling peak surges in sales traffic, preserving high customer loyalty during holiday seasons
- Online sales surge from zero to \$550,000 in initial quarter
- Pay back on initial investment of hardware, software and services within 12 months

former AOL executive, partnered with Mike Sortino to form a new ownership team with a brand new vision: They wanted to transform the quaint local roaster into a growth-oriented global e-business using IBM Express middleware and servers.

“Without an infusion of growth, this company’s days were numbered,” recalls Simon. “We needed to harness another revenue stream and build a broader customer base with greater reach than local grocers. The Internet was the answer.”

Simon was confident that launching a new e-commerce Web site would allow it not only to tap into a whole new market base, but also respond to customers in a more timely manner. But to capitalize on this opportunity, Simon needed to develop a robust e-commerce site with a purchasing, fulfillment and real-time tracking solutions — all integrated into the existing accounting and inventory system.

### IBM Business Partner provides guidance

As a small company with only 50 employees, Pear’s Gourmet lacked the technical resources to build an e-business from scratch. So in early 2005, Simon turned to IBM Premier Business Partner eOneGroup ([www.eonegroup.com](http://www.eonegroup.com)) to implement their eOneCommerce product, a dynamic e-commerce site capable of handling tens of thousands of transactions during peak spikes in online sales activity.

With the focus on implementing eOneCommerce providing a scalable and reliable site based on open standards, eOneGroup recommended the IBM @server xSeries 360 Express server to run its eOneCommerce application, a high-powered e-business software. “With the combination of eOneCommerce and IBM hardware, we made it easy for customers to submit single and multiple orders, and to obtain accurate and real-time delivery dates with a couple mouse clicks,” says Simon.



According to eOneGroup co-founder, Dan Watson, the company standardizes its software on the Express platform. “An IBM platform comprised of IBM Express hardware and software allows eOneGroup to implement our software products more efficiently,” he says. “The platform is very stable and repeatable, which is critical for smaller customers like Pear’s Gourmet. It takes the guesswork out of deploying applications, such as billing and receiving, credit card authorization, and other critical functions.”

### **Dr. Phil sparks sales surge**

Launched in September 2005, the new e-commerce site had barely stretched its legs when the hit TV show, Dr. Phil, came calling. Producers wanted to feature Pear’s Gourmet’s roasted nuts and coffees as audience gifts on Dr. Phil’s holiday show, a perennial ratings bonanza.

And it was bigger than ever. “Literally tens of thousands of orders streamed in overnight,” Simon says. “It was an incredible 48-hour surge in sales, a real test for the new site — but the Express servers handled all the transactions and the fulfillment process without a hitch.”

Without the new site up and running, Simon admits the company wouldn’t have been able to participate in the show – and consequently, it would have had to forfeit hundreds of thousands of dollars in sales, not to mention the invaluable publicity. “Prior to the launch, every process from ordering and updating inventory to fulfillment and shipping was performed manually. It would have been virtually impossible to handle the volume of business that Dr. Phil generated.”

Instead, the new e-commerce site is fully automated. “A single order that may have taken a half hour to lumber through can now be completed in seconds,” Simon says.

## **Key Components**

### **Hardware**

- IBM @server xSeries 306 Express servers

### **Software**

- IBM WebSphere Application-Express server
- eOneCommerce
- Red Hat Linux Apache

### **Services**

- eOneGroup implement and integrate eOneCommerce

*“Smaller and even some midsize companies might find IBM intimidating because of its size and reputation as a provider to Fortune 500 companies, but we found exactly the opposite to be true. IBM was extremely affordable and accommodating in helping to establish a small company like ours as a cutting-edge e-commerce business.”*

*Jim Simon,  
Owner/Chief Marketing Officer,  
Pear’s Gourmet*

### **Productivity gains lead to rapid return**

Because IBM WebSphere Application Server–Express software integrated Pear's Gourmet's key business processes with its MAS 200 accounting system, Simon, for the first time, can also check sales volume, inventory and shipping status — in real time.

"The business process integration through eOne Commerce running on WebSphere Application Server–Express was by far the greatest cost saving component of the solution," he says. "By eliminating the labor cost of manually entering data and printing paper, we saved nearly 1,000 man-hours, plus paper costs, in the first three months. Combined with the low price of IBM Express software and servers, our productivity gains should deliver a return on investment within 12 months."

### **From zero to \$550,000 in online sales**

In the first three months since the Web site launch and implementation of the solution, Pear's Gourmet went from zero online revenues to more than \$550,000. Simon adds that he expects to generate online revenues over \$1 million in 2006 — representing approximately 10 percent of the company's annual revenues.

"We're now winning over large numbers of loyal customers because we're able to deliver products to them in a more efficient way," he says. "Thanks to IBM integration, scalability and reliability, we have a platform to expand our customer base without limits. We're ready to grow."

### **For more information**

To learn more about IBM Express Portfolio of solutions for the On Demand Business, contact your local IBM representative or visit:

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## PSC transforms patient management process with IBM and Ascendant Technology.

### Overview

#### ■ Challenge

*The cosmetic surgery center was in danger of losing patients to competing facilities and faced declining revenues due to its outmoded business processes and poor productivity*

#### ■ Why Become an On Demand Business?

*PSC needed to respond to its patients' desire for improved service by giving doctors, nurses and administrative staff the ability to share patient information and collaborate in real time*

#### ■ Solution

*The medical clinic implemented a real-time, responsive patient management system that streamlines business processes and captures patient flow information for immediate use by doctors and employees, allowing faster, better customer service and improved productivity*

#### ■ Key Benefits

*\$250,000 a year in additional revenue through improved productivity; full payback in just 3 weeks; strengthened patient relationships*



*As the leading plastic surgery center in Eastern Virginia, PSC prides itself on safety and surgical excellence.*

The Plastic Surgery Center of Hampton Roads (PSC), located in Newport News, Virginia, prides itself on its cutting-edge, 14,000-squarefoot facility. The five doctors at PSC ([www.pschr.com](http://www.pschr.com)) perform a wide variety of cosmetic surgeries, from Botox injections to nose jobs. Using the latest medical technologies, surgeons can even show patients how they will look after surgery by using a digital imaging system to manipulate their photos.

*“We were in danger of losing our patient base to competing clinics because of inferior service. We wanted the ability to instantly call up a patient’s status at any point during his or her visit.”*

*—Patty Stibbs, Administrator, Plastic Surgery Center*

**On Demand Business Benefits**

- PSC has transformed its internal business processes for superior efficiency, enabling it to respond to patients more quickly, improve profitability by \$250,000 a year, increase staff productivity and realize rapid ROI
- Standards-based environment supports business growth
- Easily integrates with existing PC Local Area Network and most patient administration systems

*“WebSphere supports our goal of having a fully automated patient management system. It’s our day-to-day workhorse and, combined with Ascendant’s PASS system, has proved to be a highly robust and reliable solution.”*

*–Patty Stibbs*

But in contrast to the clinic’s state-of-the-art advances, PSC’s office management systems had remained decidedly low-tech. For example, until recently, PSC’s internal communications network consisted of a public address (PA) system with strategically located wall speakers, while its patient sign-in system was based on a pen and a sheet of paper. And it had no way to track patient status—a big problem if a friend or relative called to ask how a patient was doing.

The cosmetic surgery business is extremely competitive, and the clinics that succeed are the ones that complement their clinical offerings with prompt, professional and efficient service. Because PSC’s outdated business processes were preventing it from doing just that, the facility was at risk of losing its patients to other clinics. “Most patients simply won’t stand for long waits in the examination room and bottlenecks at the reception desk, let alone blaring overhead speakers,” explains Patty Stibbs, administrator, PSC. “Doctors, too, have a low tolerance for these things. So not only were we in danger of seeing our patients slip away, but we envisioned our physicians leaving as well.” The doctors—a total of five surgeons whose time is worth between \$1,500 and \$2,500 an hour—often sat idle due to delays in patient processing.

Compounding matters, PSC risked losing its accreditation if it didn’t update its registration process to comply with newly mandated federal guidelines under the Health Insurance Portability Accountability Act (HIPAA).

To solve its problems, the \$6 million-a-year clinic needed to transform its patient management processes with an eye toward speed, efficiency, privacy and better patient service. Specifically, PSC needed to employ industry-leading workflow technologies to increase the efficiency of its office—and therefore the productivity of its doctors—and improve the patient experience. A key criterion was the ability to enable real-time communications between doctors, nurses and administrative staff.

“We wanted the ability to instantly call up a patient’s status at any point during his or her visit and be able to share that information with key staff throughout the hospital,” explains Stibbs. “By doing so, we could respond to our patients’ needs in real time and achieve our goal of delivering exceptional levels of service.”

**PSC reshapes face of patient management processes**

To accomplish its goals, PSC transformed its internal business processes with an end-to-end, responsive patient management system that tracks patient interactions in real time, improves doctor and clinic productivity and provides a higher



level of patient service. The online solution allows PSC to capture critical patient flow information and communicate it instantly—and silently—to any employee who needs to respond to patients with timely services. The system complies with all new HIPAA federal guidelines.

Now, nurses can manage traffic flow between various procedure rooms remotely. If a patient has been waiting in any location for more than 15 minutes, the screens on the 15 terminals located throughout the center turn red. “If I see red, I am going to come out and find out why,” says Stibbs, whose job is to make sure everything runs smoothly in the office. “And the doctors know they are getting backed up if they start seeing red on the screen.” Previously, the nurses had to keep notes on how long each patient had been waiting to see a doctor, which was time-consuming and often ineffective.

PSC’s system is based on IBM Business Partner Ascendant Technology’s Patient Authorization and Sign-in System, called PASS. The PASS application provides custom collaboration and dynamic workflow functionality and organizes internal clinic information into a single Web-based portal, delivering a consolidated view of its patient accounts.

“Ascendant played a significant role in the success of this implementation,” says Stibbs. “Representatives from the company worked side by side with us to help customize PASS to meet our requirements.”

The Ascendant software runs entirely on a pen Tablet PC, which also serves as the patient sign-in tablet. This design enables PASS to easily integrate with PSC’s existing Microsoft® Windows® 2000 server, allowing the center to leverage its current IT investment. The portal is based on WebSphere Portal Express Plus running on top of WebSphere Application Server, the runtime environment for the Java™ components.

When patients get to the clinic, they sign in on the tablet system. Once the WebSphere software captures this information, administrative staff can check the system for an available examination room and notify the surgeon that the patient is ready to be seen. “WebSphere software supports our goal of having a fully automated patient management system,” says Stibbs. “It’s our day-to-day workhorse and, combined with Ascendant Technology’s PASS, has proved to be a highly robust and reliable solution.”

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## Key Components

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### Software

- IBM WebSphere® Portal Express Plus
- IBM WebSphere Application Server
- IBM Lotus® Sametime®

### Business Partner

- Ascendant Technology
- 

*“Our doctors now work a lot more productively, which helps them and pleases the patients.”*

*–Patty Stibbs*

IBM Lotus Sametime is used at PSC to speed communications and enhance collaboration, and is proving to be particularly helpful in communicating brief, important messages. For example, using IBM Lotus Sametime a doctor can instantly request that a patient's family be brought into the recovery room. Previously, the doctor would have had to walk to the nurse's station and convey the message personally. If the reception area clerk was on the phone or busy, the doctor would have had to make a return trip later or simply stand around and wait, losing valuable time. "Our doctors now work a lot more productively," says Stibbs. "That makes them happy and it pleases the patients, too."

#### **WebSphere software-based solution boosts physician productivity**

The new system has paid for itself in just three weeks thanks to the dramatic increases in physician productivity. Because the five doctors now work much more efficiently, they can each see three more patients a week—with no additional strain on their workloads. Those extra patients, combined with lower administrative costs, help PSC generate an extra \$250,000 in revenue every year.

PSC also responds much more quickly to its patients. The new system speeds up the registration process significantly. It reduces the time patients have to wait to see a doctor and eliminates the need for a staff member to manage the sign-in station. With the improved communications, the solution has increased the productivity of PSC's entire staff, enabling the whole organization to work more efficiently.

Moving forward, the clinic plans to create interfaces to its existing marketing and billing applications, to further streamline its business processes. And it intends to round out its Lotus solution by using IBM Lotus Sametime to conduct eMeetings between its three facilities.

"Our WebSphere software-based solution has completely transformed our business and allowed us to become more responsive to our patients," says Stibbs. "The benefits we receive from this new system continue to amaze me."

#### **For more information**

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## PowerStream powers up enhanced customer service with IBM solution.

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### Overview

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#### ■ Challenge

*Provide customer self-service capabilities on Web site to enhance customer service and improve productivity*

#### ■ Why IBM?

*IBM offered high-performance, flexible and scalable architecture to support new Web-based applications*

#### ■ Solution

*Easy-to-deploy e-business application modules running on IBM hardware and software and SilverBlaze CAPRICORN*

#### ■ Key Benefits

*24x7 customer access to account information; increased efficiency for customer service representatives; improved customer service*



*Using IBM WebSphere software, an IBM@server i5 server and SilverBlaze CAPRICORN, PowerStream was able to quickly and cost-effectively power up its new Web site.*

As the power provider for approximately 215,000 residential and business customers in Ontario, Canada, PowerStream Inc. is the fourth largest utility in the province. Owned by two of the four municipalities it services, PowerStream is a local distributor of electric power that prides itself on being a good neighbor by acting as an innovative and socially responsible leader. The utility is also committed to providing customers with efficient energy service through operational efficiencies.

*“The IBM iSeries solution offered us a cost-effective, highly reliable and comprehensive single package to help us quickly build and deploy our enhanced Web site.”*

*– William Schmidt, Director, Information Technology, PowerStream Inc.*

## Driving efficiencies with Web self-service



*PowerStream's new Web site gives residential and business customers the convenience of 24x7 access to their accounts and usage history, as well as information about energy conservation.*

To further its commitment to innovation and efficiency, PowerStream sought to enhance customer service by providing round-the-clock self-service capabilities as well as energy conservation and other power-related information on its Web site. The initiative would also improve customer service by allowing representatives to focus on solving more complex customer issues.

“Providing our customers with more options for conducting business with us was a key driver behind the development of our new Web site,” says Brian Bentz, PowerStream president and CEO. “Since our customers lead busy lives, we wanted to give them different ways of accessing their account information during and outside normal business hours.”

### **Easy-to-deploy solution provides room to grow**

PowerStream wanted to make sure that the solution it chose would have the scalability and flexibility to handle future Web initiatives, as well as provide line-of-business users with a way to easily create and manage site content. PowerStream also needed automated integration with its customer information system (CIS) to securely display customer account information over the Internet.

PowerStream deployed a series of ready-to-use e-business application modules called CAPRICORN from IBM Business Partner SilverBlaze atop a robust solution powered by IBM that comprises an IBM @server® i5 server, IBM WebSphere® Application Server – Express for iSeries™ and IBM DB2® Universal Database™ for iSeries. “The IBM iSeries solution offered us a cost-effective, highly reliable and comprehensive single package to help us quickly build and deploy our enhanced Web site,” says William Schmidt, director, information technology, PowerStream. “CAPRICORN's Java-based library is based on IBM e-business design patterns and best practices, which ensures high application performance and provides us with a scalable and flexible architecture.”

SilverBlaze's e-business suite provided "drop-in-and-go" applications for customer self-service. A CAPRICORN data integration engine connects the modules to existing back-end systems, while a content management module provides an intuitive browser-based interface and a template-driven presentation framework that allows PowerStream employees to easily create customized Web pages and submit them for publishing approval.

Integration between the Web clients and PowerStream's core business applications is accomplished through the IBM middleware solution residing on an IBM @server iSeries 520. CAPRICORN runs as an application on WebSphere Application Server – Express and leverages data from DB2 Universal Database. CAPRICORN's data integration engine transfers customer information between PowerStream's back-end applications and DB2 Universal Database. The mainframe-type reliability and security of DB2 Universal Database, along with the automation of database administrator tasks and the scalability of the database, ensure that PowerStream has a dependable solution that will keep the utility's IT costs low. "IBM DB2 Universal Database is so reliable and easy to maintain that we don't even have to think about it," says Schmidt.

IBM Business Partner Mid-Range Computer Group hosts the site and provides high availability to PowerStream.

#### **Powering more efficient customer service**

PowerStream's new Web site went live in August 2005 and is delivering the level of service customers have come to expect with online access to information. Customers can view and print copies of bills, review invoices, payments, late payment penalties and any other account charges, as well as examine their energy consumption history.

Web self-service capabilities allow customer service agents to focus on providing superior customer service, rather than answering basic usage and billing inquiries.

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### **Key Components**

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#### *Software*

- IBM DB2 Universal Database for iSeries
- IBM WebSphere Application Server – Express for iSeries, Version 5.1

#### *Hardware*

- IBM @server i5 520

#### *IBM Business Partners*

- SilverBlaze Solutions, Inc.
  - Mid-Range Computer Group
- 

*“With IBM and SilverBlaze, we have a high performance solution that increases our efficiency; acts as a customer relationship management tool and provides the flexibility we’ll need as we engage in future Internet projects.”*

*– William Schmidt*

"With IBM and SilverBlaze, we have a high-performance solution that increases our efficiency, acts as a customer relationship management tool and provides the flexibility we'll need as we engage in future Internet projects," concludes Schmidt.

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## Distributed Systems Services and eOneGroup “tackle” on demand business for Pure Fishing



As one of the world's largest fishing tackle companies, Pure Fishing® has reeled in millions of loyal customers around the globe. The company fell hook, line and sinker for a Linux-based value network solution that IBM Premier Business Partners Distributed Systems Services, Inc., (DSS) and eOneGroup are designing to help it better serve these customers as an on demand business. What's more, the on demand solution could translate into millions of dollars in new opportunity as the Business Partners cast their lines together for customers that, like Pure Fishing, are intent upon becoming an on demand business.

Based in Spirit Lake, Iowa, Pure Fishing is one of the leading companies in the \$2-plus billion fishing tackle business. Fishing is more than a business for Pure Fishing: it's a pure passion the company shares with millions of anglers around the world. Out of this passion comes a burning desire to provide superior service to customers. So, while anglers that buy the company's products may enjoy recreational fishing, Pure Fishing is anything but leisurely in its drive to remain competitive and to provide the

### **On demand business:**

#### **What it means to DSS and eOneGroup**

- *New revenue opportunities as the firms go to market with repeatable solutions like the Pure Fishing extranet.*
- *Ability to re-engage with existing customers seeking to become an on demand business.*
- *Increased emphasis on teaming to deliver the end-to-end solutions customers require as they embark upon the on demand journey.*

best products. In fact, about 10 years ago, the company embarked on a growth-through-acquisition strategy that has not only swollen its ranks of customers, but created the need to integrate and manage new companies and brands brought into the Pure Fishing fold.

Pure Fishing brands are among the top brands recognized and sought by anglers. While each acquisition expands the company's product line, it also creates unique challenges around integrating and unifying business processes. Moreover, each acquisition expands the network of customers that help place Pure Fishing products into the hands of consumers. The company feared that as this network expanded, its ability to remain responsive could be diminished.

"It was clear they needed transformative technology not only to unify their internal processes, but to extend outwardly to their customers so they could help them to help themselves," says Craig Linthicum, vice president, DSS.

Additionally, the demographics of its customer base – literally thousands of sporting goods stores around the world – precluded Pure Fishing from providing individual attention to each customer and ensuring that shelves were well-stocked with Pure Fishing products. "It was becoming prohibitively expensive for them to service all of their customers," says Linthicum.

Because of their longtime business relationship, Pure Fishing approached Linthicum for advice. How could it deploy technology to address these

issues and another challenge looming on the horizon? One of the largest retail channels for Pure Fishing products is a U.S.-based mega-retailer. Pure Fishing needed an infrastructure that would enable it to securely exchange item information with the retailer via the Internet and the UCCnet global registry.

### **A multifaceted solution**

In order to deliver the multifaceted solution Pure Fishing needed, eOneGroup was brought onto the scene. The firm, an ISV and winner of the IBM PartnerWorld Beacon Award in the category of "Hot Linux Solutions" for 2004, has a winning track record in delivering integrated, commerce solutions. The match was made through IBM PartnerWorld's Small and Medium Business Advantage initiative.

Together, the Business Partners are delivering an extranet that will empower Pure Fishing's customer service and field sales with wide-ranging, self-service capabilities, including order entry and inquiry, shipment tracking, and account inquiry. The extranet will automate once manual business processes.

The solution will also serve as the platform for SAP integration for Internet, extranet, and intranet functionality.

The multiphase solution creates an on demand operating environment for Pure Fishing. It is built upon eOneGroup's eOneCommerce offering and IBM Integrated Platform Express, a complete e-business infrastructure which is part of IBM's Express portfolio of solutions for midmarket.

This Express offering includes WebSphere Application Server

Express, and IBM **@server™** xSeries with Linux. "The openness of Linux and its ability to scale easily to meet the needs of growing businesses," says eOneGroup Cofounder Dan Watson, "made it the right choice for Pure Fishing." The solution also leverages Pure Fishing's existing investment in SAP, and IBM eServer xSeries, by utilizing WebSphere Business Integrator to supply enterprise application connectivity.

### **Benefits expected from the solution include:**

- Improved responsiveness to customers through self-service applications and streamlined business processes.
- Increased customer satisfaction as it becomes easier and faster to order and obtain products, as well as to communicate with the supplier.
- Standardized order processing across the company making it easier to integrate new brands and companies acquired by Pure Fishing.
- New levels of business flexibility as information is more accessible and can be shared across the enterprise with suppliers, dealers and management.

### **On demand business – why and how**

On demand business not only represents a compelling opportunity for Pure Fishing, but also for DSS and eOneGroup as the firms go to market together and individually. Doors are opened on new opportunities among the firms' existing client base as these companies understand the agility, responsiveness and flexibility on demand business embodies. Also, reach is extended into new markets for both firms as they develop and



deliver on demand solutions, jointly and independently.

Like Pure Fishing, DSS and eOneGroup are responding to the on demand imperative inside their firms and among other clients. "As an ISV, we are continually improving our family of software offerings so they deliver the agility, flexibility, the availability that our customers require," says Watson.

eOneGroup prides itself on its ability to meet – and exceed – the wide-ranging requirements of today's on demand business, including integration with back-end systems, fast implementation and business process experience. Watson says this coupled with the firm's other strengths – its ability to engender trust and confidence among clients, attractive pricing, a flexible nature and unwavering customer focus – creates competitive advantage for eOneGroup.

Both DSS and eOneGroup take advantage of IBM's family of on demand assessment tools. If on demand is a journey, these sales tools, says Linthicum, help DSS determine each customer's exact whereabouts. "We use these tools to assess infrastructure, to assess applications, to assess business processes, so we know where they are today and where we can take them tomorrow," he says.

Both DSS and eOneGroup view strategic partnerships as essential to their ability to compete for and win on demand business. In fact, both Watson and Linthicum agree, partnering to deliver end-to-end solutions for the on demand operating environment enables the firms to

better satisfy customer requirements. For this reason, teaming tools available through PartnerWorld's SMBA initiative and Business Partner Connections have been invaluable to the firms in plotting their collective course in this market. The Business Partners took advantage of the PartnerWorld tools to team more effectively and create a pipeline of sales opportunities through planned joint marketing activities.

"Skills are required in an on demand fashion today and they may vary from solution to solution," says Linthicum. "The best way to satisfy customers, to access requisite expertise and all of the unique components of a complex solution is through partnering."

Case in point: Although the solution provider had the skills in-house to develop the software Pure Fishing needed, Linthicum listened closely to his customer and realized that the client didn't want to undertake or subsidize a large, labor-intensive software development effort. It wanted an already-proven solution.

"We could have done the development, but it wouldn't have been the right way to address this opportunity," says Linthicum. "It's about what's good for the customer and the eOneGroup solution was a perfect fit for Pure Fishing. Always doing what's right for the customers – that's one of the values that we share with IBM and eOneGroup."

### **Plan of attack**

The Pure Fishing extranet is only one example of new business DSS and eOneGroup are likely to generate together in the on demand operating environment. Integrated tools

delivered through PartnerWorld such as IBM PartnerPlan and Campaign Designer are helping the IBM Premier Business Partners plan their attack on this market and identify new opportunities to pursue jointly. Both firms agree that Pure Fishing is one fish in a sea of opportunity.

For more information about eOneGroup, visit <http://www.eonegroup.com>.

To learn more about DSS, go to <http://www.DSScorp.com>.

Visit [ibm.com/partnerworld](http://ibm.com/partnerworld) to learn more about IBM PartnerWorld offerings.



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## Scene7 creates a one-stop shop for dynamic rich media, using IBM technology.




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### Overview

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#### ■ **Challenge**

*Provide retailers and manufacturers with rich media solutions that help them affordably create, manage and deliver product information*

#### ■ **Solution**

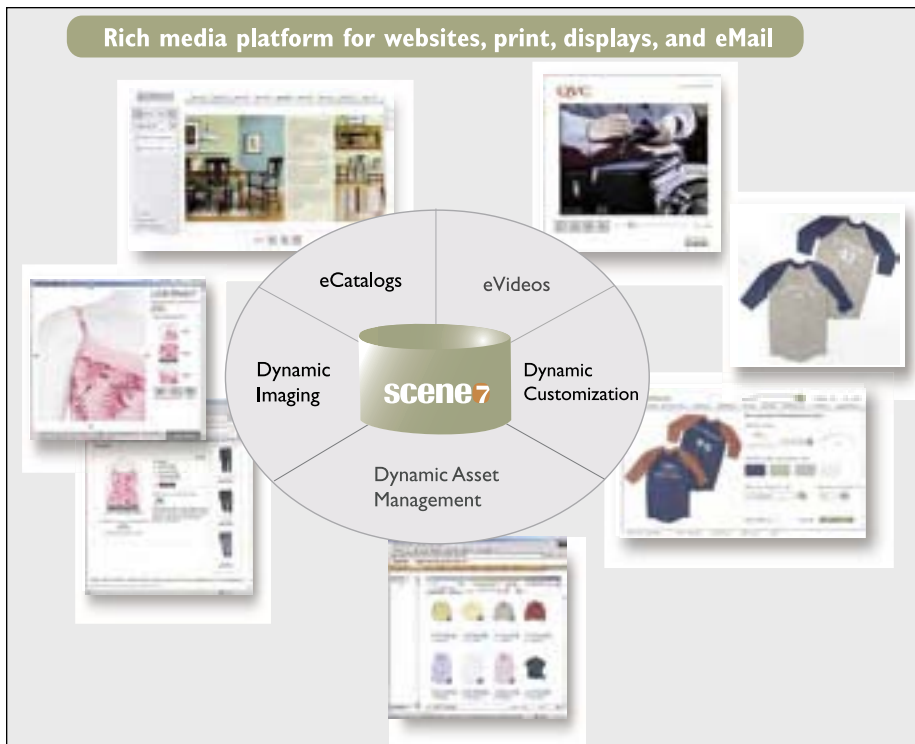
*Scene7 Infinite Imaging Platform featuring flexible and scalable IBM technology, including IBM DB2, IBM WebSphere and IBM e-business Hosting solutions*

#### ■ **Benefits**

*Ability to deliver solutions that enable retailers to grow revenues and enhance visual communications; automate media production and delivery for process and image consistency*

When considering an online purchase, today's consumers have come to expect multiple, high-quality product views. Whether they know it or not, consumers visiting the Web sites of popular retailers, such as Restoration Hardware and Macy's, are using Scene7's ([www.scene7.com](http://www.scene7.com)) cutting-edge technology to see multiple product angles, configurations and options. Headquartered in Novato, California, and employing 50 people, Scene7 is the leader in multichannel rich media solutions, with more than 225 customers in industries including retail, manufacturing, media and entertainment, and

high tech. Scene7 has five innovative offerings—Dynamic Imaging, eCatalogs, Dynamic Customization, eVideos and Dynamic Asset Management—all built on a single, integrated platform. Designed to facilitate automation and consistent application of media management, production and delivery processes, Scene7 solutions enable manufacturers and retailers in virtually all industries to generate revenue and improve visual information cost-effectively. "We automate and streamline media processes that have in the past been time-consuming and costly for retailers, helping shorten product



Scene7's offerings go beyond its Dynamic Imaging solution, which enables retailers to dynamically generate image effects—such as zooms, spins, crops, pans and color and texture options—from a single, high-resolution image. The company also offers an eCatalog solution that allows for publication of printed promotions, including brochures, catalogs, circulars and advertisements, that link directly to a retailer's Web site. Scene7's eVideo solution lets retailers add product video clips to Web sites, e-mails and displays by streaming video in the Flash application. From monogramming to personalized designs, Scene7's Dynamic Customization solution enables online shoppers to customize products with a retailer's images of options and accessories such as trims, fabrics, textures, colors, fonts and logos—all from a single product photo or room scene. Finally, the company's Web browser-based Dynamic Asset Management solution facilitates the centralization, organization, control, access, transformation, publishing and, ultimately, the internal and external distribution of and access to all Scene7 rich media solutions and other rich media assets.

time to market," says Doug Mack, CEO, Scene7. "Our rich media solutions are dynamically generated from rich media server commands and end-user calls, eliminating the need for manual intervention and production."

**Rich media solutions built for online commerce**

The proliferation of the Internet helped shape Scene7's existing rich media solutions. "The Web really put the pressure on retailers," explains Sheila Dahlgren, senior vice president of marketing, Scene7. "Retailers with print-only publications could get by without a

full-image catalog. But now that people are buying online, they want and need visuals. And there wasn't a cost-effective or single-source way to access and deliver those images, until now." According to Dahlgren, the cost-prohibitive alternative to Scene7 solutions is to hire a photography studio to shoot every product in every color, a video production shop to produce video for e-mail, display and kiosk applications, and a multimedia studio to manipulate the images using offline tools, such as Adobe Photoshop and Macromedia Flash applications.

**Forging a strategic business relationship**

To grow revenue and maintain its competitive edge, Scene7 strives to enhance and optimize its rich media solutions. That's what prompted the

company to seek out a business relationship with IBM. "IBM is the thought leader in retail solutions," says Mack. "We knew that becoming an IBM Business Partner would not only provide us with the opportunity to grow our business, but also provide us with an innovative and trusted perspective to support our rich media product development." IBM and Scene7 enjoy a coselling, referral-based relationship. "We identify opportunities for IBM hardware and software, and connect our clients with the appropriate IBM division," Dahlgren says. "And IBM engages Scene7 as it recognizes a rich media opportunity."

After becoming an Advanced IBM Business Partner, Scene7 optimized and validated its solutions on several IBM products, including IBM WebSphere® Commerce, IBM WebSphere Portal and IBM DB2® Content Manager information management software. "WebSphere Commerce software hooks us into the product catalog for commerce sites and enables our Dynamic Imaging platform to deliver images, eCatalogs and eVideos on a Web site or via e-mail powered by WebSphere Commerce software," explains Mack. "Optimizing to IBM DB2

Content Manager software allows us to connect our Dynamic Asset Management solution, as well as provides a scalable foundation and repository for our rich media assets. And WebSphere Portal software delivers intranet and extranet connections so users can quickly and easily access those assets."

*"Our alliance with IBM allows us to add performance and breadth to our integrated rich media platform, strengthening our ability to deliver increased multichannel revenues to our customers, while lowering the costs associated with enhanced visual communications."*

*—Doug Mack, CEO, Scene7*

#### **IBM and Scene7 solutions in action**

Together, IBM and Scene7 are delivering solutions for some of the retail industry's biggest companies, including BEHR paints. BEHR paint kiosks—featuring the Scene7 Dynamic Customization application in action—are located in Home Depot stores nationwide. These

kiosks feature the Color Smart interactive tool designed to help consumers choose paint colors. End users can select a color and, using visualization technology from Scene7, see an onscreen depiction of how it would look in a room similar to one they might paint, and print out high-quality color paint chips to bring to a Home Depot associate for mixing. Consumers who have a particular color in mind can use the kiosk to scan a paint chip for a color match. "Not only does the BEHR kiosk provide the customer with a personalized experience, but Home Depot reports that it is an effective in-store selling tool," says Dahlgren. "Associates spend less time helping customers select their colors and more time on cross-selling and up-selling activities."

Other retailers using Scene7's eCatalogs solution—including Lane Bryant, Coldwater Creek, Restoration Hardware and Rhodes Furniture—are also joint IBM and Scene7 clients. They're leveraging Scene7's rich media platform and world-class IBM hardware and software—all hosted at an IBM e-business Hosting™ facility—to satisfy online shoppers' demands to browse print catalogs and circulars via the Web, and to potentially double online commerce conversion rates.

## **Rich media solutions for an evolving retail industry**

Scene7 is confident that its relationship with IBM will help it continue to meet retailers'—and consumers'—existing and future requirements. The company foresees retailers using Web-based tools across channels, including in-store displays, personalized direct e-mail and print marketing campaigns—and is working to optimize its solutions to meet this need. “Another trend we see is product information management. Products must attribute data, and product images must be consistent and effectively managed throughout the entire product and image asset lifecycle,” says Mack. “The combination of innovative Scene7 offerings and industry-leading IBM technology provides retailers with end-to-end solutions that can leverage consistent, high-quality approved imagery throughout all marketing phases—from product design to visual merchandising and product launch.”

IBM is equally confident that its relationship with Scene7 will continue to help joint clients. “Having Scene7 as one of our key Business Partners is a great example of how IBM provides clients with vision and thought leadership in bringing innovative business solutions to market—not only for WebSphere Commerce software, but also other areas of the business,” says Steve Mello, director, IBM WebSphere Commerce Marketing. “Our relationship with Scene7 allows clients to leverage best-in-class rich media capabilities with an easy, out-of-the-box implementation when they choose IBM software and hardware platforms.”

### **For more information**

To learn more about IBM DB2 information management software, IBM WebSphere Commerce software, IBM WebSphere Portal technology and other retail on demand store solutions from IBM, contact your IBM representative or visit:

**[ibm.com/industries/retail](http://ibm.com/industries/retail)**



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This document is based on information provided by Scene7 and illustrates how one organization uses IBM products. Many factors have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.

The IBM home page can be found at [ibm.com](http://ibm.com).

## Stargazer portal empowers groups to make the world a better place.

### Overview

#### ■ Challenge

Foundation seeks to empower first-responders, governments, school and nonprofits through “Stargazer.org,” a portal of online services and tools that help them do their jobs more effectively

#### ■ Why IBM?

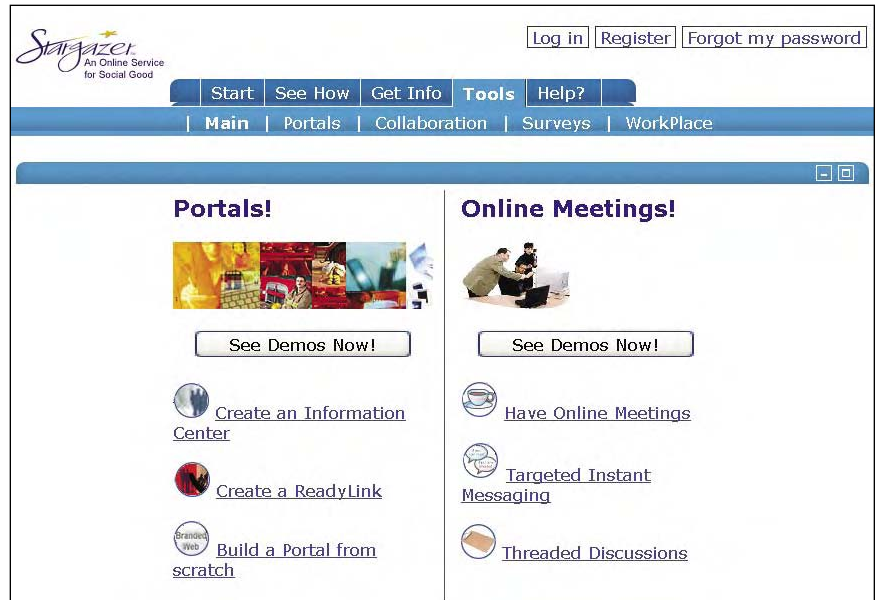
Needed a proven solution provider who could provide secure, highly available, flexible and robust infrastructure

#### ■ Solution

Secure portal platform allowing rapid development, easier management and flexible customization

#### ■ Key Benefits

From purchase to first major site deliverable within 90 days, beating expectations; a team of only four people is able to serve a growing community of registered users and agencies with a wide array of services



Stargazer.org uses an IBM solution based on WebSphere Portal to deliver powerful Web templates and online communication tools to first-responders, governments, nonprofits and others, helping them serve the public more effectively.

Back in 220 BC, the Greek mathematician Archimedes, upon discovering the principle of the lever, said “give me a place to stand and a lever long enough and I will move the world.”

Today, information can be the lever he was talking about. Put the right information in the hands of people who can act on it, and it can move the world.

Stargazer.org, based in Fairfax, Virginia, is a portal designed with that goal. It was created by the Stargazer Foundation to empower groups that are dedicated to serving others, such as first-responders, schools,

*“WebSphere Portal – Express Plus is just right for us. It is highly customizable and highly secure, and offers many of the services and applications we need, right out of the box.”*

*– Arthur Bushkin, Chairman and CEO, Stargazer Foundation*



Stargazer.org chose IBM @server xSeries servers because they're optimized to deliver the stability and security of Linux.

*“Once I told emergency managers and their IT departments that we’re Blue end to end, security became a ten-second discussion.”*

*– Mike Lasky, Managing Director, Stargazer Foundation*

governments and nonprofits. It provides them with a set of advanced communication tools, easy-to-use templates and a hosting capability so they can create customized portals and tools that let them do their jobs better.

However, Stargazer.org had infrastructure difficulties at first. Then, IBM Business Partner One Point Solutions and ChainLink Networking Solutions, an IBM consulting partner and Web applications specialist, pooled their resources to introduce the Stargazer.org team to the new infrastructure solution they would eventually choose: IBM WebSphere® Portal – Express Plus for Multiplatforms; IBM DB2® Universal Database™ Express Edition, Version 8.2 and IBM @server® xSeries® 345 servers.

Says Stargazer Foundation Chairman and CEO Arthur Bushkin: “WebSphere Portal – Express Plus is just right for us. It is highly customizable and highly secure, and offers many of the services and applications we need, right out of the box.”

Within about 90 days of taking possession of WebSphere Portal – Express Plus, Stargazer.org successfully launched its largest project ever: a Joint Information Center (JIC) that let 19 Washington D.C. area local jurisdictions and over 20 federal agencies run a regional security drill together. Police and fire departments can share updates, instant message each other, and see at a glance the status of surrounding towns, highways

and bridges. The intent of the JIC template is to make sure that the lack of connection among first-responders that took place on September 11, 2001 will never happen again. It’s being widely replicated in other regions, and played a helpful role as agencies responded to the aftermath of Hurricane Katrina.

“During the 90 days in which we created the Joint Information Center we also had to train more than 40 local jurisdictions and federal agencies in how to use it,” says Mike Lasky, managing director of the Stargazer Foundation. “I can’t imagine how you could do it any other way than with WebSphere Portal – Express Plus.”

#### **Stargazer portal grows in usefulness**

Since then, Stargazer.org has been delivering many other kinds of value. Local governments use its tools for a Web presence, with citizen surveys, discussion boards and public calendars. Families around the world use its templates to create emergency pages, called ReadyLinks, which in the event of an emergency allow family members to see each other’s status, chat with each other online, and review preset contingency plans. Social service organizations can link to a deep library of health and aid information and research tools ready to serve their constituents.

Behind all the value being hosted at Stargazer.org is a tiny staff of four people and their full-function IBM solution tailored expressly for small-to-medium-size organizations. They have



created a place to stand. And now an increasing number of people are gathering there to move the world.

### The desire to give back

Stargazer Foundation was founded in 1999 with a \$15 million gift from Art and Kathy Bushkin, two technology executives who had done well and wanted to give back. They commissioned a portal to offer technology for social good.

When Stargazer.org went live in late 2000, the primary focus was on providing tools for education. The site ran on custom code from Art Technology Group (ATG), an IBM Informix® database back end and Sun servers.

### Change stresses system

But the ATG software proved hard to manage. Meanwhile, "ATG was moving towards CRM and away from portals, and we felt a lessening of support," says Mike Lasky.

After September 11, 2001, Stargazer.org began to fill a growing need for online tools that supported emergency preparedness. However, many first-responder organizations that might have used the tools were concerned about the site's security.

Working with One Point Solutions, based in Novi, Michigan, Stargazer.org decided to maximize security and stability by switching to WebSphere Portal – Express Plus with a DB2 Universal Database Express Edition back end, running on four IBM

@server xSeries 345 servers. The team decided to co-locate the servers at an IBM facility in Ashburn, Virginia.

Mike Lasky noticed an immediate difference in presentations to prospective users. "Once I told emergency managers and their IT departments that we're Blue end to end, security became a ten-second discussion."

### WebSphere software brings robust, fast development

"WebSphere Portal – Express Plus was usable right out of the box," says Lasky. "That saved us a tremendous amount of time." Another helpful asset was IBM's library of portlets for WebSphere Portal – Express Plus. A portlet is a visual interface within a Web page that processes requests and generates dynamic content. Designers and users can easily move portlets around the page and customize them. Says Lasky: "IBM's collaboration portlets were very useful. The presence portlet, for example, helps emergency managers see at a glance who's online from each region. They also use the instant-message (IM) portlet extensively, sometimes IM'ing each other across the room, because emergency operation centers get so noisy."

"I also really appreciated the fact that One Point, ChainLink and IBM remained involved in the process after we made our purchase," says Lasky. "The support we received from the IBM team was invaluable."

## Key Components

### Software

- IBM WebSphere Portal – Express Plus for Multiplatforms
- IBM DB2 Universal Database Express Edition, Version 8.2
- Red Hat Enterprise Linux® Advanced Server 2.1

### Servers

- IBM @server xSeries 345

### Business Partners

- One Point Solutions
- ChainLink Networking Solutions

*"Our little group of four people can attest that with IBM products, support and business partners, you're able to move mountains, and provide tools that really meet a need."*

*–Mike Lasky*

## **DB2 means easier management and scalability**

For their database, Stargazer.org's team switched to DB2 Universal Database Express Edition, Version 8.2 to store user-created content. Says Lasky, "DB2 brought us great scalability, and the GUI toolsets up front make it very easy to use. In fact DB2 just about administers itself. It also stores any kind of data type, whether it's text, images, video or even GIS (Geographic Information Systems) information. That's exactly what our users need. Our IBM Business Partner ChainLink Networking Solutions (based in Reston, Virginia), has been great in showing us how easy it was to cut over from Informix."

Adds One Point's Ron Flannery: "IBM has what I believe are the best two relational database technologies with Informix and DB2. The DB2 solution we provided to Stargazer integrates well with WebSphere Portal – Express Plus and also provides a scalable solution that can grow well into the future."

## **IBM servers with Linux: cost-effective and secure**

To host their site, the Stargazer team switched from Sun servers hosted by another company to IBM xSeries 345 servers, which they decided to purchase. "We found the xSeries servers incredibly cost-effective," says John Reece, Stargazer Foundation's director of technology. "They're also very fast. They hold lots of RAM. And because they're identical, they're easy to configure and maintain. We liked that they're optimized for Linux to deliver the stability and security of that environment." The team chose Red Hat Enterprise Linux Advanced

Server 2.1. "I sleep better because of the stability of IBM xSeries and Linux," Mike Lasky adds.

## **A better world, one site at a time**

Stargazer.org's users deeply appreciate the value they get from the portal. "They did a fabulous job of developing a virtual Joint Information Center for the national capital region," says Jeanne Sadler, public affairs director of the Metropolitan Washington Council of Governments. She summed up Stargazer's work to a Washington D.C. radio station: "We asked them for a car, and they built us an automobile industry." The JIC template is now being customized for use in other regions of the country.

Mike Lasky and team are rightly proud of their work, serving thousands of users, groups and agencies. "Our little group of four people can attest that with IBM products, support and business partners, you're able to move mountains, and provide tools that really meet a need."

## **For more information**

Please contact your IBM sales representative or IBM Business Partner.

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To learn more about Stargazer Foundation, visit:  
[www.stargazer.org](http://www.stargazer.org)

To learn more about One Point Solutions, visit:  
[www.one-point.com](http://www.one-point.com)

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## The Sue Jeffers for Governor campaign leverages a large-scale solution on a small-scale budget with IBM Information Management software.

Overview
<b>Sue Jeffers for Governor</b> New Brighton, Minnesota, USA <a href="http://www.suejeffers.org">www.suejeffers.org</a>
<b>Industry</b> <ul style="list-style-type: none"> <li>Government</li> </ul>
<b>Product</b> <ul style="list-style-type: none"> <li>IBM DB2 Express-C 9</li> </ul>



*“We needed a new tool to sort through data on millions of voters, and the DB2 Express-C 9 data server was the perfect solution ... especially with our limited campaign budget!”*

—Sue Jeffers, Minnesota gubernatorial candidate

**Sue Jeffers was a challenger for the Republican Party’s nomination to run for Minnesota governor in the 2006 election. Jeffers is an outspoken leader on issues such as private property rights, business regulations and economic issues.**

### Challenge

As a candidate hoping to become the Republican gubernatorial nominee, Jeffers wanted to reach select groups of registered voters for more targeted campaigning. The Sue Jeffers for Governor organization tried to sort through more than three million voter registration records in a file that was too large for its existing database. With limited campaign funds available, the committee needed a new, easy-to-use database that could efficiently manage the voter profiles without breaking the budget.

### Solution

The IT consultant for the Sue Jeffers for Governor campaign installed an IBM DB2® Express-C 9, Version 9.1 data server to store and manage the voter records. The IBM data server—available free of charge unlike Microsoft® solutions—was hosted on the Fedora Core 4 operating system, based on the Red Hat Linux® platform.

After installing the Express solution, the IT consultant imported the 3.6GB of voter registration files in just four hours. The organization leveraged the DB2 Performance Optimization Feature and multidimensional clustering table capabilities for optimum information management and customized the data server to best suit the campaign’s purposes. With the IBM solution in place, volunteers could manage campaign data and quickly run requested queries for the campaign manager.

### Benefits

- Reduces data-query runtime from 25 to 2 minutes
- Provides a cost-effective, customized and optimized database solution to sort millions of important registered voter records
- Allows campaign volunteers to easily manage campaign data, enabling them to spend more time on mission-critical tasks



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## Mercury Consulting solves client's integration riddles with innovative IBM support tools



Sunstar Corp. began manufacturing and marketing rubber glue for bicycles in 1941. Five years later, it applied its paste-filling technology to develop toothpaste in a metallic tube. Consumers around the world welcomed this innovation as an alternative to tooth powder. Today, a world leader in oral care products, the Japan-based company prides itself on what its chairman calls its "one and only uniqueness" deriving from Sunstar's heritage.

But at Sunstar Butler, a Chicago-based subsidiary of the parent company, uniqueness in the form of three disparate IT systems was proving to be a problem. Enter Mercury Consulting Corp., an IBM Premier Business Partner based in Schiller Park, Illinois. The systems integrator unified standalone systems that made it difficult for Sunstar Butler's sales force to access critical information, inhibiting productivity and impeding responsiveness to customers.

After years of false starts integrating the systems, Sunstar Butler saw Mercury Consulting solve its complex integration riddle in just six weeks.

### Overview

■ **IBM Business Partner:**

Mercury Consulting Corp.

■ **Client:**

Sunstar Butler

■ **IBM PartnerWorld Offerings:**

IBM PartnerWorld Express  
Advantage

-Solutions Builder Express

Sreenivas Angara, a solutions architect at Mercury Consulting, says its success can be attributed to IBM WebSphere Business Integration (WBI) Server Express, while the accelerated implementation was made possible through IBM Solutions Builder Express (SBE). As part of the IBM PartnerWorld Express Advantage program, SBE offers an innovative set of technical support and implementation resources.

Says Angara, "We became aware that WBI Server Express potentially offered exactly what was needed at Sunstar Butler, and so we went

efforts with other integration products and consultants were, in retrospect, "stumbles" in their multi-year quest for business-process integration.

Fortunately, Littlefield's earlier decision to adopt IBM Lotus Notes®/Domino® as the first building block in a sales-force automation program set the stage for their current success. Mercury Consulting's long-standing expertise working with IBM Lotus technologies also played a prominent role.

"Since switching to Notes/Domino in 2004, our field sales force had really

IBM Lotus Notes/Domino platform, running on a second IBM iSeries server, tracks the sales-call activity of Sunstar Butler's sales representatives around the U.S. A third database, on a Windows/Intel platform, holds prospect information and is refreshed quarterly by a third-party market-research firm.

According to Steve Kuck, a principal at Mercury Consulting, conventional approaches to integrating such disparate systems usually involve building a new user interface and "putting a spaghetti bowl" of hardware and software switches in the middle. WBI Server Express, by contrast, is "phenomenal" in its simplicity and effectiveness, Kuck explains, and, like other IBM Express Advantage offerings, it is "very affordable for mid-size manufacturers."

*"SBE was invaluable in getting us up to speed in an actual deployment situation."*



to work on an implementation framework. SBE was invaluable in getting us up to speed in an actual deployment situation." In fact, a time table that once may have required a minimum of three months was cut in half thanks to SBE and Mercury's integration expertise.

### **Synchronization was key**

For Sunstar Butler, the confluence of IBM's advanced integration technologies and the ready skills of Mercury Consulting couldn't have happened at a better time. Ed Littlefield, manager of information technology for Sunstar Butler, says he and his staff realized that previous

come to depend on the collaboration and workflow features of that platform," says Littlefield. "So I said to the Mercury people, 'Wouldn't it be great if we integrate our backroom operations and the Domino database, so if something happens in, say, order processing, the information on that event becomes immediately available to our people in the field.'"

Synchronization was the key — synchronization, that is, of disparate data bases, all residing on different systems. The company's legacy ERP system runs on the IBM System i5 and holds information on current customers and sales activity. An

### **Symphony of simplicity**

Simplicity, not to mention effectiveness, was music to Littlefield's ears. "We have a small staff here," he says, "and our previous messaging vendor said we'd have to install six more Wintel machines, each performing a different server function, in order to accomplish what we wanted to do."

Mercury Consulting's IBM-based solution consolidates everything Sunstar Butler sought to achieve on two existing iSeries servers, keeping what Littlefield describes as the "legendary availability you get with those machines."

"The sales team is really excited about the information they now have available to them," Littlefield says. "At our last meeting, in fact, the room erupted in applause when we demonstrated how a sales rep — with the ERP system now integrated with Notes — can immediately give a customer the status of an order shipment. They can do that because our ERP system is directly connected to the order-tracking system. So now shipping info is also available to every field rep via Notes."

The improvement in sales-force productivity is also significant. "The sales team can prepare their day with greater effect," says Littlefield. "They can open a view by zip code and then select the accounts or prospects they want to visit for the day and stage their call activities accordingly. Future enhancements may include the addition of mapping technology that will take the staged calls and prepare an optimized route plan."

A Sunstar Butler sales rep can typically make 10 to 15 visits to customers or prospects per day, depending on the territory. "If a sales rep can add one or two more calls in a day by virtue of better planning support, it's fair to say there's a 10 percent gain in productivity just in that area alone," he notes.

What makes WBI Server Express so effective? Mercury's Kuck says the technology is "just outstanding. But, beyond that, it's the simplicity. This is a pure integration tool. It does not

involve working through a Web portal, which would take something like this to another level of complexity."

That's fine with Littlefield and the Sunstar Butler sales force. "We operate across the U.S.," Littlefield says, "and that includes some pretty remote areas — including areas where it's often hard to get decent cell phone connection. In these circumstances, a solution that demands steady, reliable Internet connectivity wouldn't have worked as well. In our business, all the field rep needs to be able to do is hook up his laptop or tablet PC once or twice a day to replicate to the Domino data base."

He adds that the support received through the resources of IBM Solutions Builder Express was "vital in getting it all down fast." He cited, in particular, the step-by-step assistance available from solution experts in the SBE support team; the technical implementation guides; the deployment checklists; and the real business scenarios that could be demonstrated online.

Kuck says all of that support was a key factor in "enhancing our reputation as process integrators."

For more information on IBM PartnerWorld Express Advantage and Solutions Builder Express, visit [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld). To learn more about Mercury Consulting, go to <http://www.mercurycc.com>.



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## Gift Giving and Getting Gets Easier

### Overview

#### ■ Why On Demand

*Sur La Table, a retailer of top-quality cookware and kitchen accessories, was eager to make it easier for people to create gift registry wish lists from which their family and friends could purchase items.*

#### ■ Solution

*MarCole Enterprises delivered its Gift RegistryWorks™ so that Sur La Table customers can readily create a wish list that's accessible via a Web site or in-store kiosks using IBM PCs powered by WebSphere® Application Server - Express.*

#### ■ Key Benefits

*Sur La Table records a growing number of online sales and expands its reach to potential new customers by exposing them to the extraordinarily broad range of its products and services.*



<http://www.MarCole.com>

#### MarCole Pioneers in Online Gift Registries

Gift giving can be gut wrenching. So can gift receiving — as in “Which one of your relatives gave us the ugly cuckoo clock?”

That’s why many people prefer to buy from gift registries set up by recipients listing specific items they’d like to get.

Actually, gift registries have been around for years and years. But MarCole Enterprises, Inc., pioneered in putting them online so that both setting up a registry and purchasing from it can be done with keystrokes on a PC or by using a touch screen at a store kiosk.

MarCole was the first to incorporate high-quality digital product images with gift registry applications — making it easy to register and purchase special order items. The registry system offers on demand access from wherever the gift buyer may be.

*“We develop our solutions on Linux, WebSphere, DB2® and Java, and we run on all servers of the IBM @server family. Each of our products is e-business enabled.”*

*David Pava,  
Vice President for Sales,  
MarCole Enterprises*

## Doing Business with IBM from the Start

But we're getting ahead of the story.

Thirteen years ago, when MarCole Enterprises went into business as an Independent Software Vendor (ISV), it made three strategic decisions. The company set out to:

- Create a niche market by providing turnkey gift registries for retail operations
- Develop all its solutions on open architectures
- Become an IBM Business Partner

All three decisions proved to be wise because today MarCole is the undisputed leader in providing software packages to launch and maintain in-store and online gift registries. Over the years its worldwide customer base has spanned from A (Apex Department Stores) to Z (Z Gallerie).

The truth is, retailers don't just depend on MarCole's gift registry applications. The company also provides interactive, multimedia solutions that seamlessly integrate all kinds of retail activity — not least of which are branding, electronic cataloging, credit card authorization and customer service.

### Value of Scalable Systems in the SMB Market

"Customer size doesn't matter to us," says David Pava, MarCole Vice President for sales, "because we deliver scalable solutions that are suitable for a single store or a worldwide chain."

"Sure, we're proud to do business with the likes of Linens 'N Things, Neiman Marcus and Sur La Table, but we also sell to mom-and-pop retailers."

When asked how MarCole works with IBM, Pava's quick response is: "Any way we can."

He goes on to explain, "We resell IBM hardware and middleware. We develop our solutions on Linux, WebSphere, DB2 and Java, and we run on all servers of the IBM @server family. Each of our products is e-business enabled, and we're proud to feature the IBM Business Partner logo on our product literature."

Pava says MarCole "chose IBM over Microsoft for our solutions because our client retailers' environments are diverse, and we strongly believe in open systems."

MarCole is a member of IBM's ISV Advantage Initiative, a program that provides the ISVs with technical and marketing support to help meet the needs of small and medium business (SMB) companies. The SMB market is growing faster than the overall IT market.

### Sur La Table Increases Sales Outside Its Stores

Case in point, consider one of MarCole's customers, Sur La Table. It's a Seattle-based retailer of top-quality cookware and hard-to-find kitchen tools that caters to novice cooks and professional chefs alike. Sur La Table started small in the 1970s but in recent years has grown into a national chain. At the end of 2003, Sur La Table owned 38 stores and plans to open as many as 15 more by yearend 2004.

## MARCOLE interactive SYSTEMS

MarCole Enterprises, Inc., developed its pioneering Gift RegistryWorks solution for retailers who want a multi-lingual, multi-channel gift registry system that delivers real-time access whether a customer buys in a store or orders on online.

The privately held company, based in Walnut Creek, CA, went into business in 1991 and has had a close relationship with IBM ever since. MarCole solutions run with IBM WebSphere, and DB2, and Linux and Java on all servers of the IBM @server family. MarCole designs its solutions to be both scalable and modular.

Its customers are located around the world, and the company has developed gift registry and electronic catalog systems for such familiar names as Linen 'N Things, Neiman Marcus, Office Depot and Target stores in Australia. Other MarCole customers range from trendy operations, such as Piercing Pagoda and the National Football League, to the traditional quiet atmosphere of Trimmingham's, the family-owned department store in Hamilton, Bermuda, founded in 1842.

What these varied MarCole customers have in common is the desire to make the shopping experience easier for *their* customers.

One facet of Sur La Table's success is selling outside its retail stores. In 1988, the company issued its first black-and-white catalog and in 1999 launched its online Web site. In 2001, the retailer added an on-line gift registry based on MarCole's software package called Gift RegistryWorks. Gift RegistryWorks lets a person create and update a wish list that's simple for friends or relatives to access. They can use it to shop online, by catalog or at Sur La Table stores in 16 states and the District of Columbia. If they visit one of the stores, they can make selections from a touch screen on a kiosk using IBM PCs powered by WebSphere Application Server - Express.

And "wish list" is the right term to describe what Sur La Table sells. At last count, the chain offers more than 12,000 items from 1,600-plus suppliers around the globe.

### Making It Easier for Customers to Choose

As Michelle Haycox of Sur La Table's In-Store Operations puts it, "Our competitors often try to slim down their inventories and, in effect, make many negative choices for the customer by not stocking a lot of useful merchandise. Sur La Table offers a much wider selection of inventory, providing our customers with the ability to choose the best products to fit their individual lifestyles."

Sur La Table presently is upgrading its system with the latest MarCole software so the gift registry will be easier for customers and store associates to navigate. Haycox points out, "It'll be more convenient for a registrant to create and update their registry. They'll be able just to touch a screen and get an immediate printout of any changes made."

Everyone comes out ahead. People giving gifts can order them, choose the wrapping and have them shipped without ever leaving home; recipients get what they really want. In short, the gift registry takes the guesswork—and the gut wrench—out of gift giving and getting.



Online Registry - Microsoft Internet Explorer

MARCOLE interactive SYSTEMS GIFT REGISTRY | LOG OUT | HOME

GIVE A GIFT | CREATE A REGISTRY | UPDATE YOUR REGISTRY

Guest's Area | READ MESSAGES | VIEW REGISTRY ITEMS | VIEW SHOPPING BAG

Registry Items  
Please note that to remove an item you may enter the number "0" in the Quantity box.

Customize Your View  
 Check box to show images.  
 Category:   
 Price:

Lucyella M Sunshine  
Gilbert Bright  
 Wedding  
 September 21, 2008  
 Registry Number  
 012345678910

PRINTED VERSION

Department Name  
 NORITAKE > Lady Anne

Gifts	Price	Quantity	Option
Dinner Plate, color, size #1234567890	Requested: 1 Received: 0	\$19.99	0 <input type="button" value="ADD TO BAG"/> <input type="button" value="PRODUCT PAGE"/>
Cup, color, size #1234567890	Requested: 2 Received: 0	\$25.99	0 <input type="button" value="ADD TO BAG"/> <input type="button" value="PRODUCT PAGE"/>

Department Name  
 FORMA >

Gifts	Price	Quantity	Option
Clock, color, size #1234567890	Requested: 4 Received: 0	\$96.49	0 <input type="button" value="ADD TO BAG"/> <input type="button" value="PRODUCT PAGE"/>
CD Player, color, size #1234567890	Requested: 4 Received: 0	\$36.49	0 <input type="button" value="ADD TO BAG"/> <input type="button" value="PRODUCT PAGE"/>

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Kiosk Registry - Microsoft Internet Explorer

GIFT REGISTRY

Update registry items

Category Name	Price	Quantity	Options
Glen "Wave" Cereal Bowl White color #1234567890	\$19.99	1	<input type="button" value="+"/> <input type="button" value="-"/>
"Accents" Clock Cream #123456789 223456	\$19.99	1	<input type="button" value="+"/> <input type="button" value="-"/>
NORITAKE Harvest Dinnerware 5 pc. Place Setting #123456789 223456	\$19.99	1	<input type="button" value="+"/> <input type="button" value="-"/>
123456789 123456789 1(64), 123456789 123456789 123456789(32) 1234567890 12R(17), 123456789 123456789 12345678(52) #123456789 221345	\$19.99	1	<input type="button" value="+"/> <input type="button" value="-"/>

PAGE 1 of 3

# Sur La Table

There's an old saying: "We may live without friends, we may live without books, but civilized man cannot live without cooks."

That may be a small part of Sur La Table's success. But the major component of its global reputation is an unparalleled inventory of top-quality cookware and hard-to-find kitchen tools.

Sur La Table opened its first store in 1972 in Seattle's historic Pike Place Farmers' Market. Three decades later, the company has a growing number of stores in 16 states and the District of Columbia as well as a burgeoning Web-based sales operation.

The privately held company sells cookware, bakeware, bar supplies, cookbooks, cook's tools, glassware, cutlery, small kitchen appliances, linen and specialty foods. It might be easier to list what Sur La Table *doesn't* sell for the kitchen because more than 12,000 items are in current inventory.

Many Sur La Table stores offer cooking classes taught by well-known chefs. Also, the company is proud that many of its employees are themselves excellent cooks and culinary professionals so they provide customers with knowledgeable answers. Compared to shopping in many stores, that's truly civilized.

*"It'll be more convenient for a registrant to create and update their registry. They'll be able just to touch a screen and get an immediate printout of any changes made."*

*Michelle Haycox,  
In-Store Operations,  
Sur La Table*

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For more information about MarCole Enterprises, Inc. please visit:  
[marcole.com](http://marcole.com)

For more information about Sur La Table please visit:  
[surlatable.com](http://surlatable.com)



For more information  
Please contact your IBM sales representative or IBM Business Partner.  
Visit us at:  
[ibm.com/e-business](http://ibm.com/e-business)

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2-04  
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## Touchtone helps organizations manage customer relationships



**IBM Business Partner:  
Touchtone Corporation**

*Touchtone Corporation has established a strong reputation for delivering powerful software solutions and outstanding customer support to a broad set of organizations that run their operations on the IBM System i™ platform. It is headquartered in Costa Mesa, California.*

Wintouch eCRM, the premier solution of the Touchtone Corporation, is a comprehensive customer relationship management (CRM) solution that relies on Java and IBM WebSphere® technology to help drive business process and services innovation.

“Our goal is to help organizations become more customer-centric by enabling a 360-degree view of their customers,” said Reza Saraf, Touchtone chief executive officer. And that, to Saraf, takes a tightly integrated, end-to-end CRM solution that provides the information and streamlined processes an organization needs to best serve its existing and future customers.

Not only does Wintouch provide a rich set of CRM functions to enhance sales, marketing and customer service, its front-end applications are also designed to integrate with backend ERP systems, providing instant access to business-critical information.

In developing Wintouch eCRM, Touchtone maintained its exclusive focus on System i. “The platform has been a ‘bread-and-butter’ staple of departments and small and medium-size businesses for years,” explained Saraf, who points to low total cost of ownership and reliability as key ingredients to successful solution deployment. “It also allows us to leverage the very latest IBM software technology,” he said.

Wintouch eCRM functions are performed by using Java applets to access information and applications on the Internet or company intranet, in the office or on the road, on desktops, laptops, kiosks, PDAs or smart phones — there’s no client software to maintain. As a result,

- Sales representatives can service customers better and more efficiently by having immediate access to the latest information,



such as order status, inventory information and shipment data.

- Vital information, such as outage notifications, emergency orders or scheduling changes can be “pushed” in real time to employees, customers or business partners for action rather than having them pull the information later.
- Customer self-service portals can be made more pervasive, empowering customers to manage and update their own information, and increasing their satisfaction.

In a world of increasing commoditization, any factor that favorably differentiates one company’s products and services from another and builds brand loyalty is critical.

Wintouch also includes features that enhance customer-facing employee productivity and satisfaction. An online expense reimbursement tool, for example, allows employees to submit items on their PDAs or cell phones as the expense occurs so they can promptly receive payment with no forms to fill out. Employees can also schedule their activities each day and assign tasks through the system, thereby building a history of customer interactions. In short, Wintouch eCRM helps provide consistent and unified contact with customers whenever anyone anywhere in the organization deals with them.

One pleased customer of Touchtone is a deli meat processor and purveyor headquartered in the Northeast. Using Wintouch eCRM enables the company's sales representatives to use a Web forms tool in which they can review the quality of each presentation of a meat reseller's product. Customer service has improved, collaboration has been enhanced and more accurate information is available quicker.

### Function and resources from IBM

An essential part of the Wintouch solution is the role that IBM software plays in delivering a wide range of needed CRM function.

- IBM WebSphere Application Server – Express provides Wintouch with a secure, scalable and resilient infrastructure to run its on demand business solution.
- IBM WebSphere Portal – Express for Multiplatforms allows Wintouch to deliver a single point of personalized interaction down to the mobile

device level with applications, content, processes and people.

- IBM WebSphere Business Integration Server enables Wintouch to integrate and access information from other platforms and databases, such as IBM Lotus Notes® calendars.
- IBM Workplace™ Services Express improves productivity and allows people to use eCRM and IBM collaborative tools through a single interface.

Touchtone has also taken full advantage of the sales, marketing, technical and training resources that are available from IBM to its Business Partners. For example, Touchtone uses the IBM Virtual Innovation Center to access online support and resources to accelerate development, testing and enablement of its solutions on IBM hardware and software.

“We are very pleased with the level of involvement we have with IBM, and we look forward to strengthening our relationship,” Saraf said.

### For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com/partnerworld/industrynetworks**

For more information about Touchtone, visit: **touchtonecorp.com**



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09-06  
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## UNICCO strengthens security, improves productivity with identity management initiative.

### Overview

■ **Challenge**

*Streamline management of user identities to optimize efficiency and strengthen security*

■ **Why Become an On Demand Business?**

*Automating identity management processes drives greater consistency and frees IT staff to focus on business innovation*

■ **Solution**

*A secure, automated user management solution that helps ensure that the right people can access the right applications*

■ **Key Benefits**

*Reduced turn-on time for new users by 83 %; reduced time spent on identity management processes from 2 hours to less than 30 minutes daily; enabled consistent application of security policies*

» **On Demand Business defined**

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



*UNICCO automates identity management processes in less than five days with IBM Tivoli Identity Manager Express.*

When Bill Jenkins joined UNICCO in 1993, the company had \$50 million in revenues and only 30 employees in key corporate functions, such as finance, human resources, purchasing, sales and marketing.

How things have changed.

Today, revenue for this best-in-class facilities maintenance service organization has soared to \$700 million with the delivery of janitorial, operations and maintenance, landscaping, lighting, and office services to companies across the United States.

*“Tivoli Identity Manager Express is an important component of our overall security strategy. It enables us to increase our level of security and enforce consistent policies across all our systems.”*

*— Bill Jenkins, Senior Director, Information Technology, UNICCO*

## Simple, fast and secure identity management drives rapid return

### On Demand Business Benefits

- Automated provisioning reduces turn-on time for new users from 3 days to less than 4 hours
- Flexible out-of-the-box self-service capabilities reduce calls to help desk and improve employee satisfaction
- Comprehensive reports help reduce preparation time for audits and demonstrate adherence to SOX and HIPAA requirements

*“When customers ask about our IT governance policies as a result of SOX and HIPAA, Tivoli Identity Manager Express provides us with a strong story to tell.”*

*–Bill Jenkins*

And, as senior director of Information Technology, Jenkins now provides IT services to 1,500 employees in core operational functions.

With this growth came new IT challenges. The more systems and applications that were added, the more difficult it became to manage employee access to information. Three systems administrators were consumed with identity management processes for at least two hours each day. Providing new employees with access to company applications took on average three days. Requiring users to remember more than 10 IDs and passwords resulted in at least 20 calls a day to the company’s help desk to reset passwords.

And while UNICCO is not currently subject to the Sarbanes-Oxley (SOX) Act or the Health Insurance Portability and Accountability Act (HIPAA), many of its customers are. As a result, UNICCO needed to show that it had the mechanisms in place to confirm exactly who was accessing what information.

“We needed to improve our efficiency and simplify employee access to information while enforcing tight security policies,” says Jenkins.

### Simplifying identity management processes

Reducing the time required to provision new users and strengthening governance processes required a centralized identity management process that could:

- *Automatically provision and deprovision, user accounts including routing approvals and automating account creation.*
- *Enable employees to update their personal information and reset their passwords without help-desk assistance.*
- *Delegate administration of user accounts to the groups responsible for managing each set of resources.*
- *Provide IT staff with a consolidated view of access rights and provisioning activity to help quickly validate appropriate access.*
- *Synchronize identity data residing in various applications, databases and directories to help eliminate the need for a single data repository.*

After reviewing several options, UNICCO selected IBM Tivoli® Identity Manager Express and IBM Tivoli Directory Integrator. IBM Business Partner Encode, an IT consultancy firm that specializes in the integration of IBM portal, security, data and messaging solutions, provided software services to help implement the solution.



### Getting up and running quickly

IBM Tivoli Identity Manager Express, an IBM Express Advantage offering, met UNICCO's requirement for simple, fast and secure IT management. "We don't have the bandwidth to spend months implementing a solution," explains Jenkins. "We need solutions that help us hit the ground running. Tivoli Identity Manager Express meets that requirement. We deployed the software in five days and started using it immediately."

Likewise, UNICCO found the software's price point equally compelling. "Tivoli Identity Manager Express provides excellent value for the money," adds Jenkins. "IBM has done a good job making its Express offerings easy to install without stripping out the functionality."

### Strengthening security across Web services

In 2004, UNICCO had invested in IBM DB2 Content Manager, IBM DB2 Everyplace, IBM Lotus Notes and Domino, IBM Lotus QuickPlace, IBM Lotus Sametime, IBM WebSphere Portal and IBM WebSphere Portlet Factory software to provide an advanced portal environment for collaboration among employees and customers. This environment helps UNICCO implement service-oriented architecture (SOA) based applications, loosely coupling processes and content so that new online services can be rapidly launched and delivered at a lower cost. IBM Tivoli Access Manager for e-business software is used to centralize authorization and authentication to all the company's systems. IBM Tivoli Directory Server provides the powerful Lightweight Directory Access Protocol (LDAP) infrastructure to store user information. "Using IBM software to create SOA-based applications helps us easily reuse existing content and services in entirely new applications," says Jenkins. "As a result, we've achieved greater efficiency and effectiveness from a development perspective."

Now, with the implementation of Tivoli Identity Manager Express, UNICCO IT staff can quickly connect users to these SOA-based applications. "Tivoli Identity Manager Express is an important component of our overall security strategy," says Jenkins. "It enables us to increase our level of security and enforce consistent policies across all our systems."

### Realizing a rapid return on its investment

By automating identity management processes, UNICCO IT staff can get users online and productive fast, improve staff efficiency and strengthen adherence to corporate security policies. Using the sophisticated workflow engine of Tivoli Identity Manager Express, UNICCO has automated provisioning processes, including approvals and account creation, for many core portal applications.

## Key Components

### Software

Identity management solution:

- IBM Tivoli Directory Integrator
- IBM Tivoli Identity Manager Express

Portal solution:

- IBM DB2® Content Manager
- IBM DB2 Everyplace®
- IBM Lotus® Notes® and Domino®
- IBM Lotus QuickPlace®
- IBM Lotus Sametime®
- IBM Tivoli Access Manager for e-business
- IBM Tivoli Directory Server
- IBM WebSphere® Portal
- IBM WebSphere Portlet Factory

### IBM Business Partner

- Encode

*"IBM has done a good job making its Express offerings easy to install without stripping out the functionality."*

*– Bill Jenkins*

As a result, the IT department has reduced its guaranteed turn-on time for new users from three days to just four hours—an 83 percent reduction in time. The software also enables the organization to deprovision users quickly and consistently. Administrators can simply select the name of the departing employee and the software automatically suspends that person's access to all systems. In all, processes that once took three administrators at least 2 hours each day now require less than 30 minutes of attention.

“Before, creating employee IDs required 47 steps,” explains Jenkins. “Now administrators only need to enter information in a few fields, click a button and the software does all the work. We can create an account in about five seconds.”

The software's self-service feature has gained positive feedback from employees who can now reset their own user IDs and passwords when needed. This has helped ensure that users aren't locked out of accounts for extended periods of time and alleviated help desk staff from having to handle this mundane task. And with the ability to centralize and synchronize identity information, IT administrators expect to collapse the number of user IDs and passwords required for each employee.

Additionally, the IT department can easily run reports to review who has access to what systems, what accounts are active and which ones are inactive. IT staff can efficiently

validate adherence to corporate policies and quickly identify orphan accounts. In fact, administrators eliminated 100 orphan accounts in the e-mail system alone following implementation of the software.

### **Demonstrating best practices for IT governance**

According to Jenkins, the company's identity management initiative is one step in its focus on implementing IT best practices. “IBM Tivoli software provides the workflows and automated policy-based features to help us implement IT Infrastructure Library recommendations,” says Jenkins. “This helps us consistently apply security policies and provides a proven benchmark from which to measure our success.”

And as companies question vendors about support for regulatory mandates, UNICCO is positioned to respond. “When customers ask about our IT governance policies as a result of SOX or HIPPA, Tivoli Identity Manager Express provides us with a strong story to tell.”

### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:

[ibm.com/tivoli](http://ibm.com/tivoli)

For more information about UNICCO, visit:

[www.unicco.com](http://www.unicco.com)

For more information about Encode, visit:

[www.encodeinc.com](http://www.encodeinc.com)



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## IBM Business Partner NetSphere Strategies puts village on the “express” path to efficiency



Brick by brick, the village of Bolingbrook near Chicago is building an IT infrastructure that is reducing bureaucracy and improving “customer” satisfaction among citizenry. Paving the way is IBM Business Partner NetSphere Strategies, the architect of an IBM Express-based solution enabling the government to deliver online business services.

Using IBM WebSphere Application Server Express as the foundation for a portal, the Business Partner has created a more responsive, cost-effective and customer-friendly way for citizens of the Chicago-area suburb to do business with the village government.

Long lines and inconvenience are alleviated as residents can make payments for various village services online. Parking tickets can be paid and vehicles can be registered online. Links to other sites enable residents to pay county taxes from the village portal, as well as pay for water and refuse services. One of the more creative applications for the self-service technology, which runs on the IBM @server™ xSeries, enables

### Overview

■ **IBM Business Partner:**

NetSphere Strategies, a business and technology firm focused on delivering online business solutions that drive new revenue streams, reduce operational costs, and increase employee productivity.

■ **Client:**

Village of Bollingbrook

■ **IBM PartnerWorld Offerings:**

IBM Virtual Innovation Center  
Solutions Builder Express  
Technical support

residents to purchase personalized bricks laid before a community fountain in the center of Bolingbrook.

The IBM solution also reduces delays associated with payment processing from batch-oriented, back-office systems, which run on the IBM *@server*™ iSeries. Real-time order processing is helping to improve responsiveness to citizen requests.

“Thanks to NetSphere Strategies, we’ve created a virtual finance department for pennies compared to the cost of hiring or maintaining additional staff to get service levels where we want them,” says Greg Dover, director, Information Technology, village of Bolingbrook. “Now we are more responsive to

Business Partner whose principle focus is building commerce, portal, and online self-service solutions for small and medium businesses. Help was sought in assessing how the finance department could improve business processes building on core IBM technology already in place. Officials sought an IBM Business Partner with a depth of skills working with IBM technology along with experience delivering self-service solutions.

“This was not about building a new infrastructure, but about taking an existing foundation and helping the client operate more efficiently by re-engineering business processes and workflows, and do so without a million-dollar investment,” says

free, open source connectivity technology to access the village’s back-office systems, keeping software costs to a minimum.

“The IBM Express portfolio is the perfect entry point to technology for small and mid-sized organizations like the village of Bolingbrook,” says Moen. “It’s like a seed we help clients plant that can help them grow their business or solve challenges that may be unique to their company – quickly and for a modest investment.”

And take root it has in Bolingbrook. The self-service site was up and running in less than a month and officials have seen steady growth in the number of users since its implementation. “The flexibility of WebSphere technology allows us to plug in new capabilities into the application server as we need them. Our vision is to keep adding new features with a quick ROI, and WebSphere Application Server Express is the right solution for our needs,” says Dover. He credits the site with helping to reduce administrative costs and allowing the village to redirect personnel to more strategic areas of governing. It is also providing improved access to the municipality’s electorate.

Similarly, IBM Express-based offerings are improving NetSphere Strategies access to clients. The firm is not only proposing IBM Express solutions, but it is using sales enablement tools like Solutions Builder Express to help it close more business. Having

*“The IBM Express portfolio is the perfect entry point to technology for small and mid-sized organizations like the village of Bolingbrook. It’s like a seed we help clients plant that can help them grow their business or solve challenges that may be unique to their company – quickly and for a modest investment.”*

taxpayers and we can improve service levels without adding costs.”

### **Improve business processes**

While it is a local government, the village of Bolingbrook operates like countless small and mid-sized businesses seeking to better align technology with business goals – without significant investment. With this in mind, village officials turned to NetSphere Strategies, an IBM

Stephan Moen, director, Business Development, NetSphere Strategies, formerly known as WebSphere Strategies.

The IBM Express portfolio fits the bill in three key ways – price, flexibility and ease of deployment. Moen says that WebSphere Application Server Express provided an affordable, flexible solution based on open standards. The solution incorporates

participated in Solutions Builder Express Technical Sales Enablement events, the firm is now using the tool to help it demonstrate return on investment to potential clients. Support and services are engaged through the Solutions Accelerator program associated with Solutions Builder Express. Moen says his firm is so enamored of the Express family of offerings that it is pursuing the credentials to use the "Built on Express" emblem, which validates the firm's skills in designing and delivering Express-based solutions.

### **Mortar in the solution**

Support provided through IBM PartnerWorld was the mortar in the solution, says Moen, since it enabled NetSphere Strategies to deliver the self-help site in a timely manner and to address client requirements each step of the way – from pre-sales to implementation.

An array of IBM professional certifications available through PartnerWorld helped the Business Partner acquire and refine skills necessary to assist the village of Bolingbrook – and so many other small and medium businesses that are turning to the firm. These same credentials, says Dover, helped reinforce his confidence in the firm's capabilities.

"I knew they had a firm grasp on our requirements – right down to raising key questions that guided us in the direction we needed to go," says Dover.

The IBM Virtual Innovation Center (VIC) also played a pivotal role in helping the firm secure the business and in ensuring a smooth implementation. The VIC provides IBM Business Partners with online resources and telephone-based support needed to develop, market and implement solutions using IBM products.

Through the VIC, NetSphere Strategies received technical support and integration assistance. VIC support staff guided the Business Partner to use the IBM Toolbox for Java as an open source solution for connectivity between WebSphere Application Server Express and the IBM DB2 Universal Data Base on the iSeries platform. This freeware enabled NetSphere Strategies to lower the total cost of the solution it was proposing so that it remained inside the client's budget. Moreover, pre-sales support through the VIC helped validate the firm's proposed solution.

"By using the strengths of the different IBM support organizations through PartnerWorld, we extended our internal capabilities and became confident that the components we were putting together would work together," says Moen.

Indeed, the firm is deepening its investment in the IBM Express family of offerings

That support will continue to play an important role in NetSphere Strategies' success as it works

alongside village officials as they expand the number of uses for the self-service site and increase its capabilities. Village officials see many potential new uses for the site – "There's a lot we can do with this foundation in place, and NetSphere Strategies and IBM are going to be key to getting it done" says Dover. Now that's a vote of confidence.

For more information on IBM PartnerWorld, go to: [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld) and to learn more about NetSphere Strategies, visit: <http://www.netspherestrategies.com>



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## VAI implements a business portal to enhance collaboration among employees, dealers and customers

### Overview

#### ■ The Challenge

VAI needed to enhance customer service methods for higher levels of customer satisfaction; incorporate additional collaboration tools to increase employee productivity; and add a company-wide messaging platform to support the needs of a mobile workforce.

#### ■ Why IBM?

IBM offers a robust portal and collaboration platform especially tailored for small and medium businesses that is easy to use and manage.

#### ■ The Solution

IBM® Workplace™ Services Express and software running on an IBM System i™ server.

#### ■ Key Benefits

- Improved customer satisfaction contributes to additional referrals and higher sales revenue
- Improved collaboration tools help increase employee productivity
- Enhanced messaging and collaboration platform supports a dispersed workforce by giving traveling employees the tools they need when and where they need them

The screenshot shows a web application interface for 'YOUR COMPANY . COM'. It features a navigation menu on the left with options like 'Home', 'Orders', 'Inventory', 'Accounts', and 'Messages'. The main content area is divided into sections: 'Create New Order' with a search bar, 'Selected Product Order Detail' with a table of order items, and a 'Shipping' section with address and contact information.

Order #	Item #	Item Name	Unit Price	Quantity	Total Price	Order Date	Order Status
1	001000P	CD Pocket Pages	500.00	1	500.00	01/18/04	1,243.00
2	001000P	CD Pocket Pages	500.00	1	500.00	01/18/04	1,243.00

VAI (Vormittag Associates, Inc.) helps companies effectively plan for the future—whatever it may bring—by providing affordable enterprise resource planning (ERP) software and associated services to clients in the manufacturing, wholesale and retail industries. The VAI S2K suite of products helps small and medium-sized businesses (SMBs) stay on top of fast-moving markets by allowing them to visualize and optimize financial, manufacturing and distribution processes. Plus VAI offers customer relationship management (CRM) software and customized e-business solutions. To support its software, VAI provides consulting, education, and implementation services, as well as

*“We have reviewed many different portal products, so we are well aware of the full range of options in the marketplace. There is nothing that delivers the capability of Workplace Services Express.”*

—Kevin Beasley  
Chief Information Officer  
VAI (Vormittag Associates, Inc.)

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## Key Components

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### Software

- IBM Workplace Services Express

### Server

- IBM System i
- 

*“We needed team collaboration capabilities. We are split up across North America, so collaboration applications like Lotus Instant Messaging enable us to work more efficiently.”*

*—Todd Endsley,  
Director of E-Business  
Solutions,  
VAI (Vormittag Associates, Inc.)*

expertise in system integration. Thanks to its portfolio of products and services, VAI has a number of high-profile customers, including Konica-Minolta, Turtle Wax and Dunkin' Donuts.

In order to serve its customers, VAI relies on its internal IT systems to provide a competitive advantage. “In today’s environment, you simply can’t compete without an IT infrastructure that lets you quickly and accurately develop and deploy new systems,” says Todd Endsley, director of e-business solutions at VAI. “Not only do we have offices spread across North America, but the SMB market is very competitive, so we need an infrastructure that enables us to collaborate on sales and technical development projects as effectively as possible.”

In order to best serve its customers, VAI participates in the IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. VAI is a member of the fabrication and assembly industry and is “optimized,” which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

### **VAI investigates a business portal**

Since the early 1990s, VAI had relied on IBM Lotus products for messaging and collaboration among employees. But when it came to communicating with customers, the company’s existing customer self-service web applications and reliance on telephones and faxes slowed responsiveness as well as time-to-market for new implementations. For example, in order to respond to a customer’s technical inquiry, a VAI help desk employee might have to put the customer on hold and sift through pages of technical documentation, which resulted in lengthy response times and less than optimal productivity.

Also, while success is never a bad thing, a rapid expansion in business across North America meant that VAI employees needed the ability to collaborate in real time regardless of their location. “We wanted our traveling employees—whether sales or technical personnel—to have their applications, information, documents, and everything else critical to their work available no matter where they were,” says Endsley. “We have people traveling 50 weeks out of the year, and it is not feasible to anticipate all the documents that they might need on the road.”



In order to facilitate everyday business processes through a Web interface, VAI began to consider a business portal. As a software provider and an IBM Premier Business Partner, VAI was intimately familiar with a number of portal products, and management was convinced that IBM Workplace Services Express was best suited for the company's needs. "In order to support our customers, we test a lot of products in our R&D labs," says Kevin Beasley, chief information officer at VAI. "We have reviewed many different portal products, so we are well aware of the full range of options in the marketplace. There is nothing that delivers the capability of Workplace Services Express. Because it is so customizable, Workplace Services Express allows us to use one platform to facilitate a number of different business processes."

### **VAI portal streamlines employee, customer and dealer business processes**

VAI chose to implement Workplace Services Express software for its ability to facilitate multiple business processes with customized functionality delivered through a common Web browser interface. Of prime importance, the portal structures the customer service process. "A customer can log into the portal and enter a help desk request," explains Endsley. "In the back office, our support team gets notified, and the request is routed to the appropriate department. Then the portal structures the workflow among the internal support teams. Plus the customers can log onto the portal at any point to check the status of the request and the resolution."

In addition to supporting customer needs, the portal helps employees at VAI track their project-related time and billing. "The time and billing part of the portal enables our employees—who might be traveling anywhere in the country—to keep track of billable hours," explains Beasley. "From wherever they are, they can enter what they have been doing and how many hours are billable to a certain client. It allows us to track our billings, and there is even some workflow built into the process that allows other departments to see and track billable hours."

The customizable portal offers different functionality to various constituencies, including tools that support the unique needs of VAI dealers. "The portal allows us to use one platform to deliver a variety of different applications to different user types, for instance when dealers log on they see a set of capabilities tailored just for them," Beasley says. "Our dealers can do tasks such as lead generation and tracking through the portal. And they can communicate with our internal sales team here at VAI, so if a dealer needs assistance such as marketing literature or advice, they can get that through the portal."

*"The time and billing part of the portal enables our employees—who might be traveling anywhere in the country—to keep track of billable hours, from wherever they are, they can enter what they have been doing and how many hours are billable to a certain client."*

*—Kevin Beasley  
Chief Information Officer  
VAI (Vormittag Associates, Inc.)*

### **Out-of-the-box collaboration capabilities complement custom applications**

In addition to providing a powerful platform for delivering customized applications, Workplace Services Express comes with a number of portlets for collaboration. "We use quite a few of the IBM portlets," explains Endsley. "For example, our employees get their e-mail and calendar through the portal via a single sign-on. And they are using instant messaging and team spaces for collaboration among project teams."

With the built-in presence awareness capability, the Lotus Instant Messaging application is increasingly becoming a vital aspect of everyday business operations. "Team members can be working on a project together, but they might be in five different cities," explains Beasley. "Instant messaging is invaluable in terms of getting quick answers from team members when they need them. We rely on it heavily because we have so many offices and development teams in different places. VAI depends on instant messaging on a daily basis."

In addition to messaging, VAI has begun to use the team space functionality in Workplace Services Express to help improve collaboration and coordination among project teams. "You can customize these team spaces to create applications that help you collaborate, organize information and share information within your particular environment," says Endsley. "Right now, our team spaces are used primarily by our developers to keep track of their projects, but we're planning to offer team spaces tailored for customers so that they can use them as part of our ERP implementations as well."

### **Service-oriented architecture turns functionality into reusable assets**

Because the Workplace Services Express portal is based on open standards, it can form the foundation for a service-oriented architecture. This allows VAI to package the pieces of functionality delivered through the portal as reusable assets. "When we develop functionality, we can look down the road and make the determination that it is something that should be offered as a service," Beasley explains. "Something as simple as an open invoice inquiry that we might have on our portal can then become a reusable Web service that we can re-package for our customers. Many of the components that we have developed for ourselves and for customers can be reused in new products that will look completely different and can be sold to new customers."

*"The biggest benefit delivered by the portal has been the improved collaboration and more effective management of our teams, instead of just adding people arbitrarily to projects, we can better manage our teams, keep costs down and deliver better service."*

*—Vince Taravella  
Director of Channel Sales  
VAI (Vormittag Associates, Inc.)*

### **Portal increases sales and improves employee productivity**

Ultimately, the VAI portal has resulted in an improved customer experience, which results in more references and increased sales opportunities. “Our customers are our best salespeople,” says Vince Taravella, director of channel sales at VAI. “If you look at what makes us successful as a sales organization, it is the quality of our references. And by making our customers happy, our new portal has absolutely increased our sales revenue. If we have a large pool of happy customers that have a great story to tell about how effectively we managed and implemented their program, that really increases our sales volume.”

Additionally, the company has experienced a boost in productivity due to the ability of the portal to serve the needs of employees. “The biggest benefit delivered by the portal has been the improved collaboration and more effective management of our teams,” Taravella concludes. “Instead of just adding people arbitrarily to projects, we can better manage our teams, keep costs down and deliver better service. In other words, we’ve been able to increase our workload without adding additional personnel, and our productivity has gone up without compromising service levels one bit.”

### **For more information**

For more information, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/software/lotus](https://ibm.com/software/lotus)

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July 2006  
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All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

## The sky's the limit on VPI Flooring's success with SPSI laying the groundwork

### Overview

- **IBM Business Partner:**  
*Systems & Programming Solutions Inc. (SPSI), an IBM Premier Business Partner and technology solutions integration expert*
- **Customer:**  
*VPI Flooring, a leader in the flooring business for more than 55 years*
- **PartnerWorld offerings:**  
*Technical support  
Certifications*



Growth is through the roof at VPI Flooring, a leader in the flooring business for 55 years. With sales growth estimated at more than triple the industry average, the company that pioneered static control flooring attributes its strength to a new focus on innovation. Today, this is born out not only in new product designs, but also by industry-leading use of on demand technology deployed with help from IBM Premier Business Partner Systems & Programming Solutions Inc. (SPSI).

VPI Flooring is among the first in its industry to use the Web as a tool to better manage and grow its business. Earlier this year, the company launched an IBM-based extranet known as KwikServ. Designed and deployed by SPSI, the solution is one piece of an overarching strategy to help VPI Flooring better meet customer's demands and grow its business through strategic, innovative use of technology.

The solution for VPI is built on the IBM @server™ iSeries and includes IBM WebSphere Application Server Express along with WebSphere Host Access Transformation Services (HATS). Integrated with VPI Flooring's legacy ERP solution, the extranet streamlines business processes inside the mid-sized company, automates ordering and improves the division's responsiveness to distributors that support thousands of dealers marketing VPI Flooring

products in North America, Europe and Asia. These dealers are the chief channel through which VPI Flooring products are distributed to architects, contractors and builders.

Distributors now can sign onto KwikServ and receive just that – quick service. Inventory can be searched online and orders can be placed, revised and tracked through KwikServ. The ability to revise and, essentially, add onto existing orders was critical to VPI Flooring since, in order to get the best price, distributors often buy in large volumes.

### **Sky's the limit**

SPSI's IBM-based solution, says Jeremy Williams, general manager of VPI Flooring, is on demand, self-service at its best. In the past, transactions were handled manually by customer service staff who responded to distributor inquiries exclusively by phone or e-mail. Orders were faxed and inventory checks were phone-based. Now distributors can do business with VPI Flooring anytime and anyplace with access to the Web.

Since KwikServ was launched, VPI Flooring has reduced the administrative workload of its Customer Service staff by up to 85 percent. These agents have been redeployed to work on inside sales and new customer recruitment, and there seems to be no ceiling to the division's success.

"We are growing about 300 percent faster than the industry average," says Stephanie Gustafson, manager, Marketing for VPI. "And, a significant portion of that growth can be attributed to greater efficiency in our

inside sales activities." Order sizes have increased among all distributors – large and small – as it is now easier and faster to obtain the requisite flooring products. Manufacturing processes are also more efficient as the division has a more consolidated view of customer requirements and can gear up operations for specific products in a more just-in-time manner.

"I have no doubt that this technology will drive our business up substantially," says Williams. He goes on to add, "We service and supply products to some really big players in the industry and after demonstrating KwikServ to them they describe it as really cool and fantastic...it's great when your customers use words like that to describe things you do for them."

### **New branding initiative**

VPI Flooring began working with SPSI after the division's new management, led by Williams, reassessed how it was doing business and sought to use technology and the Web to improve processes, increase efficiency and grow the business. The division was also launching a new branding initiative, entering new markets such as health care, education and sports. These complement the division's existing electronics and general construction markets.

In conjunction with new branding, VPI was also launching new products to widen its breadth of offerings into these new markets. New products include rubber and vinyl flooring, premium resilient tile (PRT) and commercial resilient tile (CRT), which received the 2004 Most Innovative Product Award at the prestigious

Surfaces Show held every year at Las Vegas. Other new products include updated static control flooring and wall base, and a range of flooring accessories, including stair treads and risers.

"The business processes supporting commerce with our distributors were very fragmented and left a lot of room for improvement in responsiveness to our customers," says Williams. "If we were to expand into new markets, we needed a more efficient way to support this growth."

In selecting a technology partner, VPI Flooring sought a firm that demonstrated a clear understanding of the business issues challenging the company and how technology could help address those issues. "We came at this project fervently committed to e-commerce," explains Williams. "But we wanted to reinvent our processes, not just move from paper to electronic."

That's exactly what SPSI is helping VPI Flooring achieve in a multiphase implementation. According to Tim Casey, the principle consultant working with VPI Flooring, SPSI is helping its client "knit together" the front- and back-end of an e-commerce system that simplifies – for the company and for the distributors who order millions of dollars in products from VPI Flooring each year.

KwikServ is phase one of the project. Phase two, which is in development now, will be known as "KwikRespond" and is a Java-based solution to automate lead management and the management of flooring samples requested by non-distributors. SPSI has teamed with IBM Premier

Business Partner eOneGroup, an ISV, to develop and deploy KwikRespond. A future implementation will also enable distributors to connect with a freight tracking system that can identify the exact location of materials ordered anytime. The manufacturer is also considering wireless technology for a warehouse and distribution application.

“VPI Flooring thinks and acts like an innovator, and its use of technology demonstrates this mindset,” says Wayne Adams, manager, SPSI. “They knew where they wanted to go, and they knew that IBM technology could help support their objectives.”

### Shared values

If you talk with Williams, he'll tell you that his confidence in the division's technology plan derives from its confidence in SPSI and IBM, and the values shared among the three companies. SPSI's dedication to its clients' success is clear along with IBM's commitment to helping enable that success. Technical support provided by IBM illustrates IBM's commitment to SPSI and its client. In deploying the extranet, SPSI proposed a newly enhanced version of HATS. “IBM couldn't have been more supportive in helping us get this solution deployed the way we knew it would work best,” notes Casey. “So, if investment is any indication, I'd say IBM is deeply committed to its Business Partners' and its clients' success.”

IBM's investment in the IBM Express portfolio as well as in a multitude of IBM PartnerWorld offerings are also illustrative of IBM's commitment to Business Partners and clients. “The Express offerings are ideal for SMBs

like VPI Flooring and make it more affordable to deliver on demand solutions to clients with the flexibility and all of the functionality they want,” says Casey. “Whereas PartnerWorld offerings like technical support and certifications that build and enhance skills enable us to win new business and partner with clients like VPI Flooring.”

Indeed, a “true partnership” is how Williams characterizes VPI's relationship with SPSI. “We think very much alike, we speak the same language and they understand how to get us where we want to go,” says Williams. “We wanted a long-term partner and one that would make an investment in our success – that's been SPSI.”

For more information about IBM PartnerWorld visit [ibm.com/partnerworld](http://ibm.com/partnerworld) and to learn more about SPSI go to [www.spsinet.com](http://www.spsinet.com).



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## Wheaton College Career Services reaches more students, alumni at less cost with IBM Express Portfolio solution

Solution from Mesa Technology and IBM improves productivity, efficiency by reducing employee recruitment time



### Overview

#### The Challenge

*Career services department at a top private college wanted a reliable, scalable, low cost solution to reach more students with job listings and share listings with its alumni and in near real time*

#### The Solution

*An automated, integrated Web solution based on IBM Express Portfolio of solutions. Designed and implemented by Mesa Technology, an IBM Business Partner*

#### The Benefit

- *Greatly increases weekly job postings*
- *Extends department's reach to alumni worldwide*
- *Reduces employee recruitment time from weeks to hours*
- *Achieves ROI in the first six months*

Founded in 1860, Wheaton College is a private interdenominational liberal arts college located in Wheaton, Illinois. Ranked 51st out of 217 Best National Liberal Arts Colleges by "U.S. News and World Report" magazine, approximately 2,900 students attend the college and another 35,000 alumni live around the globe.

Despite its impressive ranking, the school's College Career Service Department was out of step with what today's Web-savvy college students expect -- information on demand, 24 by 7, over the Internet. The department manually posted job openings, notices for career fairs and interview schedules on a bulletin board. "The whole system was outdated, inconvenient for students and alumni, and difficult to manage," recalled Ita Fischer, career services director at Wheaton College.

To more easily reach students and alumni, Fischer decided to seek out the services of IBM to help Wheaton College replace its arcane bulletin board system with an easy-to-access, Web-based solution that would ensure timely job postings. The new Web system also needed to include a dynamic calendar to post all career-related campus activities, including company recruitment schedules and career fairs.

"Our goal was to post jobs and career events in near real time—within four hours of receiving them—on a Web site that wouldn't go down and could grow," Fischer said. "With IBM's reputation for adaptable, scalable and reliable solutions, they were our first choice."

***"With IBM's reputation for adaptable, scalable and reliable solutions, they were our first choice."***

Ita Fischer,  
career services director,  
Wheaton College

# Wheaton College is saving \$15,000 to \$20,000 in annual administrative resources, including labor and paper costs

## Benefits

- Cost savings of \$15,000 to \$20,000 in annual administrative resources, including labor and paper costs, and improved productivity.
- More responsive, near real-time solution attracts more job postings, from 5-10 per week to an average of 10-15 per day.
- Improves reach to job prospects by at least 250 visits per day -- including visits from alumni around the world.
- Open platform easily integrates with other platforms, enabling greater interaction between alumni organizations and the college computing systems.
- More students find jobs worldwide at less cost than before the Express solution.
- Alumni seeking Wheaton students for jobs can now hire easier and faster; recruitment time cut from weeks to days.
- Pays for itself in approximately six months.

## Open Express solution 'talks' to any platform

Wheaton turned to Mesa Technology, an IBM Business Partner and Web solutions provider, headquartered in Chicago, Illinois, to design and build a platform based on IBM Express Portfolio technology--specifically, IBM WebSphere® Application Server-Express middleware and IBM DB2 Universal Database™ Express software.

Built on Java Server Pages and Java technologies, the Express Portfolio of solutions run on an IBM eServer xSeries® 330 featuring the open Red Hat Linux™ V9.1 operating platform. The openness of the solution was vital. "The college and alumni association have a disparate mix of applications and databases that need to talk with the department's new system," said Bernie Leung, president of Mesa Technology. "The Express Portfolio of solutions gave them the ability to communicate with any other platform."

Fischer doesn't worry about the Web-based bulletin board experiencing downtime either. The DB2® Express software, which allows Wheaton personnel to quickly update job opportunities and remove out-of-date postings, features self-managing capabilities. "This Express Portfolio solution takes care of itself and is easy to use. Anything that makes life simpler is always better."

One year after the project launched, Fischer said, job postings have soared from 5 to 10 a week to 10 to 15 new postings a day, on average. "Before, employers had to fill out a lot of paperwork and send in a listing; now it's much easier online. Our database is experiencing incredible growth." Student and alumni interest in the college's job postings has increased significantly with the Web-based interface as well. Without advertising, traffic to the Web site averages 1,000 visitors per day; 25 percent of those visits are Wheaton College's alumni from around the world looking to hire Wheaton students.



***"Before, employers had to fill out a lot of paperwork and send in a listing; now it's much easier online. Our database is experiencing incredible growth."***

Ita Fischer, career services director, Wheaton College

The Express Portfolio of solutions is saving the college \$15,000 to \$20,000 in annual administrative resources, including labor and paper costs. Fischer said the six-month return on investment has been so impressive, the college plans to expand the Web site to include chat rooms, classified ads and Study Abroad program. “WebSphere Application Server-Express has the development tools that make it easy for us to build and manage the Web site,” Leung noted. Added Fischer, “The Express Portfolio solution is helping more students and alumni find and fill jobs faster and easier—at less cost to the college, and that’s the best bottom line we could ask for.”

Mesa Technology participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries—or serves small, medium or large companies—IBM has the technology and resources to help members more effectively meet their clients’ needs.

It is an “optimized” member of the education and learning industry, which means it has developed further specialization by optimizing its applications with IBM on demand technologies, achieving success with their own on demand solutions and other criteria.

Other networks are automotive, banking, electronics, energy and utilities, fabrication and assembly, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

#### **For more information**

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To learn more about Mesa Technology, visit: [mesatechnology.com](http://mesatechnology.com)

To learn more about Wheaton College, visit: [wheaton.edu](http://wheaton.edu)

## **Key Components of the Wheaton College Solution**

### **Software**

- IBM WebSphere Application Server- Express
- IBM DB2 Universal Database Express V8.1
- Red Hat Linux V9.1

### **Hardware**

- IBM eServer xSeries 330

### **Services**

- Mesa Technology for Web design and implementation

*“WebSphere Application Server-Express has the development tools that make it easy for us to build and manage the Web site.”*

Bernie Leung,  
president,  
Mesa Technology



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References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

# Wheaton College Career Services reaches more students, alumni at less cost, with IBM Express Portfolio solution.

## Overview

### ■ Challenge

Career services department at a top private college wanted a reliable, scalable, low cost solution to reach more students with job listings and share listings with its alumni and in near real time

### ■ Why Become an On Demand Business?

An open system was needed to integrate a disparate mix of college systems and databases

### ■ Solution

An automated, integrated Web solution based on IBM Express Portfolio of solutions. Designed and implemented by Mesa Technology, an IBM Business Partner

### ■ Key Benefits

- Greatly increases weekly job postings
- Extends department's reach to alumni worldwide
- Reduces employee recruitment time from weeks to hours
- Achieves ROI in the first six months

### » On Demand Business defined

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



### 'On demand' generation expects information now

Founded in 1860, Wheaton College is a private interdenominational liberal arts college located in Wheaton, Illinois. Ranked 51st out of 217 Best National Liberal Arts Colleges by "U.S. News and World Report" magazine, approximately 2,900 students attend the college and another 35,000 alumni live around the globe.

*"We're a higher educational institution, not an IT institution, so we needed a reliable solution that could grow with low maintenance. The IBM Express Portfolio of solutions had it all."*

*Ita Fischer, Career Services Director, Wheaton College Career Services Department, Wheaton, Illinois*

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**On Demand Business  
Potential Benefits**

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- Cost savings of \$15,000 to \$20,000 in annual administrative resources, including labor and paper costs, and improved productivity.
- More responsive, near real-time solution attracts more job postings, from 5-10 per week to an average of 10-15 per day.
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- More students find jobs worldwide at less cost than before the Express solution.
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**Near real-time job postings**

To more easily reach students and alumni, Fischer decided to seek out the services of IBM to help Wheaton College replace its arcane bulletin board system with an easy-to-access, Web-based solution that would ensure timely job postings. The new Web system also needed to include a dynamic calendar to post all career-related campus activities, including company recruitment schedules and career fairs. "Our goal was to post jobs and career events in near real time—within four hours of receiving them—on a Web site that wouldn't go down and could grow," says Fischer. "With IBM's reputation for adaptable, scalable and reliable solutions, they were our first choice."

**Open Express solution 'talks' to any platform**

Fischer teamed with Bernie Leung, of Mesa Technology ([www.mesatechnology.com](http://www.mesatechnology.com)), a Web solutions provider and IBM Business Partner, to design and build a platform based on IBM Express Portfolio technology—specifically, IBM WebSphere® Application Server-Express middleware and IBM DB2 Universal Database™ Express software.

Built on Java Server Pages and Java technologies, the Express Portfolio of solutions run on an IBM @server xSeries® 330 server featuring the open Red Hat Linux V9.1 operating platform. The openness of the solution was vital. "The college and alumni association have a disparate mix of applications and databases that need to talk with the department's new system," Leung says. "The Express Portfolio of solutions gave them the ability to communicate with any other platform."

### Reliable and self managing

Fischer doesn't worry about the Web-based bulletin board experiencing downtime either. The DB2 Express software, which allows Wheaton personnel to quickly update job opportunities and remove out-of-date postings, features self-managing capabilities. "This Express Portfolio solution takes care of itself and is easy to use. Anything that makes life simpler is always better."

### Paid for itself in six months

One year after the project launched, Fischer reports job postings have soared from 5 to 10 per week to 10 to 15 new postings per day, on average. "Before, employers had to fill out a lot of paperwork and send in a listing; now it's much easier online. Our database is experiencing incredible growth."

Student and alumni interest in the college's job postings has increased significantly with the Web-based interface as well. Without advertising, traffic to the Web site averages 1,000 visitors per day; 25 percent of those visits are Wheaton College's alumni from around the world looking to hire Wheaton students.

The Express Portfolio of solutions is saving the college \$15,000 to \$20,000 in annual administrative resources, including labor and paper costs. Fischer says the six-month return on investment has been so impressive, the college plans to expand the Web site to include chat rooms, classified ads and Study Abroad program. "WebSphere Application Server-Express has the development tools that make it easy for us to build and manage the Web site," Leung notes.

Adds Fischer, "The Express Portfolio solution is helping more students and alumni find and fill jobs faster and easier — at less cost to the college, and that's the best bottom line we could ask for."

### For more information

To learn more about IBM Express portfolio of solutions for the On Demand Business, contact your local IBM representative or visit:

[ibm.com/businesscenter/expressportfolio](http://ibm.com/businesscenter/expressportfolio)



### Key Components

#### Software

- IBM WebSphere Application Server Express V3.0
- IBM DB2 Universal Database Express V8.1
- Red Hat Linux V9.1
- IBM @server xSeries 330 server

#### Services

- Mesa Technology for Web design and implementation



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# Asia



## IBM helps professional services firm improve collaboration and automate business processes

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### Overview

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#### ■ The Challenge

Chio Lim Stone Forest needed to improve its ability to collaborate on transnational projects; its IT subsidiary wanted to create custom collaborative applications that could be used both internally and packaged as service offerings for external clients

#### ■ Why IBM?

IBM offers a flexible, comprehensive messaging and collaboration platform with a rapid development environment for creation of new applications

#### ■ The Solution

The CPA firm implemented a flexible infrastructure for e-mail, instant messaging, calendaring and scheduling, shared team spaces and custom collaborative applications using IBM® Lotus® Domino™ Collaboration Express software

#### ■ Key Benefits

- Improved messaging and shared team spaces help employees collaborate more productively on large transnational projects
- Custom applications integrate real-time collaboration into business processes—making employees more productive
- Chio Lim Stone Forest provides its own custom collaborative applications to clients—creating additional service offerings and revenue streams



Chio Lim Stone Forest (CLSF) is a leading Singapore-based public accounting and business advisory group founded in 1985. With approximately 400 employees in the Asian city-state and another 100 or so in China, CLSF helps companies around the globe with audit, tax, corporate advisory, mergers and acquisitions and accounting services.

For 18 years, Stone Forest IT has played a pivotal role by building and supporting technologies for its parent company as well as acting as an IT development shop for external clients. “We play a dual role,” explains Eileen

*“We began to see the potential to use Lotus Domino Collaboration Express to automate business processes. We have developed a number of custom collaboration applications that we use internally and also provide to clients.”*

—Eileen Tan,  
MIS Manager  
Chio Lim Stone Forest

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**Key Components**

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*Software*

- IBM Lotus Domino Collaboration Express
- 

*“Quite often a legal firm or other clients have asked us to name the most efficient messaging and collaboration tool. Obviously, we like IBM Lotus Domino Collaboration Express—and we don’t hesitate to recommend it to our clients.”*

*—Eileen Tan  
MIS Manager  
Chio Lim Stone Forest*

Tan, MIS manager of CLSF. “We serve as the internal management information systems department, and we provide technology solutions to customers. Information technology is a distinct competitive advantage at our group. We are viewed as very progressive when it comes to IT, and we have pioneered the use of e-mail archiving and document management in Singapore.”

**CLSF searches for a more robust collaboration platform**

About 10 years ago, CLSF made the decision to switch from its previous e-mail environment to a more collaborative platform built around IBM Lotus Notes® and Domino software. “With our old e-mail system, we couldn’t really automate our internal business processes,” Tan explains. “The old mail program couldn’t serve our needs by allowing us to build custom collaborative applications. Plus, we were having a lot of problems with viruses.”

After selecting Lotus Notes and Domino for messaging, CLSF’s relationship with Lotus blossomed over time. In 1995, the company installed IBM Lotus Domino and in 2005 upgraded to Lotus Domino Collaboration Express. “At first, it took a little time to get people used to Lotus Notes,” Tan explains. “Then we began to see the potential developed a number of custom collaboration applications that we use internally and also provide to clients.”

**IBM Lotus Domino Collaboration Express offers world-class messaging and collaboration**

Of initial importance to Tan, IBM Lotus Domino Collaboration Express offers complete messaging and group scheduling capabilities. “Of course we use the e-mail and calendaring all the time, but we have come to rely also on IBM Lotus Sametime® software for instant messaging,” Tan says. “In fact, Sametime is very important for communications with our regional offices because it can tell us instantly when someone is available online. With business spread across different countries and with everyone mobile these days, Sametime has become a crucial business tool for effective communication.”

Chio Lim Stone Forest employees also depend on the team spaces in IBM Lotus Domino Collaboration Express to collaborate on projects from remote locations. “We have a lot of cross-border projects, such as initial public offerings and audits,”

Tan explains. “And we are creating team spaces to share documents and templates pertaining to those projects. The team spaces make it possible for employees to collaborate on transnational projects without having to physically cross borders.”

**IBM Lotus Domino Collaboration Express runs custom applications that streamline business processes**

While the standard messaging and scheduling tools help employees collaborate more effectively, the ability to develop custom applications to run on Lotus Domino Collaboration Express helps Chio Lim Stone Forest automate business processes. In fact, the group has developed an application that vastly simplifies human resources (HR) record keeping. “The HR application keeps track of all of our staff profiles and academic qualifications, which are very important in the accounting profession,” Tan explains. “Plus, we use the HR application to track health and dental insurance, as well as other entitlements. Keeping records of all of that manually would be very tedious.”

Tan and her employees have also built a document library with built-in version control to manage the numerous forms and templates required by the accounting activities. “We have a file system that we developed that works with Domino Collaboration Express,” Tan explains. “It allows us to categorize forms by department—such as audit or tax division—or by work nature. Then we subcategorize documents down four or five levels. Given the sheer number of documents, we simply couldn’t use a shared file server. We use our document library to enforce structure and version control.”

In addition to numerous other custom development efforts, the staff at Stone Forest IT built an IT service request application that automates the workflows for requesting and providing technical assistance. “Our staff—even when they are traveling—can log onto a Web site and submit requests for help, including desktop troubleshooting, basic maintenance and hardware or software purchases,” Tan says. “In fact, we’ve fully automated our purchase request process. When a staff member wants to purchase IT or office equipment, they submit a request, it is forwarded to the proper department head for approval, and then the request gets routed to the proper IT or administrative person to order the item.”

*“We have a lot of cross-border projects, such as initial public offerings and audits, and we create team spaces to share documents and templates pertaining to those projects.”*

*—Eileen Tan  
MIS Manager  
Chio Lim Stone Forest*



One of the nicer facets of developing applications for the Lotus Domino Collaboration Express platform is that all the applications can relate to the same underlying database, which allows the applications to share information. "For instance, the HR database populates the IT service request form, so employees don't need to key in any extra information," Tan explains. "As a result of having a single collaboration platform, I can have a single information repository collaborating with multiple applications."

### **IBM Tivoli Configuration Manager keeps track of assets**

Aside from IBM Lotus software, Tan uses IBM Tivoli® Configuration Manager software to keep track of the more than 400 computers at CLSF. "We actually developed a custom graphical user interface for the Configuration Manager because we needed to capture more information than just the configuration of the computers," she explains. "We use Configuration Manager to scan the computers, and we also track asset depreciation and other important statistics. We even developed an automated response to unauthorized software installations that sends the offending employee a message and copies their supervisor."

### **Using IBM software translates to sound business practice**

Aside from recommending it as a messaging tool, Chio Lim Stone Forest provides the custom applications that the Stone Forest IT group has developed as part of its comprehensive service offerings to clients with valid IBM Lotus software licenses. "We bundle the applications that we built for IBM Lotus Domino Collaboration Express as part of the outsourcing services we offer clients," Tan explains. "The clients pay us a fee for the right to use the applications, which is obviously desirable to us, but it also makes our clients very happy because it is an economical way for them to automate their business processes."

### **For more information**

For more information on IBM Lotus Domino Collaboration Express, please contact your IBM sales representative or IBM Business Partner, or visit [ibm.com/software/sw-lotus/products/product4.nsf/wdocs/dominioexpress](http://ibm.com/software/sw-lotus/products/product4.nsf/wdocs/dominioexpress)

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September 2006  
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## Chonnam National University implements a portal to enhance its e-commerce consulting practice

### Overview

#### ■ The Challenge

The lack of effective collaboration tools limited the effectiveness and profitability of e-commerce consulting opportunities at a leading national university in Korea; antiquated collaboration methods stymied effective communication and slowed the completion of consulting projects

#### ■ Why IBM?

Chonnam National University wanted to transform its business effectiveness by improving collaboration among staff, partners and customers

#### ■ The Solution

IBM® Workplace™ Services Express running on an IBM eServer™ xSeries® server

#### ■ Key Benefits

- The integrated collaboration and portal capabilities of Workplace Services Express have reduced the time it takes to complete typical e-commerce consulting projects by one month

#### On Demand business defined

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



- The solution has allowed Chonnam to double its number of simultaneous e-commerce consulting projects
- Improved efficiencies are expected to yield a 25 percent increase in revenue

While Chonnam National University might be seen as the Harvard of Korea for its academics, in terms of its mission, it is more akin to the University of California, Berkeley. A public university located in southwestern Korea, Chonnam National University strives to serve as a vital link among government, private industry and civic institutions. As part of its mandate, the university hosts the E-commerce Resource Center (ECRC), which helps government organizations and small and medium

*“With our ability to engage in more projects as a result of our collaboration and portal solution, we anticipate that our revenue will increase by about 25 percent annually.”*

*—Jae Kook Jung,  
Director of ECRC,  
Chonnam National University*

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## On Demand Business Benefits

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- Integrated collaboration and portal capabilities help reduce the time it takes to complete typical e-commerce consulting projects
  - The solution helps Chonnam double its number of simultaneous e-commerce consulting projects
  - Improved efficiencies are expected to yield a 25 percent increase in revenue
- 

*“We’ve become much more efficient, so we’ve been able to do about four projects at a time—versus two before the portal—without increasing our staff.”*

*—Jae Kook Jung,  
Director of ECRC,  
Chonnam National University*

businesses (SMB) realize effective e-commerce infrastructures. Founded in 1998 by the Ministry of Commerce, Industry and Energy, the ECRC’s staff of 20 people provides technical training, educational services and e-commerce consulting to enterprises throughout Korea.

The ECRC depends on advanced, cost-effective IT to help organizations throughout Korea implement e-commerce technologies that they otherwise could not afford. “We provide enterprise resource planning (ERP) and supply chain management offerings to the SMB and government-sector markets,” explains Jae Kook Jung, director of ECRC. “These organizations typically do not have enough resources to deploy advanced e-commerce infrastructures on their own. And it is the job of the ECRC to educate them on how to make e-business part of their everyday operations, as well as to help them implement the necessary technologies that can transform their businesses.”

### **Antiquated collaboration methods hinder effective collaboration**

As part of its efforts, ECRC depends on careful planning, thorough documentation and intense collaboration with its partners and customers. In the past, ECRC used e-mail and telephone calls to coordinate its e-commerce consulting projects, but the use of such methods made it difficult to coordinate complex projects. In 2005, the ECRC realized that it needed a more effective way to synthesize project information and promote real-time collaboration.

As part of its desire to improve collaboration among staff, partners and customers, ECRC began to investigate the use of a business portal. “Initially, we investigated three portal products—IBM Workplace Services Express, Microsoft® SharePoint and a locally developed portal solution,” explains Jung. “The local product didn’t fully address our needs, so the decision came down to Workplace Services Express and Sharepoint. Ultimately, Workplace Services Express won out because SharePoint is expensive, Workplace Services Express offers better security and SharePoint is a closed system, whereas Workplace Services Express is based on open standards. And then there is the simple fact that Workplace Services Express delivers better collaboration capabilities.”



### **Business portal improves collaboration among staff, partners, and customers**

Installed on a single IBM eServer xSeries, the new Workplace Services Express portal helps the ECRC staff more effectively collaborate on e-commerce consulting projects with government agencies, business partners and customers. Project team members use the portal to view and post the latest project documentation. Project managers depend on it to oversee changing requirements in real time. And customers keep tabs on project status and progress without needing to pick up the phone or fire off an e-mail.

Chief among the collaboration capabilities, ECRC increasingly depends on team spaces to serve as centralized locations to manage projects. “Team spaces are a core piece of functionality for us,” Jung explains. “Each project has its own team space, and only the appropriate team members have access. Our staff, partners and customers depend on the team spaces to exchange documents and messages. By serving as a central repository of information, the team spaces ensure that everyone is working on the right document and the right version.”

As part of the enhanced collaboration capabilities, instant messaging within the team spaces plays a vital role in keeping team members in sync. “As soon as someone posts a document to the team space, the other team members can see it right away,” Jung explains. “Then, using instant messaging, team members exchange comments about the document and ask questions. Instant messaging is particularly useful for urgent needs—particularly because the presence awareness capability allows team members to know who is online and available to answer questions.”

### **Portal delivers enhanced productivity and heightened revenue opportunities**

Thanks to its new business portal, ECRC has been able to complete projects faster and engage more simultaneous e-commerce consulting opportunities. “On average, we’ve been able to shrink the time it takes us to complete a typical e-commerce consulting project by about a month,” Jung claims. “Additionally, we’ve become much more efficient, so we’ve been able to do about four projects at the same time—versus two before the portal—without increasing our staff.”

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### **Key Components**

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#### *Software*

- IBM Workplace Services Express

#### *Server*

- IBM eServer xSeries server
-



The enhanced productivity has ultimately paid off in the form of additional revenue and increased profitability. "With our ability to engage in more projects as a result of the portal, we anticipate that our revenue will increase by about 25 percent annually," Jung explains. "Not only that, but with improved collaboration we've been able to increase efficiency and optimize our resources, so our projects are about 10 percent more profitable than they have been in the past."

#### **For more information**

For more information, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/software/lotus](http://ibm.com/software/lotus)

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## Comcul cuts administration workload with SAP Business One and IBM DB2 Express

### Overview

#### ■ The Challenge

*Replace ageing, inflexible human resource and financial applications with a modern system; globalization of accounting; system management by a small staff*

#### ■ The Solution

*Industry: Computer Services  
Applications: SAP® BusinessOne  
Hardware: IBM® server xSeries® model 205  
Software: IBM DB2® Universal Database Express Edition*

#### ■ The Benefits

*Streamlined business processes; low operating costs through advanced DB2 UDB functionality; in-house customization during online operation; design of a safe system environment through a highly secure database*

Comcul Co Ltd, a service partner of SAP, provides consulting, information technology, accounting, and integration services and support for its clients. In June 2005, Comcul introduced the SAP Business One solution as its own core application system.

SAP Business One has enabled Comcul to gain unified control of such operations as ordering expenses and sales, as well as accounting and business development. In addition, the company has used IBM DB2 Universal Database Express Edition, which offers advanced self-management functions, to achieve significant reductions in administration efforts and costs.

#### **Uniform data collection, standardized data access**

Comcul has extensive experience as a service provider implementing ERP solutions, such as SAP R/3 and mySAP ERP. The company itself, however, had not introduced an ERP solution, and was suffering from a lack of unified business processes.

Yasuhiro Sakai, General Manager, Solutions Business Division at Comcul, says, "Not only were we using domestic accounting software, but

also other departments had been using PC-based HR solutions, developed in Microsoft Excel. As a result it was difficult to tell what the actual data was, and data collection was time-consuming. We engaged IBM Japan to provide the combination of SAP Business One and IBM DB2 UDB Express."

By implementing SAP Business One, Comcul has not only streamlined its financial, sales and customer administration processes, but has also been able to introduce new CRM functionality such as case management.

Comcul identified DB2 UDB Express Edition as the database most suitable for its requirements as a midmarket company. Says Yasuhiro Sakai, "We chose DB2 UDB Express Edition for its high security, easy management and excellent value for money."

#### **Up to speed in just two weeks**

The decision to introduce SAP solutions was made in March 2005, and Comcul went into production on



June 1. The actual entry and utilization of accounting data began in mid-May.

“There were substantial differences to the previous application, for example the handling of consumption tax and prepayment of expenses for projects” notes Yasuhiro Sakai. “Despite these differences, the new SAP Business One solution used easy-to-understand business terminology, so users could readily transition from the former Microsoft Excel software to the new SAP solution.

“CRM functionality has also been incorporated, making it easy to monitor the satisfaction of our customers and build our business further,” says Yasuhiro Sakai.

At Comcul, it took a mere two weeks from the project start until SAP Business One was fully in production. “Normally it takes around three to four weeks to implement SAP Business One. However, providing the preliminary work is done well, it is possible to complete the installation in two weeks, as we proved. Compared with SAP R/3, SAP Business One can be implemented extremely fast, which is why I believe it is the optimal ERP solution for small and medium size companies,” says Yasuhiro Sakai.

### Advanced customization

Comcul has seven SAP Business One users. Mr Sakai comments, “With SAP Business One, our users have access to current, complete and consistent data. We feel that the biggest plus so far is that we have access to all relevant data in a single location. Additionally, the fact that external order expenses can be automatically entered into jobs is a new and valuable advantage.”

The combined solution of SAP Business One and DB2 UDB Express is also expected to cut administration

## *“DB2 UDB Express - with nearly zero administration - ideally complements SAP Business One.”*

Yasuhiro Sakai, General Manager, Solutions Business Division, Comcul Co, Ltd.

costs, taking advantage of DB2's self-management functions, which automate such tasks as configuration, administration and database tuning. Comcul has deployed a central installation, where server and client components are implemented on a single xSeries server.

“I think our company is a good example of how SAP Business One can be introduced with simple server configuration. The fact that it can be customized by the company itself, makes it an ERP package suited to small and medium sized companies. DB2 UDB Express - with nearly zero administration - ideally complements SAP Business One,” said Mr Sakai.

### Outlook for expansion

Using SAP Business One is also helping Comcul employees to better understand the value of a single core information management solution. This improved knowledge will serve Comcul as a basis for future service offerings.

“Many of our customers are companies engaged in international trade and are expanding overseas. We feel that we can help them to introduce ERP solutions, especially where they have SAP R/3 in Japan and use SAP Business One for branch offices in other countries.

“For such companies, SAP Business One, compatible with foreign currency transactions and international standards, is more appropriate than a

domestic ERP package that is harmonized with domestic business practices only.”



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## Unistar Goo-Way Sourcing picks IBM DB2 software to enable a more responsive information management system

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### Overview

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#### ■ **The Challenge**

*Goo-Way staff have to manually search by hand for past and present documents and have them couriered to the relevant parties. They wanted to find a way to reduce the physical searching of documents, which was time-consuming.*

#### ■ **The Solution**

*Startin Point recommended the use of IBM® DB2® Content Manager Express Edition along with its own scanning application, TruCapture for IBM Content Manager Express. DB2 Content Manager Express Edition delivers an affordable and comprehensive content management solution for Goo-Way's growing business operations.*

#### ■ **Key Benefits**

*With DB2 information management software, Goo-Way improved communications internally among various departments and externally with customers, suppliers and governmental bodies.*



With IBM Business Partner Startin Point, Unistar Goo-Way Sourcing automated operations with DB2 software to help transform itself into an On Demand Business. Using IBM DB2 Content Manager to create their first central information management system, Goo-Way has managed to reduce the cycle time for referencing past fashion styles from two to three weeks to just a few hours.

One of Singapore's leading manufacturing companies, Taiwanese-owned Unistar Goo-Way Sourcing is a major player in the apparel contract manufacturing industry, manufacturing for American brands like Gap and Old Navy. Using Singapore as the fashion business hub, Goo-Way coordinates

*IBM DB2 Content Manager Express Edition delivers an affordable and comprehensive content management solution for Goo-Way's growing business operations*

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## Key Components

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### Software

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- IBM DB2 Content Manager Express OnDemand for Multiplatforms
- 

and synchronizes over 500 apparel styles a year throughout its operations in two continents (Africa and South Asia). This is no small feat for Goo-Way, as fashion trends change very quickly.

### Challenges for Goo-Way

Manufacturing even just one particular fashion style is very paper-intensive and requires tremendous administrative detailing by many Goo-Way staff. The entire cycle time requires order information, invoices and shipping documents. It can take months for the design and communications teams to come to a consensus, and over 5,000 document types will be generated. Once the cycle for the particular fashion style is over, that large volume of paper has to be physically filed away in a warehouse. Over time, when referencing of past documentation is required, Goo-Way staff have to manually search by hand for the necessary documents and have them couriered to the relevant parties.

Goo-Way wanted to find a way to reduce the physical searching of documents, which was time-consuming. Internally, Goo-Way wanted to streamline communication among the different departments by having a single central document system rather than duplicates of the same document for different internal departments, which take up valuable office and warehouse space.

### Startin Point helps Goo-Way manage information

Startin Point Pte Ltd (SIP) is a business solution provider that helps clients implement user-centred solutions to realize direct, tangible and positive business impact.

The company's core competencies are in implementing document, record and workflow technologies. Its solutions include enterprise content management, enterprise content integration, memory solutions and business analytics/intelligence.

Beyond being an IBM Business Partner selling IBM products, Startin Point also develops its own solutions to complement IBM software. An example is TruCapture for IBM Content Manager Express, Startin Point's scanning application that is used in conjunction with IBM DB2 Content Manager Express Edition.

### **Startin Point and DB2 team to simplify Goo-Way's operations**

Startin Point recommended the use of IBM DB2 Content Manager Express Edition along with TruCapture for IBM Content Manager Express. IBM DB2 Content Manager Express Edition delivers an affordable and comprehensive content management solution for Goo-Way's growing business operations.

The combination of IBM DB2 Content Manager Express Edition and TruCapture for IBM Content Manager Express provides the management, sharing and delivery of digitized content with extensive search functions, document routing and management capabilities. It offers simplicity in packaging, installation and enablement for smaller organizations like Goo-Way.

IBM Express Edition software for small and mid-sized companies provides companies like Goo-Way with applications at a price specially tailored to help meet current business needs.

### **For more information**

For more information, please contact your IBM sales representative or IBM Business Partner, or visit our Web site at: **[ibm.com/software/data](http://ibm.com/software/data)**



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## Medusind boosts business process efficiency with IBM System p




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### Overview

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#### ■ Challenge

*As Medusind takes on more clients, its business processes become more complex. Existing document management software and inflexible green-screen mainframe applications were a poor fit with business needs, requiring considerable manual work, causing operating expenses to rise as the business grew.*

#### ■ Solution

*Worked with IBM Business Partner Pre-emptive Systems to implement a flexible new business process management solution, running on IBM WebSphere® Application Server Express under the IBM AIX 5L™ operating system on the IBM System p5™ 510 Express platform.*

#### ■ Key Benefits

*Stable, high-performance hardware platform can scale to meet future needs; simple Web interface helps to reduce staff training needs; automated reporting and task allocation helps to save staff workload and increase efficiency; productivity of agents increased by around 30 percent.*

Medusind Solutions ([www.medusind.com](http://www.medusind.com)) is a business process outsourcing company based in Mumbai, India, which provides administrative services, revenue cycle management solutions, value-added receivables management, patient and customer support and insurance contract management services for the US healthcare industry. These solutions support and supplement client back-office administrative work functions, enabling clients to focus on their core business—patient care and revenue enhancement.

Medusind's success depends on the company's ability to provide services to its clients more cost-effectively than an in-house department. For this reason, the company submits its own internal processes to continuous and rigorous scrutiny—optimal efficiency must be maintained at all times, and a constant program of refinements and improvements is required to keep Medusind ahead of the competition.

*“The IBM System p5 architecture is a robust option for companies like ours, which require high availability and performance to support 24-7 operations.”*

– Vipul Bansal, Chief Executive Officer, Medusind Solutions

One major problem the company faced was the addition of new clients to its portfolio. As each client has its own unique workflow, information management and reporting needs, each time a new client was acquired, Medusind's internal processes became more complex and potentially less efficient.

Medusind's existing IT environment, based on a document management solution, was neither flexible nor automated enough to provide an answer to this issue of growing complexity.

Employees had to take printouts of

data received from clients, scan them into the document management system and manually allocate the work, while managers spent considerable time finding the data required for management and customer reports. The administrative workload multiplied as the company gained clients.

The company needed an end-to-end solution to manage its business processes effectively. To support the increased demands of such a system, it required a reliable, scalable hardware infrastructure capable of higher performance.

#### **Robust architecture**

Medusind engaged Pre-emptive Systems, an IBM Business Partner whose AUGMENT business process management (BPM) software offered a suitable solution. Pre-emptive Systems helped Medusind deploy AUGMENT on two IBM System p5 510 Express servers, running the AIX 5L operating

system. These servers are located in a data centre in Mumbai, while another IBM System p™ machine in Chennai acts as a disaster recovery solution.

“The IBM System p5 architecture is a robust option for companies like ours, which require high availability and performance to support 24-7 operations,” says Vipul Bansal, Chief Executive Officer at Medusind. “The p5-510 Express platform offers us a cost-effective way to exploit the performance potential of the IBM POWER5™ architecture.”

The p5-510 Express servers run IBM WebSphere Application Server Express, an integrated development and application server designed as an entry point for small and medium businesses that need to deploy Web-enabled applications. To boost availability and better support its transaction engine, Medusind also uses WebSphere Application Server Network Deployment.

*“The combination of WebSphere, DB2 and AUGMENT with the p5-510 Express provides us with an end-to-end solution which gives Medusind the performance, reliability, functionality and scalability we need to grow the business.”*

– Vipul Bansal, Chief Executive Officer, Medusind Solutions

These WebSphere solutions support the AUGMENT (BPM) application, which now manages almost every aspect of Medusind’s internal processes and interaction with its clients. A 20GB IBM DB2® database supports the system, holding all online transaction processing (OLTP) data—

including medical coding, billing and accounts receivable transactions, call-out lists and customer demographics, as well as a detailed workflow history with a variety of master tables which help accelerate data entry processes.

#### **Increased productivity**

Medusind calculates that the AUGMENT solution has helped to increase productivity by approximately 30 percent, helping the company meet its SLAs and provide a better service to its customers, while cutting costs by reducing administrative and reporting workload.

“The AUGMENT solution from Pre-emptive Systems is a big boost to our business efficiency, removing many layers of manual processing, saving considerable time and reducing operational costs through automation,” explains Vipul Bansal. “The IBM hardware and software environment is crucial to the realization of these benefits.”

The WebSphere solution enables Medusind staff to access all key business systems via a simple Web browser interface, replacing the complex green-screen interfaces of many of the older systems. This cuts the time needed to train new staff, while providing a single point of control, which makes the whole environment easier to manage. DB2 provides the scalability and reliability Medusind needs to manage increasing amounts of data as the business grows.

“Using software from IBM and its Business Partners, Medusind can be sure that the full potential of the System p5 hardware is being utilized,” concludes Vipul Bansal. “The combination of WebSphere, DB2 and AUGMENT with the p5-510 Express provides us with an end-to-end solution which gives Medusind the performance, reliability, functionality and scalability we need to grow the business.”

**For more information**

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December 2006  
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## Oval Technologies extends supply chain of leading Chinese retailer with B2B solution



Gone are the days when products are bought and sold in a single straight line from manufacturer to customer. Today, sales and distribution is much more complicated than that – a complex web of relationships among companies that must compete, collaborate, cooperate and instantly communicate.

Oval Technologies Inc., an IBM Business Partner, saw the shape of things to come when they devised a suite of applications to manage dynamic business processes and transactions over multiple, disparate points across an extended supply chain.

“Companies struggle for management of external resources with supply chain management, customer relationship management, supplier relationship management and B2B based applications that operate in silos independently of each other, often competing for resources,” says Bin Yang, chief executive officer of Oval Technologies. “They need to extend chain management on both the buy side and the sell side to gain

### Overview

■ **IBM Business Partner:**

Oval Technologies Inc., a leading software solution provider that offers extended supply-chain management to China-based consumer products companies

■ **Client:**

Suning Appliance Chain Store (group) Co., Ltd.

■ **IBM PartnerWorld Offerings:**

Technical resources and support  
Training  
Solutions Builder Express

visibility, control inventory, increase efficiency and gain closer cooperation from partners. And they need to do it quickly and affordably.”

For Oval, that's the appeal of IBM Solutions Builder Express. Its proven, reusable methodology and portfolio of assets accelerates responsiveness to small and mid-market needs. In Oval's case, Solutions Builder Express has

*“IBM Shanghai Solution Builder Express team and Beijing Lab Services team were helpful in developing a proof of concept that we could take to Suning to show a vivid image of what the solution would do for them.”*

expedited Oval's ability to go to market with a best-of-breed, supply chain management solution geared specifically to China-based businesses. What's more, using enablement tools and training and technical support from Solutions Builder Express, Oval has been able to demonstrate its depth of knowledge in the marketplace and is winning key accounts as a result.

Suning Appliance Chain Store (group) Co., Ltd. is a case in point. China's second largest retailer of home appliances and electronics has pursued an aggressive growth strategy to solidify its competitive standing. It operates some 260 outlets in 70 cities in China (as of November, 2005), with annual sales volumes topping 20 billion yuan (US \$2.5 billion) in 2004 – a success that demands tight relationships with

leading multinational manufacturers and well-calibrated inventories. But not long ago, Suning relied mostly on paper to manage its supply side – a complicated mix of purchase orders, inventory reports and transactions which, requiring human intervention, was prone to delays and errors. Suning also needed to accommodate the fact that its suppliers' platforms used RosettaNet, a framework of

universal standards that allow individual companies to enhance the interoperability of business processes across the global supply chain. Only a solution that supported those standards would win the deal.

#### **Building efficiency**

Suning's search for a solution that would increase efficiency and reduce cost through an extended supply chain led it to several vendors. In the end, it was sold on the combination of Oval's rich knowledge and experience in China's retail market and an IBM platform based on IBM MQ and IBM WebSphere® Business Integration Connect. Supporting RosettaNet standards, WBIC enables businesses to extend integration beyond the enterprise, integrating with trading partners to create a community of businesses, exchanging information and sharing processes.

Teaming up on the bid, Oval and IBM worked hand in hand throughout the sale. The Solutions Builder Express portfolio of technical enablement tools was critical in architecting the solution, developing the proof of concept and providing Oval with deep MQ and WBIC technical support.

“WBIC was entirely new for us, so we couldn't draw on past experience,” says Yang. “Rather than starting from scratch, we accessed the services of the Solutions Builder Express development team experts as well as training and technical support. This enabled our project managers to demonstrate their credentials and address our client's requirements. IBM Shanghai Solution Builder Express team and Beijing Lab Services team were helpful in developing a proof of concept that we could take to Suning to show a vivid image of what the solution would do for them.”

#### **Connecting with partners**

Central to the solution was the connectivity to the RosettaNet framework. Among RosettaNet's advantages is its ability to pre-define industrial specifications for server-to-server transaction data, thereby giving trading partners visibility and consistency of global transactions across the entire supply chain. These standard processes can help trading partners cut down costs and respond to their customer requests more quickly and efficiently.

With growing adoption in the B2B world, RosettaNet connectivity has

become a core asset in the Solutions Builder Express portfolio. In fact, Yang and his colleagues leveraged their experience with Suning and other clients and collaborated with the SBE team to develop the *B2B Connectivity with RosettaNet* solution starting point. Its assets include a solution overview, implementation guide with worksheets, solution planning guide with task lists and a demo toolkit.

This Starting Point is aimed at small and medium businesses who wish to quickly connect to their trading partners or an organization of trading partners. In this way, they reduce or eliminate manual processes, automate business transactions or data transfer between trading partners, and easily manage connectivity with new trading partners as well as old ones. Interactions can be managed through a single console and internal process improvements drive additional value.

Thanks to Oval and IBM, such are the benefits now being felt by the retailing giant, Suning. Meanwhile, Oval now has a repeatable solution that will accelerate the return on the investment it made in developing its offering. Yang fully expects to drive additional business from the experience gained from Suning and Solutions Builder Express.

This was the first time Oval had worked with the SBE team but it won't be the last. "Our experience was very favourable," says Yang. "We will continue to leverage the SBE tools to accelerate the design and

deployment of our solutions. We know they help build our technical credentials and accelerate the sales cycle."



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## Tokyo Tatemono's real-time information updates become a competitive differentiator

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### Overview

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#### ■ **The Challenge**

*With increasingly fierce competition in real estate sales and leasing activities, Tokyo Tatemono needed to drastically improve the speed and quality with which it provided real estate information to its existing and prospective clients.*

#### ■ **The Solution**

*Tokyo Tatemono and IBM Business Consulting Services created a Web-based service that provides real-time access to information about available properties to clients, prospective clients and sales agents.*

#### ■ **Key Benefits**

*Tokyo Tatemono has improved the level of customer satisfaction by constantly updating real estate data on the Web and providing search capability by new parameters that are important to its clients. The new system quickly and accurately provides up-to-date contract status information to its clients.*



With increasingly fierce competition in real estate sales and leasing activities, Tokyo Tatemono—one of the leading property management companies in Japan—needed to drastically improve the speed and quality with which it provided real estate information to its existing and prospective clients. The sales staff within the company typically responded to requests for information by sending prospective clients faxes or e-mails containing the information they requested. Clients could also find information in newspapers. These means of communications were not meeting client requirements.

*The IBM-developed Web system and the improved direct notification system have helped set Tokyo Tatemono apart from its competition.*

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**Key Components**

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*Software*

- WebSphere Application Server—Express

*Hardware*

- IBM pSeries

*Service*

- IBM Business Consulting Services
- 

*Tokyo Tatemono has improved the level of customer satisfaction by constantly updating real estate data on the Web and providing search capability by new parameters that are important to its clients.*

Tokyo Tatemono needed to provide its clients with a way to use the Internet to search for and retrieve information on the properties that interested them. The company was often not fully able to keep the information provided through real estate brokers up to date on its Web site. Tokyo Tatemono needed to be able to update information in real time and provide the kind of detailed search capability and parameters its clients were looking for.

**IBM Business Consulting Services offers real-time solution**

Tokyo Tatemono and IBM Business Consulting Services created a Web-based service that provides real-time access to information about available properties to its clients, prospective clients and sales agents. The system improves sales agent productivity by enabling timely updates to clients on changes in available properties via e-mail and the Internet. The system, based on IBM® WebSphere® software, is linked with commercial building owners, tenants (clients) and other property management companies working in partnership with Tokyo Tatemono. The system is highly responsive, updating information in real time. It allows clients to search via the Internet and find properties along several parameters that were previously not available, such as budget, area, commute time, facilities, age of the building and more.

The system also allows Tokyo Tatemono sales agents to be more productive and to improve their profitability. The agents can send e-mail updates to clients when information about properties changes, allowing the company another avenue of customer responsiveness. In addition, the system expedites contract preparation time by managing information and documentation online, via Tokyo Tatemono's Intranet. IBM WebSphere Application Server—Express software helps manage intranet access and load. The system is reliable and scalable, since it is based on six IBM pSeries® servers. This will give Tokyo Tatemono the ability to continue to expand the system's capabilities over time.

**Solution sets Tokyo Tatemono apart from its competition**

The IBM-developed Web system and the improved direct notification system have helped set Tokyo Tatemono apart from its competition. Tokyo Tatemono has improved the level of customer satisfaction by constantly updating real estate data on the Web and providing search capability by new parameters that are important to its clients. The new system quickly and accurately provides up-to-date contract



status information to its clients. The IBM solution also helps Tokyo Tatemono's broker-based sales activities by allowing Tokyo Tatemono to quickly confirm detailed information from brokers via the Internet. Improved client relationships and service have helped Tokyo Tatemono to increase its market share and reduce its vacancy rates.

Tokyo Tatemono has also benefited from the system's other features, which have improved contract documentation and completion efficiency. Sales resources are now freed up to concentrate on high value-added business activities such as planning, negotiations and problem solving. The new system allows Tokyo Tatemono to provide a provisional contract with its clients online, and the formal contract is processed within a week.

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# Australia



# Australian Financial Services - North Sydney

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## Overview

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■ **The Challenge**

*Ensure compliance with new Financial Services Reform Act guidelines. Implement a solution that would support AFS-NS business growth. Deal with additional workload resulting from stronger focus on high value clients.*

■ **The Solution**

*In partnership with IBM Business Partner\* Task Exchange and using IBM Lotus® Domino® Collaboration Express software, AFS-NS developed and implemented a flexible solution featuring time-saving workflows, a secure extranet for access by local and overseas partners, and customer relationship management (CRM) tools.*

■ **The Benefits**

*Full act compliance. Reduced administration through streamlined task processes with on-line workflows. High value clients managed more efficiently with integrated CRM tools. Secure Web-based collaboration with other AFS offices and international business partners. Development and implementation of the new system for the same cost as a single year's licensing of the previous off-the-shelf software.*



**About Australian Financial Services North Sydney**

From its foundation in 1989, Australian Financial Services North Sydney (AFS-NS) has grown to become one of the top five per cent of its class for size and revenue. As part of a 55-office national dealer group, AFS-NS represents 1,500 clients and delivers a range of services which include: financial planning, investment management, self-managed superannuation funds, UK pensions, taxation planning and risk protection.

**Challenge: Compliance, Growth and Collaboration**

On 11 March, 2004, a two-year Financial Services Reform Act (FSRA) transition period came to a close for the Australian financial services industry. It brought with it a regulatory system under which providers of financial services are

now required to comply with a series of strict requirements, including comprehensive disclosure rules. For AFS-NS, just as for all other Australian financial advisories, FSRA compliance represents a substantial increase in administration.

Peter Conacher, AFS-NS Principal, stated: "While the FSRA should be lauded for raising industry standards, it has doubled the amount of administrative time taken to meet new requirements in the preparation of a financial plan. Our existing software – apart from being expensive to keep current – didn't have the flexibility we needed to help us deal effectively with the FSRA requirements. What we needed was a system that would reduce the amount of time financial advisers spend on administration while ensuring we remained fully compliant and support business growth."

To assist in growing the business, Conacher identified the need for the new system to provide financial planners with essential customer relationship management (CRM) tools. These would be of particular importance given the company's focus on "high value" clients who, while representing greater profit potential, also required an enormous amount of additional management.

**Solution: IBM Lotus Domino Express**

With IBM Lotus Notes® already in place for the company's e-mail, AFS-NS opted to partner with Task Exchange, an IBM Business Partner\* and dedicated IBM Lotus Domino specialist in the small-to-medium business sector. Managing Director of Task Exchange, Rowan Mitchell, said: "The larger players in the financial services industry such as institutional fund managers and life companies have traditionally used IBM Lotus Notes and IBM Lotus Domino because they're products designed from the ground up to be an ideal environment for collaboration, workflow and document storage applications. We can now bring these business tools to the mid market".

The solution, designed by Task Exchange, used IBM Lotus Domino Collaboration Express software as a platform upon which to build applications specific to AFS-NS requirements and FSRA guidelines. Among those applications are: on-line task workflows, CRM tools and an extranet portal to support more streamlined collaboration with partners.

**Increased Productivity Through Simplification**

In easing the administrative burden placed on AFS-NS financial planners by meeting FSRA compliance and managing a greater number of high value clients, Task Exchange created a series of on-line workflows. Designed to streamline and simplify the various tasks undertaken regularly by the planners, the workflows ensure that every step required to meet compliance is completed correctly and in order.

*"We're well on target to achieve an estimated to 30 per cent through increased productivity and reductions in administrative costs," Conacher said.*

"So what we have achieved is taking on the additional administration imposed on us by FSRA, yet do it in less time and at a lower cost than we were prior to the Act's introduction."

**Supporting Growth and Focus**

For the AFS-NS business model, the new IBM Lotus Notes/Domino-based solution has provided a flexible platform upon which the company is better able to concentrate on the complexities of managing the portfolios of high value clients – those which represent significant profit.

"Clients with large asset portfolios expect – quite rightly – exceptionally high levels of service from their financial planner," Conacher said. "From our perspective though, it can be a complex matter and keeping track of the portfolio, ensuring the client is notified of worthwhile investments and even ensuring they receive birthday cards and seminar invitations and keeping meaningful records of what we have done can be a nightmare."

With the new system's incorporation of CRM tools and features, AFS-NS financial planners can now gain immediate access to a complete view of a client's history and status. Everything from e-mails and electronically stored documents through to asset reports can be brought up on screen in a matter of seconds. Added to this is the ability to set condition flags that automatically trigger on-screen messages, ensuring the planner follows through with a specific task or is aware of a new investment's suitability for particular clients.

"These are essential tools in an environment where attention to detail is absolutely critical," Conacher said. "They're tools that ensure we can provide exceptional levels of customer support and service, which is precisely what our clients expect."



### **Seamless Collaboration**

As part of a national network of practices and having associations with overseas financial services companies, AFS-NS places a high emphasis on the ability to collaborate beyond the confines of its own offices. Now, with a secure extranet on the IBM Lotus Domino platform, the company's Business Partners are able to access Web-based applications designed to enhance the flow of information and client referrals.

"If one of our Business Partners in the UK has a client who is moving to Australia, that partner can log on to the system and provide a referral along with a snapshot of the client's portfolio," Conacher explained. "An embedded workflow automatically sends that through to one of our people who can make a decision as to whether the referral should be accepted, declined or even referred on to someone else in the AFS network."

### **The IBM Express Licence Advantage**

With its previous financial planning software, a major stumbling block was the ongoing costs of licences and upgrades. In most cases, the licence costs – which increased regularly – were based on a per user, per site, per year basis. Essentially, if AFS-NS wanted to keep its software up to date with the latest features and regulations the company was tied in to whatever the software vendor decided to charge.

A stark demonstration of the financial benefits afforded AFS-NS by the IBM Express Licensing is that the cost to implement the IBM Lotus Domino server software and have Task Exchange develop the initial CRM workflows cost the same as a single year's licensing of the previous system.

"At the smaller end of the market, with companies such as AFS-NS, it used to be a case of the price for IBM Lotus Domino simply not being

right," Mitchell said. "Now, with the IBM Express software licensing offerings, the licence costs are almost incidental, meaning smaller niche players can implement systems that give them the same benefits being gained by the larger companies.

Another very real advantage for AFS-NS is that it's a one-off cost for the software development. So rather than outlay money every year simply to maintain licences, the company can allocate that money to introduce new features to its IBM Notes/Domino environment that meet its needs and those of its clients."

*"For the client, it's totally seamless, happens in minutes and provides them with the assurance they're dealing with a highly professional business."*



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Printed in Australia  
06/05

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# Body Corporate Services



### About Body Corporate Services

Established in 1980 and now the largest subsidiary of Prudential Investment Company of Australia, Body Corporate Services (BCS) is Australia's largest body corporate/strata management company. With its headquarters in Sydney and a further 14 offices located along the country's eastern seaboard. BCS provides an extensive range of strata management services to a large and growing client base.

### Challenge: Streamline Processes and Protect Corporate Knowledge

For BCS Chief Executive Officer, Greg Haywood, the company's focus on streamlining processes is essential in achieving the strong growth planned for BCS over the next few years. A key component of this is the development of a Web portal, designed to provide strata managers with a single interface for all current and future IT-based BCS strata management systems.

*“Our strata managers have a complex job and we recognised that portal to streamline information, workflow and communications would help reduce costs and provide our clients with higher levels of service efficiency,” Haywood said.*

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## Overview

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### ■ The Challenge

- Streamline strata management workflow processes for initiating repair and maintenance jobs through to managing insurance claims.
- “Capture” experience of strata managers and incorporate it in shared on-line systems.
- Provide strata managers with single on-line view of all property reports and workflows.
- Establish and maintain industry best practices to improve customer service and market competitiveness.

### ■ The Solution

In partnership with IBM Business Partner\* IC Consulting, BCS embarked on a Web portal project utilising IBM WebSphere® Application Server and IBM Websphere Portal

Server (running on Red Hat Linux), IBM WebSphere Studio Application Developer, IBM eServer™ BladeCenter® Servers, IBM Tivoli® SAN storage software, the IBM jStart Program and a migration from Microsoft Exchange to IBM Lotus Notes.

### ■ The Benefit

- Streamlined business processes with single-point access to on-line information and workflows.
- Full data integration of older systems. Improved customer service through more rapid response to, and prioritisation of, job requests. Increased productivity of strata managers with task prioritisation features.
- Significant reduction in time and effort locating documents.

“On top of this, we’re faced with one of the most common business challenges – dealing with the loss of corporate knowledge when an experienced staff member decides to leave the company. What we needed was a system with workflows that could be designed to replicate the best-practice processes of our most experienced and best strata managers, then deliver that out to all strata managers. Essentially, this would mean that all strata managers would be using the same workflows and delivering a consistently high level of service to every one of our clients.”

**Solution: IBM Technologies and IC Consulting**

With assistance from IBM business partner IC Consulting, BCS undertook one of the most ambitious Web portal projects undertaken by an Australian company. Along with IBM WebSphere Application Server and IBM WebSphere Portal Server (running on, Red Hat Linux), IBM WebSphere Studio Application Developer, IBM eServer™ BladeCenter® Servers, IBM Tivoli® Storage Manager software, the IBM jStart Program and a migration from Microsoft Exchange to Lotus Notes.

**The Single (Browser-based) View**

With the introduction of the new portal, BCS strata managers and their assistants will be able to utilise an on-line dashboard for monitoring and managing a growing number of property management tasks. This single – and seamless – view into several new and existing BCS applications is a major foundation upon which BCS is now basing its business growth.

“Enhancing the productivity of BCS strata managers and their assistants by giving them the best possible tools for their jobs was an overriding principle of the project,” BCS Manager, Information Systems, Michelle Clarke said. “These are the people who are dealing constantly with clients and are responsible for the day-to-day management of BCS property portfolios.”

“By employing a portal approach we’re working to create a system whereby only a Web browser is needed to gain access to reports, workflow processes, priority lists and even e-mail. It all comes down to giving people with complex jobs a tool that helps them achieve even greater productivity but with greater ease and less time needed.”

**Full Data Integration of Older Systems**

Rather than “reinvent the wheel” for the entire project, BCS built on the investment in the company’s existing IBM AS/400 and IBM DB2™-based BCS Property Management System. According to Clarke, to migrate the large volumes of client, financial and insurance data and processes, would have been a significant exercise without necessarily providing any benefit to the organisation. The real benefits were in using the IBM software tools to improve access to the data and provide integration to other systems such as document management.

“It has been demonstrated clearly that the portal could indeed provide a single, modern interface to virtually any system we have or may implement over the years.”

**Maintaining Best-Practices... Consistently**

From the very start, one of the project’s stated goals was to establish a high quality of service that was consistent across the entire company’s strata management team, regardless of their experience and individual work practices. By creating the portal workflows for everything from initiating repair and maintenance jobs through to managing insurance claims, BCS is removing the reliance on individual work methods to provide best-practice service to its clients.

BCS Business Development Manager, Fiona Rawson, commented: "Each workflow is designed in consultation with those of our strata managers who have the most experience in the particular service area. This actually gives us numerous distinct benefits. Firstly, it essentially captures the knowledge of the strata managers and embeds it within the workflow, giving us the ability to retain and protect that knowledge even in cases where a strata manager leaves the company."

*"Just as important, once designed into the workflow, the knowledge and experience of the strata managers involved will then provide a consistent and best-practice framework for every BCS strata manager using that workflow."*

#### **Prioritised and End-to-End**

One of the features being built into the new portal is job prioritisation – a feature that ensures strata managers are presented with ordered list of outstanding jobs. "BCS strata managers can be under enormous pressure to get a lot of things done for clients in a short amount of time. By providing them with a prioritised list, they can view at a glance what jobs need to take priority over others, rather than having to leaf through a stack of paper reports," Clarke explained.

In addition, by capturing workflow data for every job, BCS is able to generate comprehensive reports that can be used to further refine the system, identify trends that may indicate potential problems in areas such as maintenance. "The ability to track jobs and view reports on individual properties, groups of properties or even strata manager performance levels gives BCS an enormous advantage," Clarke said.

#### **Document Management**

A new feature to be introduced with the portal is a comprehensive set of document management capabilities developed around the IBM Lotus Domino® Document Manager application by IC Consulting. By migrating documents from paper to electronic files and incorporating on-screen search and retrieval functions, there is predicted to be a significant reduction in the amount of time required by strata managers and administrative staff to locate specific documents.

*"BCS managers now have a single desktop tool that can be used to see precisely how well the business is performing as well as those areas that need to be given special attention."*

In commenting on the new portal-based system, Rawson said: "During phase one of the rollout, the advantages have become increasingly obvious to our strata managers. New staff members in particular, will benefit from how easy it is to access, to plan management information, and handle

on-line. As the new workflow systems are delivered, we will absolutely see an improvement in prioritisation of work, less reliance on individual work methods and greater streamlining with end-to-end processing of all major workflows on-line."



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Printed in Australia  
06/05

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# Build-a-Bear Workshop

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## Overview

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■ **The Challenge**

*Build-a-Bear Workshop is an international children's toy company. They launched their first retail stores in Australia in 2005 and needed a robust online shopping infrastructure to support to its nationwide retail operations. The system needed to integrate easily with the company's existing technology infrastructure.*

■ **The Solution**

*Working with Synergy, an IBM® Premier Business Partner, Build-a-Bear Workshop constructed an online store based on IBM WebSphere® Commerce – Express, a complete e-commerce system aimed at meeting the needs of smaller businesses.*

■ **The Benefits**

*IBM WebSphere Commerce – Express provided a solid and scalable foundation for Build-a-Bear's online store. It is also easy for company staff to update and administer. The solution allowed Build-a-Bear to make best use of its existing skills base in the WebSphere and Java™ development platforms.*



**About Build-a-Bear Workshop**

The first Build-a-Bear Workshop opened at the St Louis Galleria shopping centre in St Louis, Missouri. It offers a teddy bear-themed retail experience that combines the universal appeal of plush animals with an interactive process that allows children from 3 to 103 to create their own huggable companions. Each Workshop location features a wide variety of new best friends to choose from as well as a vast assortment of clothes and accessories that are regularly updated to reflect current fashion trends.

**An online store for the new bear in town**

Build-a-Bear Workshop provides a fun, interactive retail experience that allows customers to customise and create their own furry companions. Customers can choose from a wide variety of toys, sounds, clothes, shoes and accessories. Spawned from a single shop in the United States, Build-a-Bear Workshop is now a global brand, found in over 200 cities around the world.

To coincide with the launch of its first Australian outlet, in Sydney's Bondi Junction, Build-a-Bear wanted to create a website that would replicate the enjoyable and highly interactive experience customers receive in-store.

*“There’s a lot of theatre that goes on in the retail store. We wanted a website that would provide the same experience online for returning customers and to allow customers in other cities to experience the magic of attending a Build-a-Bear Workshop.”*

*Kathryn Valk, Group Business Director at Build-a-Bear Workshop*

One way Build-a-Bear Workshop keeps customers coming back is by providing clothes and accessories that follow current human fashions. The company also creates special animals and fashions for special events such as Valentines Day. Customers who can't easily get to the store can conveniently pick up the latest fashion items online.

“Build-a-Bear workshop toys have become collectors items around the world, so many of our initial orders in Australia came from the United States,” Valk explained. “People were looking for our kangaroos and Aussie-themed products. Some people have been collecting since 1997 when the first store was launched.”

While Build-a-Bear HQ in the United States provided templates and technology to create a local version of the website, this didn't suit the needs of the Australian organisation.

“The Build-a-Bear Workshop web store developed in the US was based on Microsoft® Commerce Server. However, our existing technology investments here were based on IBM WebSphere. We needed something that could easily integrate and align with our existing technology such as our point-of-sale system. That was more important than getting a ‘quick win’ by adopting the US commerce site,” said Valk.

#### **IBM WebSphere Commerce – Express provides power without the fluff**

After looking at a range of lower-cost options, Build-a-Bear Workshop chose IBM WebSphere Commerce – Express as the basis for its website.

IBM WebSphere Commerce – Express is a complete solution designed to help growing small and midsize companies do business on the web. It provides ‘all-in-one’ licensing that addresses production, staging and site development needs. It can be quickly and easily installed and it helps to provide the capabilities midsize organisations need to get started immediately. It also offers many advanced features to grow into.



IBM Express middleware – covering its WebSphere, DB2® and Lotus® product ranges – aims to meet the needs of midsize companies. It provides high functionality in an integrated package, backed by ease of use, competitive pricing and flexibility. It is designed to be deployed quickly and to grow with customers' needs.

After consulting with Synergy, an IBM Premier Business Partner†, Build-a-Bear Workshop constructed the pilot for its online store in 10 weeks, in line with expectations. Since the launch, the company has continued to make improvements and additions, as well as adding new products as its range expands.

"IBM and Synergy were very responsive throughout the development process, answering our product modification requests quickly and providing patches and fixes to correct minor problems," said Valk. "We were very impressed."

#### **A price that was easy to bear**

"IBM WebSphere Commerce gave us a scalable, flexible and robust foundation on which to build our commerce site," said Valk. "Across the company, we are focused on developing skills in WebSphere and other Java 2 Enterprise Edition (J2EE) products. This meant it was a better long-term investment to implement the commerce site using a standard skill set that we are using for other application needs."

IBM's WebSphere technology provided the basis for a robust and responsive online store that is easy to update and administer. With this foundation in place, Build-a-Bear Workshop is now confident the website can support its plans to roll out additional franchises across Australia.

*"Looking at the bigger picture, this investment will pay for itself as we launch new stores and expand our reach around the country," said Valk. "It provides a great base to build for the future."*





# Fleetcare

## my.fleetcare Web Portal

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### Overview

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■ **The Challenge**

Provide a growing client base with Web-based reporting and data interrogation tools to enhance and streamline overall motor vehicle fleet management service.

■ **The Solution**

The my.fleetcare Web portal, developed by IBM business partner Elk Consultants, using IBM WebSphere Application Server Express, IBM DB2, Java and Java Server Pages all running on IBM xSeries Servers.

■ **The Benefits**

Dramatically improved client satisfaction levels, resulting in increased sales. A 96 per cent increase in vehicles under management with a 12 per cent drop in staff numbers through natural attrition. Total scalability and flexibility to meet any changes in business.



**The Fleetcare Business**

Fleetcare was founded in 1989 as a totally independent motor vehicle fleet management company. From its first days of operation the company has retained its focus on dramatically simplifying the management of fleets. Its comprehensive – and growing – range of services includes: full-service fleet management of motor vehicles, truck and plant, from acquisition through to disposal, fuel supply, maintenance and fringe benefit tax management along with other services such as salary packaging, finance, registration, driver training and 24-hour roadside assistance.

**Addressing a Restrictive Information Flow**

According to Fleetcare founder and Managing Director, Nigel Malcolm, fleet management in Australia has emerged as being an extremely competitive market with clients demanding more and more from their service providers. “One of the major demands that we’re constantly dealing with is information,” he said. “Motor vehicle fleets represent an enormous financial investment; and our clients expect to be able to obtain accurate and up-to-date information on virtually all aspects of their fleets and individual vehicles.”

*“Improved customer satisfaction as measured through customer feedback has been a major aid in our marketing, with the result that our sales have increased by approximately 15 per cent since we moved over to the IBM-based solution. That’s a figure that speaks for itself!”*

— Nigel Malcolm, Managing Director, Fleetcare

Having previously gone down the path of providing clients with a Microsoft technologies-based Web portal, dubbed my.fleetcare, to augment a highly efficient call centre, Fleetcare recognised that *real* ebusiness benefits could only be obtained by a portal that afforded flexibility at both the company and client ends.

"While our existing system was providing clients with regular reports, if there was the need for information that fell outside the standard report formats, the client would need to contact our call centre with their requirements," Malcolm said. "We needed a system that would allow us to offer our clients a comprehensive and feature-rich on-line service, representing a major differentiator in the motor vehicle fleet management market."

#### **Solution: IBM Express**

In partnership with IBM business partner Elk Consultants, Fleetcare detailed the specifications of a new generation my.fleetcare, but this time based entirely on IBM technology. The new solution's components feature IBM WebSphere Application Server Express, IBM DB2, Java and Java Server Pages all running on IBM xSeries Servers.

Elk Consultants Managing Director, Richard Bone, commented: "The focus of the project was to improve and streamline dramatically the on-line business processes occurring between Fleetcare and its clients; and the technologies we ultimately used in this solution represent the best possible match for Fleetcare's needs."

#### **Realising Web Portal Benefits**

With the introduction of the new IBM-based my.fleetcare portal, the much-heralded inherent advantages of ebusiness are becoming a reality for Fleetcare. More importantly, these are advantages flowing on directly

from benefits being gained by the company's clients.

As Fleetcare's information-hungry clients explore the enormous flexibility of my.fleetcare, the information they need for effective management of their fleets is only as far away as the closest Web browser. While they still receive their regular reports – something which Malcolm states is a standard offering from the majority of fleet management companies – clients now have access to an easy-to-use database query facility.

"Information that previously required the client to phone or email the call centre is now available on-line in a secure Web environment," Malcolm said. "Where the client benefits from the ability to get the information they need without having to contact the call centre, we have the follow-on benefit of reducing the load on our call centre staff.

"In fact, while we have experienced a 96 per cent increase over the past four years in the number of vehicles we manage, my.fleetcare has helped us deal with that increase while – through natural attrition – allowing us to reduce our staff numbers by 12 per cent. This is the sort of return on investment that technology has been promising for years...and we're getting it!"

With the satisfaction levels of Fleetcare clients being the ultimate gauge of my.fleetcare's success, Malcolm puts forward one more statistic in favour of the new system. "Improved customer satisfaction as measured through customer feedback has been a major aid in our marketing, with the result that our sales have increased by approximately 15 per cent since we moved over to the IBM-based solution," he said. "That's a figure that speaks for itself!"

#### **The Enterprise-Level Features**

In commenting on the changeover in technologies to an IBM-centric portal for my.fleetcare, Bone said: "Just as with Fleetcare, the vast majority of our clients are in the SMB area; and it's imperative that the technologies used in their business solutions are flexible, reliable and scalable. Essentially everything demanded by enterprises, but *without* the typically high price tag."

Using the IBM Express software offerings for my.fleetcare, Elk Consultants has provided Fleetcare with all those enterprise-level demands at an SMB price *and*, according to Bone, with one of the most important characteristics of a modern ebusiness solution – agility. "Regardless of how much growth Fleetcare experiences over the coming months and years, the software and hardware that underpins the portal can be scaled effortlessly to meet *any* conceivable level of demand from users and clients," Bone stated.



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## SOPRANO Design hits the high notes with IBM Express Runtime-based solution



### Overview

■ **IBM Business Partner:**

SOPRANO Design, a leading provider of mobile messaging and wireless application infrastructure

■ **Client:**

NRMA Motoring & Services, Australia's largest mutual membership organization

■ **IBM PartnerWorld offerings:**

IBM Express Runtime  
Training and certification  
Co-marketing  
PartnerWorld Industry networks

IBM Business Partner SOPRANO Design is a company on the move – literally. Its mobile messaging and wireless application infrastructure, which connects far-flung organizations that transact business remotely, has put the firm on a high-growth path. Along the way, this leading Australia-based researcher, developer and implementer of mobile messaging has helped its clients lay several technological milestones, including the country's first wireless application protocol (WAP) in banking, first credit card transaction via short message service (SMS), first on-street mobile parking payment solution and first person-to-person mobile payment via SMS and interactive voice response (IVR).

Recently SOPRANO worked with NRMA Motoring & Services, a leading Australian motoring association, to develop and implement a unique solution that connects hearing impaired customers via SMS to the NRMA roadside assistance call center. From dialogue to dispatch, SOPRANO's Corporate Gateway Platform has allowed NRMA to extend their customer service offering to all of their customers in any situation.

## Attuned to SMB issues

Such innovative solutions find a welcome market among small and medium-sized businesses (SMB) that look to alternate mobile channels to lower costs and achieve a competitive advantage. But managing the attendant risks is also a priority. "Our customers expect a mobile messaging infrastructure that is robust, highly available and integrates easily with mobile network operators and their own applications," says Richard

*"SOPRANO went the extra mile and easily accommodated our special demands, ensuring the installation went quickly and smoothly."*

Favero, chief executive officer, SOPRANO. "They also want it to be affordable, well-supported, and fast and easy to install."

That's where IBM Express Runtime comes in. Using IBM xSeries® servers, IBM WebSphere® as the application server and DB2® as the database storage solution – combined with integration services to automate business processes with mobile messaging – SOPRANO has built its mobile message infrastructure and applications on the IBM Express Runtime environment. Why? Because of the value Express Runtime extends to SMB clients – and the strategic benefits to SOPRANO itself.

## The Runtime advantage

"Before, we would layer third-party products and applications, layer by layer, with WebSphere and DB2," explains Favero. "There would be

numerous manual steps that had to be coordinated with the client's systems administration team. Now, with Express Runtime, we've reduced installation procedures to just a few clicks." In fact, the installation has become so simple and so reliable that SOPRANO can hand the task off to the client. "That means we can direct our technical resources to developing new products or enhancing what we have, or to providing additional customer support where it's required,"

adds Favero. In a win-win world, clients are happy to save on installation fees and SOPRANO can support more sales.

SOPRANO recently turned to IBM because it was seeking a total solution provider. Middleware was coming from three or more different vendors, and SOPRANO sought to consolidate. "Now clients have more confidence because there are fewer moving parts," Favero says. "They hold IBM technology in high regard, so the bundling of solutions through IBM Express Runtime is a compelling value proposition in the SMB space."

## Value for clients

The NRMA business win is an intriguing application of SOPRANO's technology, illustrating the Express Runtime advantage.

Providing roadside assistance, travel services and other benefits to two million members, NRMA has captured a large share of the market through agreements with car companies and by providing fast, reliable customer service. But a small portion of its customer base was unable to access its roadside assistance. "We were relying on TTY (text teletype) phone communications; alternatively, members would have a friend or family member call in, but neither of those options works when you're alone on the road," explains Graham Dempsey, NRMA's Integration Manager. Through a referral from Telstra, Australia's leading telecommunications and information services company, SOPRANO devised a solution that was discrete in providing mobile messaging but that would easily integrate with NRMA's existing IT systems.

"We chose SOPRANO because the solution fitted all our needs, at an affordable price," says Dempsey. "SOPRANO went the extra mile and easily accommodated our special demands, ensuring the installation went quickly and smoothly."

SOPRANO leveraged IBM Express Runtime to specifically simplify the technology base and improve installation procedures. Deployments that once took 1½ days to accomplish can now be done by the client in a matter of a few clicks, creating savings in precious IT resource for both SOPRANO and its clients. What's more, by using Express Runtime,

“SOPRANO is building customer confidence in our technology support and in our choice of Business Partners, namely, IBM. This helps drive sales and customer wins,” says Favero.

Today, thanks to Soprano’s Express Runtime-based solution, all members of NRMA who travel the roads can easily reach roadside assistance, whenever they need it. “The community at large knows us as a socially responsible organization that provides a good customer experience to all – including those who are hearing impaired,” says Dempsey. “And we now have in place a robust infrastructure that we can leverage for new services in the future, as well as use it as a contingency to support our mobile patrol force.”

With this success, SOPRANO is sold on IBM Express Runtime. “We’ll continue to use Express Runtime to improve our deployment and management processes including license management and multi-host deployment options,” says Favero.

Meanwhile, the firm also leverages training opportunities through IBM PartnerWorld to ensure staff is IBM software competent. “And with joint marketing with IBM and by participating in PartnerWorld Industry Networks, we are dramatically improving our lead pipeline,” adds Favero.

With IBM Express Runtime and other PartnerWorld resources behind it, SOPRANO is on a fast track forward.



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# Oil Search Limited



## About Oil Search Limited

An oil and gas exploration and development company that has been operating in Papua New Guinea (PNG) since 1929, Oil Search Limited has approximately 900 employees in PNG, Australia, Yemen and United Arab Emirates. This publicly listed (Australian and Port Moresby Stock Exchanges) organisation is one of PNG's largest companies and owns approximately 70 per cent of that country's oil reserves and is responsible for around 14 per cent of the country's Gross Domestic Product and 20 per cent of its export revenue.

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## Overview

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### ■ The Challenge

*Cost-effective access for staff in all Oil Search locations to a range of intranet Web-based business applications via satellite, for staff in all Oil Search locations, including remote sites throughout PNG and elsewhere in the world. Enable the business to create business applications quickly and inexpensively.*

### ■ The Solution

*In partnership with IBM Business Partner\* Task Exchange and using IBM Lotus Domino Express® software, Oil Search developed and implemented – within a six-week timeframe – a*

*secure and flexible intranet along with a range of applications and databases, which are replicated to IBM Lotus Domino servers located at each Oil Search Limited operational area.*

### ■ The Benefits

*Ability to use only a Web browser as the single interface for business applications. The realisation of true business on demand through easy, rapid and inexpensive expansion of business systems. Low cost communications even to remote operational sites throughout PNG and elsewhere in the world. Enhanced compliance and safety through document control and management.*

### **Cost-Effective and Fast Remote Intranet**

In October 2003, with the successful acquisition of Chevron Niugini Limited, Oil Search Limited was appointed to succeed ChevronTexaco as operator of all PNG's producing oil projects. While the transition was recognised as providing major opportunities for Oil Search Limited as well as the PNG people, it gave the company only six weeks to install a new system that would provide nearly 900 employees with a range of intranet Web-based applications.

According to the company's Applications Systems Team Leader, Jonathon Payne, the two primary challenges lay in system speed and cost efficiency.

"We have sites in the PNG Highlands where the only means of network communication is via satellite – an expensive and relatively slow option," he said.

"The need was for a solution that would inexpensively and quickly provide full Oil Search intranet resources to every site, regardless of location."

Adding further to the time challenge was the requirement to develop many of the applications that would be delivered via the intranet – applications such as an IT help desk, document library and legal compliance database. Importantly, they were applications that would provide a vital bridge between the company's Australian headquarters and its growing number of remote operations.

### **IBM Lotus Domino Express®**

With the majority of off-the-shelf software solutions seen as far too inflexible to meet the growing business needs of Oil Search Limited, the company opted to purchase IBM Lotus Domino Express® and partner with Task Exchange, an IBM business partner and dedicated IBM Lotus Domino specialist in the small-to-medium business sector.

*"For Oil Search, Domino represented by far the best fit at a number of levels," Task Exchange Director, Rowan Mitchell said. "It fitted in technically with other IT systems and a third party mail server, meaning there was no need to change anything within the existing environment. From the application development perspective, we were able to work with Oil Search IT staff on developing feature-rich Web-based Domino applications rapidly and keep well within a fairly tight budget."*

### **Single Interface for Applications**

Just as with any business, Oil Search Limited is constantly identifying the need for application software that will improve overall business efficiency. By utilising IBM Lotus Domino as

the application environment, the organisation is benefiting from the ability to have applications developed quickly and deployed only at the server, rather than at each PC across the network

"The Domino-based applications we had Task Exchange develop for us can all be accessed via a standard Web browser, which is part of each PC's standard operating environment," Payne said.

"This means, that as soon as the application has been deployed to the main Domino server, the other Domino servers pick it up during replication, making it immediately available to every one of our users."

Applications that have already been developed and deployed include those for: travel requests, IT licensing register, corporate forms library, asset manager, continuous improvement databases and an IT help desk.

Mitchell stated: "The ability to develop applications quickly, deploy them across a network almost instantaneously and require only a Web browser at the client to access and run those applications is great for the business, but it has particular benefits to users.

"When they sign in, their browser presents them with everything they need in one place – from news to a to-do list of documents and forms that need to be actioned. Essentially, the system does an automatic search of all the databases and provides the user with a summary of everything that needs to be brought to their attention."

### **Business On Demand**

Throughout 2005, Oil Search Limited is planning to extend its operations by drilling a range of exploration, appraisal and development wells in PNG. At the business level, a key challenge for the company is providing staff at each site with full access to Oil Search Limited network resources, in particular the new Domino-based intranet.

According to Payne, the speed and ease with which Oil Search Limited can deliver that access is set to deliver significant benefits to the company. "It doesn't matter where in the world a new Oil Search site is established," he said. "All that's needed is for someone to fly in with a Domino Express server under their arm, set up a communication link back to head office and initiate replication of the databases.

"The underlying advantage of this is that users have fast local access at each location, while at the same time, it's cutting down dramatically on communication traffic and costs. Importantly, as soon as the new server is in place, every user at the new location has access to the same networked resources as all other users around the world. It's a major part of making sure everyone knows they're part of the same team – regardless of whether they're located in the PNG Highlands, Yemen or Sydney."

### **Low Cost Communications**

In commenting further on the communications requirement, Mitchell said: "Some of the Oil Search sites, particularly those in the PNG Highlands, have only satellite-based communications. If the company had to establish a 24 x 7 satellite communication link to provide staff with on-line access to applications, the cost would be prohibitive. On top of that the speed at which the satellite link would operate simply wouldn't be fast enough to give people the levels of performance they need.

*"By having each of the remote servers replicate the databases on an as-needed basis, all the files and data are actually stored on local servers. The result is that performance for even remote location users is just as fast as it is for those sitting in head office; and from a cost perspective, communication costs are only a mere fraction of what they might otherwise be."*

### **Ensuring Compliance and Safety**

Safety is an all-important issue within the mining industry; and the need to ensure Oil Search Limited staff members are kept fully apprised of all safety requirements and measurements is one of the company's top priorities. Helping achieve this is a IBM Lotus Domino based document control application developed by Task Exchange, which has been designed to maintain a register of users who have opened a specified document.

"This is a dangerous industry and it's absolutely essential we ensure our people, wherever they are in the world, are up-to-date with the latest safety information," Payne said. "When a new or updated document is posted to the intranet, we can see at a glance who has and – just as importantly – has not opened the document. We can then follow through on that information and work to ensure every staff member is working to the same standards.

"Essentially, Domino Express has given us a cost-effective means of delivering a growing number of standard business solutions but in a totally unique business environment."



**For more information**

If you would like to speak to an IBM Sales Representative, please call **132 426** in Australia or **0800 801 800** in New Zealand.



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# New Web Portal Boosts Efficiency at The Reject Shop

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## Overview

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■ **The Challenge**

*Decrease costs, improve productivity and enhance customer service through a centralised communication system. Provide more effective staff and inventory management. Make a complicated back-office environment easier to support and manage.*

■ **The Solution**

*Using IBM WebSphere® Portal – Express, The Reject Shop worked with IBM and business partner Synergy Plus to make applications available through a portal that can be managed centrally.*

■ **The Benefits**

*making, resulting in reduced costs, increased productivity, better relationships with customers, partners and suppliers and more uniform customer service and store presentation.*



**About The Reject Shop**

The Reject Shop opened its first store in South Yarra, Victoria, in 1981, selling discounted seconds and end-of-line merchandise. Since then, it has expanded to become a market leader in the discount variety retail sector in Australia.

The company employs approximately 2,000 staff in 103 The Reject Shop and 16 Everything Here \$2 stores in the Australian Capital Territory, New South Wales, Queensland, South Australia and Victoria.

**Streamlining Communications Nationwide**

With more than 100 outlets across Australia, ensuring fast and consistent communication from head office and area managers to stores was becoming an increasing challenge.

“Consistency of communication is always a problem with a multi-branch company,” said Geoff Pearce, Store Systems Applications Manager at The Reject Shop. “We strive for centralised direction, but actually achieving it is an entirely different matter. We have stores in areas like Broken Hill that are a long way from head office. They need to know what to do and how to do it.”

Compounding this was the complicated back-office environment that required individual stores to run a Microsoft® SQL Server database. “Staff don’t have the expertise to fix IT problems, so if a server fails or the system becomes corrupt, it takes up to two days to restore,” said Pearce. “We wanted to reduce maintenance costs and make the back-office environment easier to support and manage.”



### **IBM WebSphere Portal – Express to the Rescue**

IBM worked with its business partner Synergy Plus to develop a portal that simplified The Reject Shop's back-office environment and allowed relevant information and applications to be easily accessed through a centrally-managed system.

*“We were impressed by how easy WebSphere Portal – Express was to deploy, use, manage and maintain,” said Pearce. “We compared it against Microsoft SharePoint® Portal. While the Microsoft product looked sexy, we had no doubts that WebSphere Portal – Express would perform to our expectations.”*

IBM WebSphere Portal – Express has helped to place The Reject Shop at the forefront of retail technology and given it a distinct advantage in the cutthroat world of discount retail.

“Our competitors in Australia haven't invested in this sort of technology,” said Pearce. “In the US, portal-based retail operations systems are the next big thing. The system gives us a competitive advantage in cost control and productivity.”

### **Increased Productivity, Decreased Costs**

In the first phase of implementation, the portal has allowed store managers to access ticketing, email, notices and price checking functions. Staff training in the new system has also been provided.

According to Pearce, staff reactions to the new system have been overwhelmingly positive. “As well as giving each store functionality that it didn't have previously, the enhanced communication structure means that every store, no matter how remote its location, is included,” said Pearce.

Many of the new applications, such as the task management system, have significantly reduced the workload of store managers and made peak periods like Easter and Christmas much easier to handle. Area managers can now advise store managers what needs to be done and when. They can also send regular reminders about routine tasks such as markdowns.

Rostering has always been something of a black art in the retail sector, but IBM WebSphere Portal – Express allows head office to notify stores when stock deliveries are due so managers can put on extra staff.

“Having the ability to roster staff according to business demands has had an enormous effect on employee productivity,” said Pearce.

Time-consuming tasks such as price checking are now more efficient. Through the portal, staff can now access the entire product master file, including stock codes and up-to-date prices. Rather than using hand-written and often inconsistent price tickets, the tickets are now printed in store so that pricing and appearance are consistent throughout the chain.

Managers can also specify what stock they require when ordering. This allows stores to reduce the amount of inventory they have on hand, while ensuring enough stock of popular items is available.

*“Customers continue to pay the low prices they expect, but they don’t have to compromise on the quality of their shopping experience,” said Pearce.*

#### **Future Plans**

The Reject Shop is now in the second phase of the portal implementation.

Phase two will give stores increased access to stock reports and information, which will be especially useful at peak times like Christmas. More interactive rostering functions will be available, allowing store managers to compare staff spending with store budgets.

“We expect to see big savings once Phase two is in place, including reductions of up to \$2,000 a store in back-office IT support costs,” said Pearce. “With more than 100 stores, that’s a saving of a couple of hundred thousand dollars.”



*“We see the IBM solution as more than just a one-off project,” said Pearce. “It’s a platform for change that is transforming our company from the inside out.”*

### For more information

If you would like to speak to an IBM Sales Representative, please call **132 426** in Australia or **0800 801 800** in New Zealand.



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Printed in Australia  
10/05

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WebSphere. software

## WaterSportSupplies slaloms to success on IBM Express software.

### Overview

#### ■ Challenge

Expand successful retail outlet into new geographic markets in Asia/Pacific region

#### ■ Why IBM?

IBM had the only e-commerce software priced for small business and equipped with multilanguage and multicurrency support

#### ■ Solution

Online store with flexible marketing and pricing capabilities

#### ■ Key Benefits

20% increase in staff productivity; 8% reduction in cost of sales; anticipated 40% growth in a 6-month period and payback of investment within 2 years; scalability to support high growth rate; ability to increase sales effectiveness by segmenting customer list



Making waves is one of the pleasures of water skiing, and with IBM WebSphere Commerce - Express, WaterSportSupplies is making waves in the online market for water skis and all types of towable toys.

Australia is not only an island, a country and a continent, it's also a bit of heaven—especially for those who love water sports. Approximately 85 percent of its 20 million people live within easy reach of the coast. And they take to the beach in droves, playing on water skis, kneeboards, wakeboards, bodyboards, wakeskates and inflatable tubes and rafts.

Thanks to Australians' enthusiasm for these sports, ski shops such as WaterSportSupplies have experienced steady growth. Based in Wollongong, an hour's drive from Sydney, WaterSportSupplies has a thriving local business which it intended to expand country wide, to New Zealand and eventually to Asia.

*“We needed an e-commerce software product that was economically priced for a small business and had multilanguage support to enable our expansion into Asia. The only product that fit our criteria was IBM WebSphere Commerce – Express.”*

– Paul Sloan, Senior Architect, MQIS

**Take the e-commerce path to geographic reach,  
increased sales and flexible control over profits.**

---

**Key Components**

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*Software*

- IBM WebSphere® Commerce – Express
- IBM WebSphere Commerce – Express Developer Edition

*IBM Business Partner*

- MQ Integration Services
- 

However, instead of building more physical outlets, owner and Managing Director Mark Savage decided that the easiest and fastest way to widen WaterSportSupplies' customer base was to harness the power and reach of the Internet. With an online store, the company could increase sales as well as decrease the cost of selling.

Savage and Paul Sloan, senior architect at IBM Business Partner MQ Integration Services (MQIS), used to compete against each other as water skiers and have been friends for more than 20 years. MQIS specializes in the integration and automation of business and application processes. Savage's goals to expand his business dovetailed neatly with new e-commerce solutions from MQIS in partnership with IBM. Sloan and Savage decided to work together to take advantage of the opportunity that the Internet presented.

**Shopping for the best e-commerce platform**

To create an online store for WaterSportSupplies, Savage and Sloan needed a commerce engine that would manage catalog and shopping cart functions, provide a convenient and pleasurable shopping experience and meet the needs of a business that was starting small and expecting to grow internationally. "We needed an e-commerce software product that was economically priced for a small business and had multilanguage and multicurrency support to enable our expansion into Asia," says Sloan. "The only product that fit our criteria was IBM WebSphere Commerce – Express. We were also impressed with the links to third parties such as eBay, the product's comprehensive reporting ability and IBM's ongoing investment in WebSphere Commerce."

Using WebSphere Commerce – Express and IBM WebSphere Commerce – Express Developer Edition, MQIS implemented the new site in three months, and watersportsupplies.com went live in time to catch the end of Australia's summer season. Based on its experience so far, the company expects to increase gross sales by 40 percent in a six-month period which includes its next summer season. "We've also raised productivity by 20 percent and have reduced the cost of sales by approximately 8 percent. This gives us a tremendous amount of flexibility for pricing our products." Savage also expects to make back his investment in two years.

*“With WebSphere Commerce, it’s a short time from planning to deployment. We might decide to include diving equipment in our catalog. We can have a new product on our Web site within one week of our signing with a distributor.”*

*–Mark Savage, Managing Director,  
WaterSportSupplies*

Within three months, watersportsupplies.com gained the geographic spread Savage had wanted. "Our first sale was to a customer clear across the country on the west coast," says Savage. "Suddenly we were operating on a much wider stage. It was very exciting." Ultimately, the company will be able to take advantage of the summer season in both hemispheres, enabling commerce not only

### **Leveraging rich functionality right out of the box**

MQIS delivered a hosted solution providing the essential components of an online shopping system, including catalog management, shopping cart, order notification, payments processing, marketing campaigns and sales reporting.

The solution takes advantage of IBM WebSphere Studio Application Developer, which provides an open and comprehensive development environment for building dynamic e-business applications. "The IBM software made it fast and easy to configure the automatic e-mail applications and the tax calculations, which are unique to Australia," says Sloan. "Other than that, WebSphere Commerce – Express provides us with a solution that is 95 percent usable right out of the box."

As part of its new e-business direction, WaterSportSupplies is also using the rich functionality of the WebSphere product to create marketing campaigns without the aid of technical support. "Our marketing employees can publish targeted offers on the site and segment our customer list for e-mail campaigns," says Savage. "Those marketing campaigns are working very hard for us because they are propelled by intelligence derived from IBM WebSphere Commerce Analyzer."

WebSphere Commerce Analyzer provides reports on the behavior of visitors to the site as well as customers. For example, customers that have bought kneeboards in the past, or inflatable towables, might receive promotions specifically targeting those products and highlighting cross-sell and up-sell opportunities such as accessories and theme merchandise including wetsuits, ropes, handles and t-shirts.



*There's no better fun than skimming the water at 25 knots, pulled by your dad who's working the controls of boats powerful enough to divide the Red Sea. Did we mention that your dad's your best mate?*

*"WebSphere Commerce gives us a technological advantage. It's a low-maintenance solution with a low total cost of ownership. And we know that our IBM platform will scale to the high rate of growth that we expect in the next few years."*

*–Mark Savage*

## Catching the wave of change

– Express site, watersportsupplies.com can respond to changes in the market with the flexibility and speed of a champion surfer. “With WebSphere Commerce, it’s a short time from planning to deployment,” says Savage. “For example, we might decide to include diving equipment in our catalog. If we do, we can have a new product on our Web site within a week of our signing with a distributor. The IBM commerce software loads the catalog dynamically and automatically makes changes to the database so that the new information is available to all the commerce functions.”

## Gaining a technological advantage

By partnering with MQIS for the design, deployment, hosting and maintenance of the solution, WaterSportSupplies has deployed a world-class e-commerce portal based on a best-of-breed software application. With WebSphere Commerce – Express and the hosted solution from MQIS, the company can devote its efforts to creating a winning marketing strategy without concerning itself with technology.

“WebSphere Commerce gives us a technological advantage,” says Savage. “It’s a low-maintenance solution with a low total cost of ownership. And we know that our IBM platform will scale to match the high rate of growth that we expect in the next few years.”

## For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:

[ibm.com/websphere](http://ibm.com/websphere)

For more information on WaterSportSupplies, visit:

[www.watersportsupplies.com](http://www.watersportsupplies.com)

For more information on MQIS, visit:

[www.mqis.com.au](http://www.mqis.com.au)



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## IBM Solutions Builder Express helps Shanghai Kehwa “spice up” SMB sales



### Overview

■ **IBM Business Partner:**

Shanghai Kehwa Software Development, Ltd., a fast-growing Chinese software company, developing a wide range of Web-based applications on IBM hardware and software.

■ **IBM PartnerWorld offering:**

Small and Medium Business Advantage  
Solutions Builder Express

Satisfying an enormous appetite for American brand foods, Yum! Restaurants China owns and operates Kentucky Fried Chicken, Pizza Hut and Taco Bell and many other restaurants across China. Local fare and flair can be found in the more than 1,000 KFCs, for instance, and not only on menus inspired by China's rich culinary tradition. Software built and delivered using the IBM Express Portfolio™ by local IBM Business Partner Shanghai Kehwa Software Development now adds the spice of efficiency to each restaurant Yum! opens across China.

Kehwa's solution, known as Total Performance Management (TPM), is based on IBM WebSphere Application Server Express and IBM DB2 Express. It automates performance audits among restaurant managers using multiple variables, including human resources management performance, service quality and revenue. Yum! Restaurants China is using the application to collect data and calculate manager bonuses. It hopes to reduce costs and improve the efficiency of information collection.

[ibm.com/partnerworld](http://ibm.com/partnerworld)

The speed with which the IBM Business Partner developed and delivered its solution was accelerated by IBM Solutions Builder Express. This IBM PartnerWorld offering made it simpler and faster for Kehwa to develop and deploy its TPM solution on the IBM Express

By porting its solutions to the IBM it can significantly broaden its base of SMB customers. Feiming says resources like Solutions Builder Express and wide-ranging support available to IBM Business Partners are putting this enormous market in China

*“Offering our solution on the IBM Express Portfolio means we can deliver the flexibility and efficiency our customers require at a very attractive price – more so than competitive offerings”*

Portfolio. Technical tools, support and implementation assets associated with Solutions Builder helped Kehwa create and customize TPM for its client, and deliver the solution at a price attractive to mid-market clients.

“Offering our solution on the IBM Express Portfolio means we can deliver the flexibility and efficiency our customers require at a very attractive price – more so than competitive offerings,” explains Feiming Luo, general manager, Shanghai Kehwa Software Development. “Without Solutions Builder Express, it would have been much more difficult to make the transition to Express and to take advantage of the growth potential we see among small and medium businesses.”

Small and mid-sized companies are a growing market for Kehwa, which develops a wide range of Web-based applications. This includes marketing research, budget and forecasting, information portal, and e-learning and e-business solutions. Retail and manufacturing are key markets for the firm, which has been an IBM Business Partner for several years.

within the reach of firms like Kehwa. As a software developer, Kehwa relies on technical support – “performance tuning,” as Luo calls it – and development assistance that IBM provides to help make applications available on IBM hardware and software.

“IBM provides many tools that help make us more successful,” Luo says. “And one of the best examples of this is the templates provided through Solutions Builder Express. This has helped us greatly.”

For more information on Solutions Builder Express or IBM PartnerWorld, visit [ibm.com/partnerworld](http://ibm.com/partnerworld).

To learn more about Kehwa, go to [www.kehwa.com.cn](http://www.kehwa.com.cn)



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# Europe





## Leveraging IBM Lotus Domino software, Advokatni Kancelar Mgr. Ivo Hala raises its efficiency and revenue while enhancing client services.

Overview
<b>Advokatni Kancelar Mgr. Ivo Hala</b> Prague, Czech Republic <a href="http://www.akhala.cz">www.akhala.cz</a>
<b>Industry</b> <ul style="list-style-type: none"> <li>Professional Services</li> </ul>
<b>Products</b> <ul style="list-style-type: none"> <li>IBM Lotus Domino Collaboration Express, Version 6.5</li> </ul>
<b>IBM Business Partner</b> <ul style="list-style-type: none"> <li>OR-CZ s.r.o.</li> </ul>



*“Using the IBM Domino solution, employees can access information such as a client’s entire case history with a single click of the mouse—allowing us to focus on providing timely, personalized service to our clients.”*

—Ivo Hala, managing partner, Ivo Hala and Associates

**Advokatni Kancelar Mgr. Ivo Hala (Ivo Hala and Associates) specializes in corporate law. The firm offers comprehensive legal advice on mergers and acquisitions, securities issues and bankruptcy and composition proceedings.**

### Challenge

Ivo Hala and Associates (Ivo Hala) had been using third-party software to manage its client contact information and documents. However, the applications did not allow Ivo Hala to share information among its multiple offices or access information from remote locations, such as clients’ offices. The firm needed a more robust collaboration solution that would enable it to easily access client information and respond to client queries as quickly as possible.

### Solution

Working with IBM Business Partner OR-CZ s.r.o., Ivo Hala implemented IBM Lotus® Domino® Collaboration Express, Version 6.5 software to improve its collaboration capabilities.

Ivo Hala can store all of its client meeting minutes, contracts, purchases, invoices and phone call minutes within the Lotus Domino application. This information can then be securely shared among all of the firm’s branches and employees and accessed from remote locations, such as clients’ offices. Information can also be secured so that only specific employees may access it, protecting sensitive client data from unauthorized access.

### Benefits

- Boosted revenue by 20 percent because of increased efficiency and resulting ability to take on more clients
- Reduced the time spent searching for information for clients by 30 percent
- Decreased phone bills for calls between branches by 50 percent



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## Business portal transforms the way avBUCH produces and publishes books

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### Overview

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#### ■ **The Challenge**

*Reliance on e-mail to structure the book publishing process led to unnecessary high costs and inefficiencies for this publisher of agricultural works; with writers, editors and designers in separate locations throughout Europe, overcoming the issues created by distance was a vexing challenge during the publishing process*

#### ■ **Why IBM?**

*IBM offers a robust, easy-to-manage portal and collaboration platform especially tailored for small and medium businesses*

#### ■ **The Solution**

*IBM® Workplace™ Services Express software*

#### ■ **Key Benefits**

- *Increased efficiencies during the book publishing process helped lower production costs by about 20 percent*
- *Improved collaboration means the publishing house can increase the number of titles it produces by five books per half-year season with the same amount of resources*
- *New business portal allows contributors throughout Europe to collaborate more effectively on book production*



Agronomy, the study of agriculture, is thousands of years old. Authorship on agronomy dates back almost as far. And avBUCH—an Austria-based publisher of books on agriculture, gardening, fruit-tree production and cooking—enjoys a rich 80-year tradition of its own. But just because the roots of the endeavor run deep, this specialty book publisher still can't escape the realities of modern-day business.

As with many publishers, avBUCH requires technologies that foster collaboration and provide structured workflows to manage a multi-step publishing process. As a highly decentralized, multinational company, avBUCH also needs to overcome the challenges that distance presents to producing high-quality titles. "In our main office in Vienna, we have about six people working on the books,"

*"Now all of the information related to a book is just a click away."*

*—Katharina Schober  
Chief Executive Officer  
avBUCH*

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## Key Components

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### Software

- IBM Workplace Services Express
- 

*“The production costs are decreasing because improved collaboration means that people need less time to get better results.”*

*—Katharina Schober  
Chief Executive Officer  
avBUCH*

explains Katharina Schober, chief executive officer at avBUCH. “We probably have another 10 people spread throughout Austria that contribute to the titles. Our art director is in Hamburg, as are several other authors. And we have a graphic designer in Croatia.”

### avBUCH confronts its workflow and collaboration challenges

In the past, avBUCH relied on e-mail to communicate and share manuscripts and other documents pertinent to its books. “When we used e-mail to share documents, we had a lot of problems communicating effectively with people outside of our main office,” explains Schober. “It seemed like we spent an inordinate amount of time searching for documents or the right version of a document. The reliance on e-mail hindered our ability to make the workflow around publishing a book easy and transparent.”

The collaboration challenges really came to a head when avBUCH purchased another publishing house that was headquartered in Germany. “Immediately, we needed to share documents with people in Germany, and those people needed the ability to work in our publishing system,” says Schober. “Plus, when we purchased the German publishing house, we realized that they produced books at a lower cost than we did. They were a smaller company, which allowed them to enjoy much more efficient document management. Comparatively, we wasted a lot of time and effort transporting and looking for documents.”

In order to refine the book production process, avBUCH contacted IBM Business Partner Pierre Bruyère. “We realized immediately that a business portal could help avBUCH,” explains Claudia Cech, marketing and communications consultant for Pierre Bruyère. “There are many people who need to collaborate on a single book title. To name just a few, there are authors, graphic designers and editors—as well as the marketing and sales professionals. Because avBUCH relied on e-mail to share documents, they had a hard time ensuring that everyone was working on the proper version of a document.”

Pierre Bruyère investigated a number of portal products, including IBM Workplace Services Express, as well as several open source alternatives. “Ultimately, IBM Workplace Services Express offered the desired functionality at a lower cost than the open source products,” explains Pierre Bruyère, CEO and owner of Pierre Bruyère. “The open source alternatives would have needed significant customization, which would have proved expensive and required substantial development time. Workplace Services Express, on the other hand, offered considerable out-of-the-box functionality, and it proved very easy to customize.”

Plus, Workplace Services Express is based entirely on open standards, which proved attractive at avBUCH because the company runs the open source Linux®

operating system. “Open standards simplify systems integration and allow for the quick implementation of business processes,” explains Bruyère. “avBUCH deals with a lot of partners, and they can’t control the technologies their partners use. By combining Workplace Services Express and open source and open standards products like Linux, it is easier to bridge those technology gaps.”

In fact, Bruyère credits the combination of Workplace Services Express and Linux with helping to reduce costs and lower the IT administration overhead. “Linux is more stable, faster and a lot safer than Microsoft® Windows®,” he claims. “Once the system went live, the combination of Workplace Services Express and Linux did not require any additional maintenance. Also the importing of data into Workplace Services Express is simplified by open standards, and this results in reduced administrative costs for different data formats.”

### **Business portal streamlines the publishing process**

Already, the business portal at avBUCH is revolutionizing the way contributors collaborate on a title. “The portal helps enforce the workflow needed to create a book,” explains Cech. “The author can create a document. The publisher, editors and designers know that they are working on the latest version of the document. By offering a central repository for manuscripts—and making sure that everyone is working on the right version of each manuscript—the portal really saves contributors a lot of time.”

Plus, the document management capabilities and the structured workflow reach far beyond the manuscript production process—improving the way that multiple business units work on book titles. “Not only does the portal help us create and edit manuscripts, but it contains all of the pertinent data for everyone who works on a book title,” explains Schober. “For every book, there is a page in the portal that contains marketing materials—such as the jacket blurbs and press reviews. There is another page for the graphic designers that includes all of the cover concepts and other artwork. We even scan all of the invoices related to a title so we can calculate the cost to produce a book directly in the portal. Now all of the information related to a book is just a click away.”

In addition to its document management capabilities, the portal will be used to replace the various Microsoft Access databases—thereby integrating all the data into one system. This, in turn, will transform the way the publishing house produces manuscripts. “For certain kinds of books, we’ve started to organize the manuscripts directly in the database,” says Schober. “Right now, we are producing a book that references 300 different varieties of apples. The book has six authors—four in Germany and two in Austria. Instead of composing discrete manuscripts on their local hard drives, they enter information about the different apple varieties directly

*“With the new portal, we should be able to produce about five additional books during the same period of time without adding any resources, which is quite significant for a small publishing house like ours.”*

*—Katharina Schober  
Chief Executive Officer  
avBUCH*



into a central database via the portal. Not only does this help ensure up-to-date content, it also makes it easier for the designers to import the content when they produce the layout.”

In the future, avBUCH plans to extend its portal to include information for booksellers. Because avBUCH is a relatively small publishing house, it faces resource limitations when it comes to marketing its titles. By providing press clippings, synopses and other marketing material to booksellers through the portal, avBUCH hopes to increase the visibility of its books—ultimately resulting in increased revenue.

### **Portal offers centralized IT administration and easy customization**

Aside from offering improved collaboration and document management, the avBUCH business portal delivers the advantages of centralized IT administration. “There are many different workers in several locations who need to collaborate on a book, and instead of worrying about whether everyone can access information, everything they need is presented to them through the portal,” explains Cech. “Plus, we wanted to build a solution that would grow with avBUCH as the company’s needs changed, and the portal is very easy to customize. So if a new employee arrives or if someone’s role changes, the portal can be easily adjusted to give people the access and privileges they need.”

### **Business portal reduces costs and increases efficiencies**

Of all the benefits of the new business portal, avBUCH is most excited about its potential to lower the cost of production. “It is already very evident that the portal is going to make it less expensive for us to produce books,” explains Schober. “The production costs are decreasing because improved collaboration means that people need less time to get better results. Thanks to the increased efficiencies, I estimate that our production costs are going to be reduced by about 20 percent for a typical book title.”

Aside from reducing production costs, the new business portal encourages more effective collaboration, which allows avBUCH to publish more titles using the same amount of resources. “In our business, we track titles on a semiannual basis,” explains Schober. “In the past, we’ve averaged about 25 to 35 books per six months. With the new portal, we should be able to produce about five additional books during the same period of time without adding any resources, which is quite significant for a small publishing house like ours.”

### **For more information**

For more information, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/software/lotus](http://ibm.com/software/lotus)

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# One-on-One

**with Avnet Partner Solutions**  
An IBM Premier Business Partner

## IBM Solutions Builder Express, Attach Connector and BPICs help Avnet Partner Solutions sell more

*Editor's note: Avnet Partner Solutions is Europe's leading distributor of server, storage, middleware and software solutions working with value-added resellers (VARs), independent software vendors (ISVs) and solution integrators (SIs). It is one of four sales divisions of Avnet Technology Solutions and is an award-winning IBM Premier Business Partner.*

*Enabling its more than 300 partners to sell more, grow their market share among small and medium businesses and deliver more complete solutions are Avnet's chief objectives. Tools and support provided through IBM PartnerWorld are playing a pivotal role in helping Avnet Partner Solutions meet these objectives. Neil Burston, solutions technical consultant, Avnet Partner Solutions, calls IBM Solutions Builder Express the "crown jewel" among enablement provided by*

*IBM. In this interview, he describes how Avnet uses SBE in tandem with Attach Connector and the firm's IBM Business Partner Innovation Center to help partners sell more and deliver more complete solutions.*

### **Avnet is an avid user of IBM Solutions Builder Express in the United Kingdom. How do you use this family of sales enablers?**

Solutions Builder Express is part of the ongoing education process we undertake with partners. We take active steps to ensure that they know about and use the resources available through IBM that can improve the quality of solutions they deliver, the speed with which they are delivered and even improve sales

proposals they generate to win new business. Solutions Builder Express does all of these things. It's really quite a versatile resource that every partner should know about and use.

### **What is the value to your partners?**

Solutions Builder Express gives partners resources to help them sell outside of their comfort zone and expand their core competencies into new areas. The portfolio is an excellent consulting tool. There can be a world of pain involved in expanding a sale – which version of software to recommend, what operating system, what to download, what Redbook to use. Solutions Builder Express really simplifies the process and empowers salespeople.

*“Used with a tool like Attach Connector, Solutions Builder Express can really help partners expand their sales into new areas and deliver more complete solutions.”*

### For instance?

A partner could be selling a Blade or Tivoli Storage Manager, but with a good diagram, talking points or demo toolkit available through SBE, they could easily expand that sale into a much bigger infrastructure play. Used with a tool like Attach Connector, Solutions Builder Express can help partners expand their sales into new areas and deliver more complete solutions.

### So you encourage your partners to use Attach Connector, too?

Yes, the two tools, SBE and Attach Connector, work very well hand in hand. We run sales and technical enablement workshops (STEWs) in our IBM Business Partner Innovation Center (BPIC). SBE and Attach Connector are part of the curriculum.

### What are your partners saying about Attach Connector?

Many of our partners are having a lot of success expanding the size of deals with Attach Connector, so they like it very much. It provides easy access to information about products that can be added to a sale – components that make sense for the client to consider in the context of what they are already purchasing. It also provides insight into the right areas to probe, so that the opportunity is uncovered.

### You are a big advocate of the IBM Solutions Consultant Express Tool. How do you use this tool and why?

This tool is extremely valuable in guiding solution design. You are prompted to answer questions

about the business challenge your customer confronts and the tool recommends the best Express-based pattern to solve the problem. It also gets you started on implementation. As a whole, the tool accelerates the design process and speeds implementation, which, of course, leads to more satisfied customers.

### How does Solutions Business Express enable your partners to better meet their clients' requirements?

I am a passionate believer that people buy something they've seen in a demo. That's what Solutions Builder Express does. It helps them see a solution in action and visualize it in use in their company. The whole thing is about getting across to people that IBM provides reasonably priced hardware, software and solutions through its Express portfolio. And Solutions Builder Express helps them see solutions working. It's not just slideware. They can get to proof of technology quicker.

I would also say that Solutions Builder Express does a good job of unifying the technical and sales teams, which means that customer expectations are properly set.

### You've mentioned training the Business Partner Innovation Center. How do you use the BPIC in the context of SBE?

The BPIC is how and where we demonstrate solutions. Solutions Builder Express provides the building blocks for integrated demos that

can help close a sale. It is a place for our partners to demonstrate their solutions and capabilities on IBM technology and to show customers in a real-world environment the value of the solutions they are proposing.

### Discuss how you are leveraging your BPIC to work with ISVs?

Our Business Partner Innovation Center enables us to demonstrate ISV solutions to partners and to their customers. It also gives us the technology we need to help ISVs implement their solutions on an IBM platform.

To learn more about Solutions Builder Express, Attach Connector or IBM Business Partner Innovation Centers visit [ibm.com/partnerworld](http://ibm.com/partnerworld) or visit [www.ps.avnet.com/uk](http://www.ps.avnet.com/uk).



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## Spanish port city enhances building security with IBM-based RFID solution

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### Overview

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#### ■ **The Challenge**

*The city urgently needed to implement a more robust, reliable security solution*

#### ■ **The Solution**

*The city chose to work with Rumbo Sistemas, a Valencia-based IBM Business Partner that offered an RFID solution based on IBM® DB2 Universal Database™ Express Edition information management software and IBM eServer™ xSeries® hardware*

#### ■ **Key Benefits**

*The RFID solution implemented by Rumbo Sistemas provides the City Council of Valencia with an easy-to-manage security solution*



One of the main industrial centers in the Mediterranean, Valencia, Spain, is known for its commerce and cultural heritage. The City Council of Valencia provides social, health, safety and economic services to the city's nearly 800,000 citizens and oversees more than 6,000 city employees.

Alarmingly, Valencia had a brush with a modern nightmare—it was the target of a failed terrorist attack. An investigation found that the terrorists had entered a city building by creating copies of magnetic identification badges used by city employees. The city urgently needed to implement a more robust, reliable security solution. City officials viewed the easily duplicated magnetic badges as a key weakness of the current system.

*The RFID solution implemented by Rumbo Sistemas and IBM provides the City Council of Valencia with an easy-to-manage security solution*

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**Key Components**

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*Software*

- IBM DB2 Universal Database Express Edition information management software

*Hardware*

- IBM eServer xSeries 206 Express Server

*Services*

- IBM Global Business Services
- 

**RFID offers city employees enhanced security**

To secure its buildings more effectively, the City Council of Valencia decided to replace its magnetic employee badges with a more secure system based on radio frequency identification (RFID), which provides each badge with a unique identification number that cannot be modified. The council was looking for a solution that would offer outstanding performance, reliability and manageability. Equally important, the solution needed to provide an affordable high-performance core IT infrastructure.

**Rumbo Sistemas implements secure RFID running on IBM server and software**

The city chose to work with Rumbo Sistemas, a Valencia-based IBM Business Partner that offered an RFID solution that met the city council's criteria. Rumbo Sistemas helped the city implement an RFID solution built on Accesos security software, IBM DB2 Universal Database Express Edition information management software and IBM eServer xSeries hardware. The solution, which is currently used by about 7,000 city employees, police officers and outside contractors, helps control access to eight city buildings with a total of 60 doors. City personnel and visitors are issued an RFID badge that grants them access only to areas that they are approved to enter. The unique identifiers in the RFID tags help protect them from copying or modification.

The Accesos software is supported by IBM DB2 Universal Database Express Edition V8.2 information management software, which manages all user identifications. The system authenticates employees and grants access by matching their

RFID badge numbers with a list of authorized users. For each RFID badge, DB2 Universal Database tracks start and end access dates, as well as the specific doors to which each badge has access. It also logs each time an RFID badge is used, creating a traceable history of who enters and exits the city's buildings.

### **Valencia gains easy-to-manage security solution**

The RFID solution implemented by Rumbo Sistemas and IBM provides the City Council of Valencia with an easy-to-manage security solution. Because the RFID technology makes badge duplication so difficult, the city has greatly reduced the chance of security breaches involving its buildings.

Additionally, the affordable, reliable xSeries 206 Express Server offering provides the city with a stable server infrastructure. Thus far, the client has not had a single server failure. By deploying IBM DB2 Universal Database Express software as the RFID solution's backend database, the city has gained a flexible, reliable and cost-efficient solution. And the database is fast, which means that the RFID tag readers grant access almost instantly.

### **For more information**

For more information, please contact your IBM sales representative or IBM Business Partner, or visit our Web site at: [ibm.com/software/data](http://ibm.com/software/data)



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March 2007  
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## BRED Banque Populaire drives costs lower while upgrading technology for improved customer service

Solution from IBM and Citrix demonstrates gains for employee mobility, centralization of function and easier Web access



### Overview

#### The Challenge

*To upgrade the information infrastructure supporting 300 neighborhood bank branches, delivering enhanced customer services while also preserving investments and reducing costs*

#### The Solution

*IBM Lotus Notes® for Messaging, IBM WebSphere® Application Server Network Deployment, IBM WebSphere Portal – Express Version 5.0.2, access-infrastructure software from Citrix Systems, IBM eServer® xSeries®, IBM eServer pSeries® and IBM ThinkCentre S Series workstations*

#### The Benefit

*Employees gained secure access to applications from any of 2,200 workstations, older technology investments were protected and operational costs were lowered*

“People come first at our bank” is the commitment of BRED Banque Populaire, a retail banking operation with more than 730,000 customers in the Normandy and Paris regions of France and in French overseas territories. To maintain that commitment, bank officials wanted to upgrade the information systems supporting its network of more than 300 branches – 50 of them in the overseas territories.

In particular, they wanted to improve response times and get a more flexible application-access system, one that would give each authorized employee the option of working from any of 2,200 workstation computers.

With net consolidated profits of 117.3 million euros in 2004 -- an increase of 9.2 percent

over the previous year -- BRED is the largest regional bank of the Banque Populaire Group. “The performance of the branch network is so important that we had to overhaul the information systems infrastructure to give users a flexible, fast work environment that suits the bank’s new requirements,” said Jean-Pierre Fugairon, information systems director for BRED.

#### Services and suppliers

BRED chose IBM and Citrix Systems, Inc., an IBM Business Partner headquartered in Fort Lauderdale, Florida. The mission of Citrix, which was founded in 1989, is “to make every organization an on demand enterprise where information is securely, easily, and instantly accessible from anywhere, using any device.”

*PartnerWorld Industry Networks provides “a lot better visibility with IBM customers and channel partners.”*

Mike Ballengee, senior director of business development, Citrix Systems, Inc.

## Technology investments were protected, operational costs were lowered, employees were given flexibility to respond to customers

### Benefits

- Employees have greater flexibility in responding to customer needs
- Bank avoids having to rewrite applications to adapt them to IBM WebSphere Portal Server
- Employees can quickly execute business processes across critical applications from any of 2,200 workstations across a wide geographic area

The solution at BRED features IBM WebSphere Application Server Network Deployment, IBM WebSphere Portal -- Express Version 5.0.2, access-infrastructure software from Citrix Systems, IBM eServer xSeries, IBM eServer pSeries and IBM ThinkCentre S Series workstations. The task of designing and implementing the new information-systems architecture was assigned to IBM Global Services.

Mike Ballengee, senior director of business development at Citrix, said, "The main achievement in the BRED solution was to give BRED employees everything they need to serve customers more efficiently but without requiring

extensive rewriting of existing applications or upgrading of all the existing desktop computers."

This was exactly what was needed, Fugairon at BRED explained, because the client-server architecture set up in the 1990s had aged. "The situation had become paradoxical. On the one hand," he said, "customers could choose how to do their everyday banking: in person at any BRED branch, by telephone, or by Internet. On the other hand, the customer service personnel could only access the applications from their own workstations."

BRED employees are also more mobile these days. They are called upon to move around between branches, in a consultancy role or just to lend a hand. This means that they need constant access to the information system, no matter where they are, and in accordance with security requirements.

### Solution essentials

The new application-access infrastructure was deployed at the 250 mainland branches during the past year; the 50 offshore branches were planned to be on the new system by the end of 2005. The new BRED system consisted of three main elements:

- The old servers, 330 of them situated at the branches, were eliminated and their workloads consolidated on to two farms of 40 IBM eServer xSeries servers. With this arrangement, the branch system can be backed up.
- Users were given access on request from any workstation (subject to access rights) to the data and applications centralized on the new servers. They consisted of customer files, new offers, asset management, office applications, Lotus Notes for Messaging, directory services, and many others.
- New authentication rules were created "for both security and traceability reasons," said Gerard Sarrazin, manager of architecture and security in the BRED Information Systems department. "Mobility is an integral part of the way the bank operates," he explained, "but we need to know where each transaction was entered and to identify the users as well as the terminal."

More specifically, applications are now managed by IBM WebSphere Application Server Network Deployment, which integrates the multiple sources of data and transactions within BRED. Authorized users gain access to the data and transactions via IBM WebSphere Portal – Express 5.0.2, running on an IBM pSeries eServer.

The WebSphere Portal serves as the primary interface through which all employees can log-in, open applications and obtain information for customers.

An enterprise like BRED, however, will typically have many older but still valuable applications that are not Web enabled. What then? That's where the Citrix product, Citrix Presentation Server, comes in. Operating as a "portlet" within WebSphere Portal, the Citrix product gives users automatic access to a wide variety of hardware and software platforms and data formats, and applications that are not Web enabled.

That's "hugely important," according to Ballengee. "If you spent the last 10 years building numerous in-house applications, you don't want to spend the next 10 years rewriting them just so you can deploy them on the Web."

#### **"Web-enabled or not"**

With the new BRED system, Ballengee said, "an employee can now put his or her password into any one of the 2,200 desktops throughout the organization and have access via the Web browser to any application he or she is authorized for. That's because the applications are not on the desktop, they are centrally managed on the servers."

The Citrix product itself resides on any Intel processor-based server, which in the BRED case means an IBM eServer xSeries.

"The only thing that has to run on the branch desktop," Ballengee said, "is the browser. And it doesn't matter what type of platform an application resides on – Linux™, UNIX, Java, Apple, Windows, mainframe, anything. It doesn't even matter if the application is Web-enabled or not."

#### **Protecting investments**

Another benefit is avoidance of having to upgrade hundreds or even thousands of PCs in order to take advantage of new applications. Ballengee said, "If you wanted to install an enterprise-resource planning

## **Key Components of the Banque Populaire Solution**

### **Software**

- IBM Lotus Notes for Messaging
- IBM WebSphere Application Server Network Deployment
- IBM WebSphere Portal – Version 5.0.2
- Citrix Presentation Server
- Citrix Portlet for IBM WebSphere Portal

### **Hardware**

- IBM eServer xSeries systems, Model 335
- IBM eServer pSeries systems, Model p690
- IBM ThinkCentre S Series workstations

***"BRED's new infrastructure is simpler and more efficient, cheaper to operate, easier to use, and frees us from technical and geographical constraints"***

Gerard Sarrazin,  
manager of architecture  
and security,  
BRED Information  
Systems Department

application or Lotus Notes or something, you just go into a centralized server, install it, and it's done. You don't have to worry about the PCs."

Other benefits, said Sarrazin, are that "BRED's new infrastructure is simpler and more efficient, cheaper to operate, easier to use, and frees us from technical and geographical constraints. It provides better service to users and therefore to customers."

Fugairon added, "It could have been viewed as merely a systems architecture project, but the bank has treated it as a major development holding great promise for the future."

### **The partnership factor**

Citrix participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries -- or serves small, medium or large companies -- IBM has the technology and resources to help members more effectively meet their clients' needs.

Citrix is a member of the financial markets industry, and it is "optimized," which means it has developed further specialization by optimizing

its applications with IBM on demand technologies, achieving success with its own on demand solutions and other criteria.

Other networks are automotive, banking, education and learning, fabrication and assembly, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications and wholesale.

Ballengee appreciates the value of partnership with IBM, and especially the PartnerWorld Industry Networks. "It gives us a lot better visibility with IBM customers and channel partners," Ballengee said.

### **For more information**

For more information, contact your IBM sales representative or IBM Business Partner. Or, you can visit us at: **ibm.com/ondemand**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com/partnerworld/isv**

To learn more about Citrix, visit: **citrix.com**

To learn more about BRED, visit: **bred.fr**



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## BTB enables anytime access to corporate applications with IBM portal solution.

### Overview

#### ■ Challenge

To improve productivity, BTB needed to provide offsite employees with faster, easier access to key corporate applications

#### ■ Solution

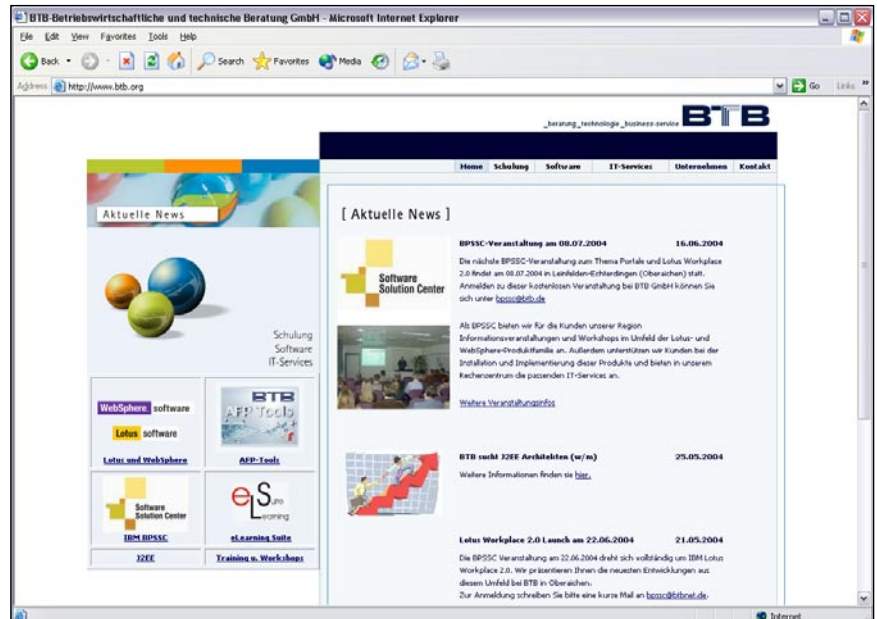
The company implemented a new portal solution that empowers workers with anytime, anywhere access to business-critical messaging, collaboration and administration programs

#### ■ Why IBM?

The flexibility of IBM WebSphere® Portal – Express, combined with its affordability

#### ■ Key Business Benefits

100% payback in less than 3 years;  
10% to 20% increase in employee productivity; 10% lower telephone costs; improved responsiveness to customers



BTB, one of the oldest software consulting firms in Germany, has simplified communications company wide with IBM technology.

Founded in 1976 in Stuttgart, Germany, Betriebswirtschaftliche und -technische Beratungsgesellschaft mbH (BTB) is an IBM Business Partner that provides e-business solutions to organizations throughout Europe. The company's clients span all major industries, including automotive, insurance, education, banking, financial, government, media and entertainment, and travel and transportation.

*“After performing due diligence, we decided that IBM was the only technology provider capable of delivering an affordable, out-of-the-box solution to meet all of our needs. IBM WebSphere Portal – Express is perfect for small businesses, because it’s a full-function portal server with a low price point.”*

–Peter Groth, CEO, BTB

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### Key Components

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#### Software

- IBM WebSphere Portal – Express
- IBM Lotus® Domino®
- IBM Lotus Instant Messaging and Web Conferencing
- IBM Lotus Notes®
- IBM Lotus Team Workplace

In looking at ways to improve workforce productivity, BTB recently identified a need to provide employees with faster, easier access to key corporate applications. The company's consultants spend most of their workday onsite at client locations, so it isn't always convenient or efficient for them to return to the office to check their e-mails or fill out their electronic time cards. To resolve these inefficiencies, BTB wanted to create a single, Web-based entry point for the software programs that employees use on a daily basis, including Lotus messaging and collaboration applications from IBM.

"Our primary objective was to help our workers perform their jobs more effectively," explains Peter Groth, CEO, BTB. "But at the same time, we saw this as an opportunity to demonstrate to our clients how BTB uses technology to solve everyday business problems."

After determining that it needed a portal solution to achieve its goals, BTB evaluated business software from several different companies. "After performing due diligence, we decided that IBM was the only technology provider capable of delivering an affordable, out-of-the-box solution to meet all of our needs," says Groth. "IBM WebSphere Portal – Express is perfect for small businesses, because it's a full-function portal server with a low price point."

Leveraging WebSphere Portal – Express, BTB implemented a new portal solution that has improved efficiency, communication and customer service. With just one interface for multiple applications, employees save between 10 percent and 20 percent of their time each day. And telephone costs have been cut by 10 percent through instant messaging available via the portal. "The project took about three months to complete, but the solution is already driving value across the organization," says Groth.

#### Cost-effective business transformation

BTB's new employee portal provides an integrated foundation for improving collaboration and communication. Today, employees have streamlined, anytime and anywhere access to key corporate programs over the Web. About 40 of BTB's employees use the new portal.

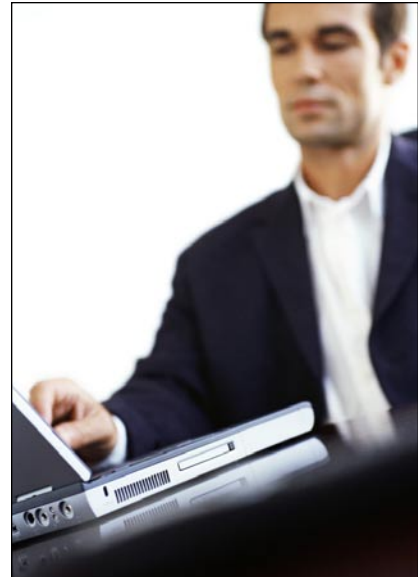
"This is a whole new way of doing business," says Groth. "Previously, employees could use the application when they were in the office, or they could dial in via modem or ISDN line when working offsite. But we have to pay the telephone costs which, depending on the location of the customer and the length of the connection, were very expensive. Now we are using the Web—at no cost at all." And by providing the same Web-based presentation layer for all applications, the portal simplifies access when people have to switch between different applications. Before, they had to log on to each individual program, which was time-consuming and cumbersome."

The new portal integrates seamlessly with BTB's existing Lotus solutions. These include IBM Lotus Notes and IBM Lotus Domino, which are the foundation of the company's messaging and collaboration applications, plus IBM Lotus Instant Messaging and Web Conferencing and IBM Lotus Team Workplace. BTB has also developed portlets in-house, including one to give employees access to the company's Java™ technology-based time-tracking application, which is used for billing and payroll. Another portlet it created provides employees with access to applications related to the Industry Standards Organization (ISO)-quality program.

"The Lotus products are our core business applications," explains Groth. "Providing access to them over the Web was more than a goal, it was a strategic imperative so that we could streamline our operations and enhance profitability."

#### **Employee portal enables remote collaboration**

Lotus Instant Messaging and Lotus Web Conferencing are among the most important capabilities of BTB's IT environment. The instant messaging enables immediate access and communication with online workmates. Integrated presence awareness permits the user to see whether or not a co-worker is currently available and able to share information or take an action or a request. If the party is not available, the user can leave an online message for the recipient to view once he or she has returned to the desktop.



*With continuous access to internal applications, BTB's remote workers are much more productive.*

*"The IBM technology has improved efficiencies in both the field and within our corporate office. Accordingly, we expect BTB to be much more successful in the coming years. As we continue to move into new markets, our new solution will only keep increasing in importance."*

*—Peter Groth*

Lotus Team Workplace delivers an online channel for employee collaboration. Using the product, employees can create secure workspaces on the Web, in which they can post discussion threads and coordinate and gather all documents for a specific project. Says Groth, "Lotus Team Workplace facilitates faster, collective decision making by centralizing timely and accurate information about ongoing customer projects. Until we launched the portal, employees had to come into the office to use this application, which was only available on our intranet. Now we can grant all team members equal opportunity to review and react to the same information, regardless of where they are located." Rounding out the solution is Lotus Notes, which provides e-mail, calendaring and scheduling functions.

### **Generating new revenue opportunities**

Moving forward, BTB has plans to tap into a new revenue channel—using its new infrastructure, integrated with other IBM technologies, to deliver hosted solutions for its clients. For example, the company can enable its clients to use IBM Lotus Learning Management System as a live classroom facility for offering e-learning sessions. "The powerful Lotus Learning Management System software is ideal as a virtual learning environment," says Groth. Screen sharing enables all participants to view shared presentations and documents while listening and discussing

via either teleconference or integrated audio capabilities. Participants can record spontaneous ideas on a shared whiteboard. Other features, such as integrated instant messaging, polling, and question and answer queuing, further support group interactions.

Says Groth, "Lotus Learning Management System supports both audio and video communication between tutors and students, which would allow us to deliver personalized and individual coaching directly to learners." Groth envisions powering the e-learning solution with IBM WebSphere Application Server, which would act as the transaction server, providing system administration and delivering course material.

"The IBM technology has improved efficiencies in both the field and within our corporate office," says Groth. "Accordingly, we expect BTB to be much more successful in the coming years. As we continue to move into new markets, our new solution will only keep increasing in importance."

### **For more information**

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

**ibm.com**/websphere/portal

For more information on BTB, visit:

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06-04  
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# Sofia rides easy with IBM integrated information solution

## Overview

### ■ The Challenge

*Build an integrated information system that would integrate data from different sources and provide updated travel information to staff and passengers*

### ■ The Solution

*Designed a new consumer-focused service that manages all information from a central point of control, using e-Gate TIS based on IBM WebSphere® software and IBM DB2 Express information management software*

### ■ The Benefits

*Removed layers of complexity and paperwork; improved employee productivity and customer experience; reduced operational costs*



The Central Bus Station in Sofia, Bulgaria, is a busy national and regional road transport hub, with tens of thousands of travellers passing through each week. Bus companies from throughout Europe operate services through the station, reaching destinations in every corner of the continent, from Alicante to Zurich. The station is open seven days a week, 24 hours a day.

With tens of different bus operators, thousands of routes and pricing combinations, and dozens of arrival and departure gates to manage, the Central Bus Station was struggling to manage and share information efficiently.

Daily timetables and prices were published in numerous different reference booklets, making it difficult for staff and passengers alike to plan journeys. Furthermore, without a single, integrated source of scheduling

information, bus arrival and departure gates had to be allocated manually, on an ad hoc basis.

The challenge for the central management function was to bring together all the scheduling and pricing information into an integrated whole, and share it effectively with employees and travellers. Unal Kerimov, Station Manager, says, "It was clear that if we could integrate the schedule information from the different bus companies into a single place, then that would be a great help for customers. If we could also use the same information to manage the bus arrival and departure locations and times, we expected to be able to reduce costs and administration."

### Integrated information services

The Central Bus Station Sofia turned to IBS Bulgaria, an IBM Business Partner, to build an integrated information system. IBS selected e-Gate Travel



Information System to provide the core travel management functionality, on IBM @server xSeries® servers running the Linux operating system. IBM DB2 Universal Database – Express Edition V8.2 software stores and manages core data, and IBM WebSphere Application Server – Express software provides Web-based access, search and publishing capabilities.

“Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly,” Unal Kerimov. “IBS Bulgaria was able to build the integrated travel information service rapidly, complete with data store and Web-based enquiries for both arrivals and departure timetabling, using e-Gate, IBM DB2 and WebSphere Application Server - Express. This kept our costs low, providing a highly effective solution with no additional components required.”

#### **e-Gate: a total travel solution**

The e-Gate Travel Information Solution is designed to provide a comprehensive, integrated system for bus stations, railway stations and small airports. Designed by IBS Bulgaria, e-Gate TIS manages all arrival and departure information, automatically assigns platforms or gates, and feeds information to public address systems.

IBM DB2 UDB Express, a low-priced full function relational database, featuring self-tuning and self-configuring autonomic capabilities, and WebSphere Application Server - Express, a tightly integrated development tool and application server, are part of the IBM Express middleware solution. IBM Express middleware offers an easily affordable entry point to e-business for small to mid-size companies creating dynamic Web sites. The WebSphere and DB2® solutions are helping Central Bus Station Sofia to create a faster, more responsive business. Productivity is increased through the easy availability

*“Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly.”*

*Unal Kerimov, Manager, The Central Bus Station Sofia*

and rapid exchange of information, and simplified infrastructure contributes to lower operating costs. The solution enables multiple bus companies to store and manage information collectively, and communicate with central control personnel to enable them to announce late departures and arrivals, route changes and other travel-related data. e-Gate TIS is built on a three-tier model and is optimised for IBM WebSphere and DB2 middleware Express offerings.

Goran Angelov at IBM Business Partner IBS Bulgaria says, “By building our software on core IBM technologies, we are confident that we can offer our customers the highest standards in availability, reliability and interoperability. The close integration between the IBM components makes it easier for us to deliver integrated information services, which is precisely what companies in our target marketplace need.”

#### **Travelling into tomorrow**

The next steps for Central Bus Station Sofia will be to offer integrated online ticket purchasing. The prices for each trip are already available from the core system, so providing Web-based transactions and ticketing is a logical next step. Unal Kerimov concludes, “The e-Gate TIS system and IBM technologies have reduced our costs and made it a great deal easier for travellers at the station. The great advantage of the IBS and IBM solution is that we can expand it so easily, making this an excellent choice for our long-term success.”



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## Deutscher Direktmarketing Verband prizes IBM online submissions solution.

### Overview

#### ■ Challenge

Reduce manual labor involved in operating annual direct marketing awards program and streamline the submission process for entrants

#### ■ Why IBM?

A prominent member of the DDV, IBM offered its Express software tools with the needed performance and scalability at a price the DDV could afford

#### ■ Solution

Automated, self-service, Web-based entry submission solution that eliminates paperwork for entrants

#### ■ Key Benefits

33% increase in number of campaigns submitted and a 36% increase in number of member firms entering the competition; easy handling of increased submissions with no increase in staff level



Increasing by one-third their participation in the annual awards competitions, members of the DDV have voted their approval of the new online submission solution for awards applications.

Part craft and part science, direct marketing continues to evolve by convincing customers to buy directly from the media it uses. By providing a vehicle that customers can use to click, phone or mail their response to the seller, direct marketing knows when it succeeds and when it doesn't. When it is very good, direct marketing advertising wins awards, such as those given out annually by the Deutscher Direktmarketing Verband e.V. (DDV)—Germany's direct marketing association.

*“It's easy to spot a winner marketing. And with the help of IBM and ARS, we have a winning solution that will help make our awards competition a shining example of the work we encourage.”*

*—Martina Rambach, Project Manager, Public Relations, DDV*



Registering for the competition and submitting media files for campaigns now take only a few minutes.

*“We chose the Express editions of IBM DB2 Universal Database and IBM WebSphere Application Server because they offered the scalability and performance we needed for our project and are reasonably priced for an organization like the DDV.”*

*–Martina Rambach*

Representing the interests of almost 900 advertising agency and corporate members, the Wiesbaden, Germany-based DDV works at stewarding the quality standards of direct marketing in Germany. With its 12 employees, it also helps build a positive image of direct marketing and serves as a liaison between industry and consumers.

One of DDV's highest-profile activities is its annual awards program. Member agencies submit entries representing their capabilities in hopes of winning gold, silver or bronze trophies.

In the past, members submitted their entries manually, which created a great deal of paperwork for both members and jurors. Recently, the DDV worked with one of its prominent members, IBM, and IBM Business Partner ARS Computer and Consulting GmbH to create an online submission entry application that members could use to enter the competition and submit their projects.

### **Automating the submission process**

hosted at a third-party site, the DDV chose IBM DB2® Universal Database™ Express Edition; IBM WebSphere Application Server – Express; and SUSE LINUX® Professional 9.1. ARS designed and implemented the solution using IBM Rational® Application Developer for WebSphere® (formerly known as IBM WebSphere Studio Application Developer), JavaServer Faces and Service Data Objects.

The DDV has implemented the entry application, but not the judging side. However, with the simplification and automation of the entry process, more companies have entered the competition and have submitted more entries. The DDV had 330 campaigns and 120 participating agencies in the 2004 competition; for the 2005 competition, those numbers increased to 450 campaigns (36 percent increase) and 160 participating agencies (33 percent increase).

The new IBM-based technology enables the DDV to handle the increased volume of projects much more easily, with no staff increases. When the judging components of the application are finished, the organization expects the length of that process to decrease from three days to one.



"We chose the Express editions of IBM DB2 Universal Database and IBM WebSphere Application Server because they offered the scalability and performance we needed for our project and are reasonably priced for an organization like the DDV," says Martina Rambach, DDV project manager, public relations.

With the new electronic submission process, agencies can now register themselves and receive user names and passwords that allow them to begin the submission process. After logging in, contestants receive an overview page that lists their agency's campaigns. From this point, they can enter a new campaign by completing a form with key campaign information. The contestants then submit electronic files containing images and audio and video tracks of their creative efforts.

ARS designed a robust database structure to manage this content, using JavaServer Pages with JavaServer Faces components to design and implement appropriate page codes.

JavaServer Faces simplifies the building of user interfaces with an easy-to-use programming model for users of varying skills. Similarly, Service Data Objects enables the DDV to take advantage of reusable programming models to create access to stored data. "JavaServer Faces and Service Data Objects are exciting new technologies that we wanted to use in order to create a cutting-edge application," says Dietmar Rager, ARS senior consultant. "It's great that DB2 Express and WebSphere Application Server – Express support these new industry-standard technologies."

#### **Easy to install and administer**

The application runs during the competition period, within a frame of DDV's Web site. ARS installed the DB2 database and WebSphere Application Server software on a remote, dedicated server. ARS also installed a DB2 software-based runtime client, indexed the database and installed front-end access to the tables.

DB2 Universal Database Express Edition features self-tuning and self-configuring capabilities for ease of manageability. "Both installation and administration are easy with DB2 and WebSphere Express," says Rager. "Producing nightly backups for the database remotely is a simple command line operation."

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## **Key Components**

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### *Software*

- IBM DB2 Universal Database Express Edition, Version 8.2
- IBM Rational Application Developer for WebSphere
- IBM WebSphere Application Server – Express
- SUSE LINUX Professional 9.1

### *Business Partners*

- ARS Computer and Consulting GmbH
- 

*"JavaServer Faces and Service Data Objects are exciting new technologies that we wanted to use in order to create a cutting-edge application. It's great that DB2 Express and WebSphere Application Server – Express support these new industry-standard technologies."*

*–Dietmar Rager, Senior Consultant,  
ARS Computer and Consulting GmbH*

### Accelerated Time to Value

Support for Linux is another feature of the IBM software that the DDV appreciates. "We like the cost effectiveness and stability of Linux," says Rambach. "Frankly, Linux was the only option offered by our hosting provider, but fortunately, that was no problem because of the flexibility of the IBM software and its well-documented support for Linux."

IBM WebSphere Application Server – Express and DB2 Universal Database Express Edition also support popular integrated development environments to accelerate time to market for new applications, using open standards. ARS was involved in the beta test for Rational Application Developer for WebSphere, using the product to test the DDV submission application in its early phases. "The Rational product helped us refine the application and we helped IBM in its development of Rational Application Developer for WebSphere," says Rambach. "It was typical of the way IBM provides resources to smooth the way for its customers."

### Crafting a high-quality solution

As the DDV continues to work on completing its entry submission application, it is enjoying the security, high performance and low cost of its DB2, WebSphere and Linux solution. It is also pleased that the new solution strengthens the association's customer relationship management (CRM) efforts, because the DDV can safely store crucial agency information in its DB2 database where employees can access it at any time.

"It's easy to spot a winner in the world of direct marketing," says Rambach. "And with the help of IBM and ARS, we have a winning solution that will help make our awards competition a shining example of the work we encourage."

### For more information

Please contact your IBM sales representative or IBM Business Partner.

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For more information on DDV, visit:

[www.ddv.de/english](http://www.ddv.de/english)

For more information on ARS

Computer and Consulting GmbH, visit:

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# DDV finds a winning combination with ARS, IBM and Linux

## Overview

### ■ The Challenge

*Replace time-consuming, costly, error-prone manual processing of registrations and submissions for annual competition*

### ■ The Solution

*Worked with ARS Computer and Consulting to implement a new Web-based registration and submission tool, based on IBM DB2 and WebSphere technologies, running under Linux®*

### ■ The Benefit

*Faster, easier and more flexible submissions process, contributing to increase in competition entries; reduced internal administration, increased accuracy, enhanced productivity and improved information management*

# ARS



**Premier  
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**The German Direct Marketing Association (Deutscher Direktmarketing Verband e.V., DDV, [www.ddv.de](http://www.ddv.de)) is a non-profit trade association that acts as a point of liaison between the marketing industry and consumers. Representing the interests of almost 1,000 corporate members, DDV aims to strengthen the impact and acceptance of direct marketing.**

DDV organises an annual competition for its member agencies, aimed at showcasing successful and innovative campaigns. Each year, an increasing number of agencies would manually complete and submit applications and supporting materials by post. DDV would then check each submission, chasing missing information by phone. It was also necessary to key all of the information into a central database, a time-consuming process that resulted in data-entry errors. Martina Rambach, Head of Public Relations at DDV, comments: “We are a small organisation, so it was difficult to manage the enormous volumes of manual work involved. Materials were frequently damaged or lost in the post, and the agencies were frustrated by the difficulty of editing entries during the submission process.

“ARS built a new Web-based solution using IBM technologies, which has simplified the process, accelerated submissions and dramatically reduced administration both for



DDV and the agencies. The new solution has really transformed our productivity!”

### The right tools for the job

DDV needed a way to provide access to and collection of diverse, dispersed information, making competition entry and management easier and more efficient. DDV engaged IBM Premier Business Partner ARS Computer and Consulting GmbH (ARS, [www.ars.de](http://www.ars.de)), which chose IBM DB2 information management software to create a new Web-based submission solution. The result is a smarter, more responsive system, that offers efficient information flow, higher productivity and lower costs.

### Unlocking the key requirements

The key requirements were: automated

registration; simple, self-service Web forms with tools for uploading images; automatic validation and entry of submissions into a central database; ability to submit changes online.

The new solution is built around a robust central data store, managed by IBM DB2 Universal Database Express Edition V8.2 software. ARS designed and implemented the database, and used IBM Rational Application Developer for WebSphere and WebSphere Studio Application Developer for the Web aspects of the solution.

Joachim Gucker, Distribution and Marketing Manager at ARS, comments: "The entire manual process was successfully mapped to the new system in time for the 2005 competition. The IBM software was ideal, offering flexibility, high security and easy administration, at a price that made sense for DDV.

"Using the IBM development tools, we were able quickly to develop complex graphical interfaces, helping us to meet the tight deadline."

Martina Rambach adds, "ARS demonstrated excellent knowledge of the IBM technologies, and offered support throughout the project, with a fixed contact person always available to assist us."

### **Boosting productivity**

The new DDV online submission tool runs on WebSphere Application Server Express Edition V5.1, under SUSE LINUX Professional Server 9.1 on an Intel® processor-based server.

All information submitted by registered users is automatically entered into the central database, with no need for manual validation or re-keying of data, saving significant amounts of time and

*"The IBM and ARS solution has given DDV a highly professional tool."*

*Martina Rambach, Head of Public Relations, Deutscher Direktmarketing Verband e.V.*

effort for DDV. The total size of the DB2 database is 2GB, and the solution can serve 1,000 users concurrently.

DDV has already seen improved productivity and lower administration costs, and expects further benefits as familiarity with the new solution grows. In addition to significantly reducing paperwork

and manual data entry, the IBM and ARS solution makes structured information immediately accessible to internal users, for improved collaboration and communication.

Says Martina Rambach, "The solution has improved our productivity, freeing up valuable internal resources for other requirements. It also provides highly-secure access to information for both internal and external users, who can now interact with us anywhere and at any time."

### **Competition entries rise by 25 per cent**

The online submission tool has been very positively received by DDV's members, who can reuse digital materials gathered for other competitions – saving time and effort – and can easily refine submissions up to the final competition deadline.

Thanks to the new solution, competition entries increased by more than 25 per cent in 2005. Martina Rambach concludes, "The IBM and ARS solution has given DDV a highly professional tool to meet our members' requirements."



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SWC01296-DEEN-00

# Dogs' Trust makes donation process easy with IBM WebSphere and Triangle

## Overview

### ■ The Challenge

To support welfare operations, Dogs' Trust needs to maximise income from sponsors. Responding to new registrations from its Web site using batch processing was too slow, losing potential revenue.

### ■ The Solution

Dogs' Trust chose IBM Premier Business Partner Triangle ([www.triangle-group.com](http://www.triangle-group.com)) to develop an integrated Web-based system to respond to enquiries in real time, with WebSphere Business Integration Server Express running on the IBM System p5 550 platform.

### ■ The Benefits

Faster enquiry response times offer better user experience, increasing total revenues; automated data transfer cuts workload; WebSphere offers easy addition of new services.



Dogs' Trust ([www.dogstrust.org.uk](http://www.dogstrust.org.uk)), formerly the National Canine Defence League, was set up in 1891 to promote canine welfare and organise re-homing for stray and abandoned dogs. The charity cares for over 12,000 dogs each year, receives annual donations of around £35 million from its 300,000 members and supporters, and employs around 400 people at 15 re-homing centres across the UK.

As a charity, Dogs' Trust needs to maximise the income it receives from its sponsors. Dealing effectively with potential new supporters is a vital part of this, especially as the charity sector moves away from one-off donations and towards monthly direct debits – a new supporter can mean regular income for life, not just for Christmas.

One of the most important stages in the relationship between Dogs' Trust and its potential supporters is the initial

dialogue. When someone expresses willingness to donate, the charity must act quickly to prevent a loss of interest.

"Now that the internet is many people's main medium for communication, expectations are higher," explains Mike Houghton, Development Manager at Dogs' Trust.

"When potential supporters fill out the registration form on the Web site, they expect a near-instant reply. Our old solution could take five or six hours to return a response, which was becoming unacceptable."

Batch processing of Web registrations was carried out three times a day, and Dogs' Trust estimated that a significant percentage of potential donations were being lost because of the delay.

To maximise income, a new solution was needed to integrate data from the Website, the organisational



**Premier  
Business  
Partner**

database, and the various channels of communication Dogs' Trust uses to keep its sponsors informed.

### Single point of data management

To eliminate the delay and provide sponsors with a quick response, Dogs' Trust turned to Triangle, an IBM Premier Business Partner, to select and develop the most cost-effective solution. Triangle, with initial assistance from the IBM Channel Technical Sales team, deployed IBM WebSphere Business Integration Server Express Plus on the IBM System p5 550 platform to create a simple XML-based messaging system that would allow data sent by Web users to be captured straight to the financial database and provide donors with real-time responses.

The WebSphere solution has eliminated the three daily batch files formerly needed to add new registrations, and now updates the IBM UniVerse database in real time. Thank-you replies are generated automatically, offering immediate confirmation to interested donors, and customer data is automatically reflected in the operational database.

Mike Houghton explains, "With the IBM WebSphere solution, the charity is now able to respond instantly and automatically to new registrations, ensuring that potential supporters are given the opportunity to donate as soon as possible.

"The WebSphere solution not only integrates Web registrations, it also enables communications between Dogs' Trust and outsourced operations – such as our high-volume email solution provider – to be integrated. Triangle project managers ensured that the implementation went smoothly, even though there were four different parties involved."

### Reduced staff workload

The Web site, telephone and other enquiries place a complex communications workload on Dogs' Trust staff. The automation offered by WebSphere has significantly reduced administrative and maintenance workload in the charity, and released staff for more proactive tasks.

"Our messaging system is so highly automated that it can now run without any human intervention," explains Mike Houghton. "And WebSphere Business Integration Server Express is so reliable that the IT department needs to spend very little time on maintenance.

"The WebSphere solution will improve customer experience and help us maximise income by reducing the attrition rate among potential supporters," explains Mike Houghton. "Based on XML standards, the WebSphere hub can easily be extended to add new channels in the future, allowing us to collaborate more easily with other organisations."

For example, Triangle will implement a second phase of the project to handle credit-card transactions, which will further improve Dogs' Trust's response times and improve customer experience. Other stages may involve using the WebSphere solution to order veterinary supplies for the charity's 15 dog re-homing centres.

"With the IBM WebSphere solution developed by Triangle, Dogs' Trust can be more responsive to business opportunities in the future, maximise revenues and devote more time and energy to the cause of protecting dogs in the UK," concludes Mike Houghton.



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## Dubai Men's College gets a world-class learning environment to attract the best and brightest students

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### Overview

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#### ■ **The Challenge**

Aside from a comprehensive IT overhaul, two major goals of the school's ambitious initiative included the power to support widespread and secure use of wireless laptops and a video-on-demand (VOD) solution that would enable new ways of learning and working for students and staff.

#### ■ **The Solution**

The IBM® Integrated Technology Services team broke the project down into subprojects: network, security, servers, storage and backup, enterprise management, help desk and video on demand. Each solution eventually incorporated diverse hardware and software components to take advantage of the most advanced technology from leading providers.

#### ■ **Key Benefits**

With IBM's help, DMC shed its dated IT systems and achieved its vision of providing students and faculty with a world-class, stable, secure and flexible IT environment.



Dubai Men's College (DMC) teamed with IBM Global Services–Integrated Technology Services to design and implement an infrastructure overhaul that would ease IT administration and offer a first-of-its-kind e-learning model to attract the brightest students.

DMC, one of the 11 Higher Colleges of Technology of the United Arab Emirates, was established in 1989. It offers programs in business, information technology, communication technology and engineering. The college currently enrolls some 2,300 students per year and employs 400 faculty and staff.

*“With this superior infrastructure, Dubai Men’s College is set to be a premier choice for students. This solution will transform the way our students learn and work with each other; the possibilities are endless.”*

*–Bill Vega  
Director  
Dubai Men’s College*

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**Key Components**

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*Hardware*

- System x™

*Software*

- DB2® Content Manager for Multiplatforms
- DB2 Universal Database™
- Tivoli® Configuration Manager
- Tivoli Enterprise Console
- Tivoli Monitoring for Databases
- Tivoli Monitoring for Web Infrastructure
- Tivoli NetView
- Tivoli Remote Control
- Tivoli Risk Manager
- Tivoli Service Level Advisor
- Tivoli Storage Manager for Databases
- Tivoli Storage Manager for Storage Area Networks
- Tivoli Switch Analyzer
- Tivoli Web Site Analyzer
- WebSphere® Application Server Express

*Operating System*

- Linux®

*Services*

- IBM Global Business Services
  - IBM Global Services
  - IBM Integrated Technology
- 

**Competition fuels IT needs**

Like higher institutions of learning everywhere, DMC competes with domestic and foreign universities for top students. Cutting-edge tools for learning are not only part of DMC's educational strategy, but underpin the region's transition to a knowledge-based economy. Aside from a comprehensive IT overhaul, two major goals of the school's ambitious initiative included the power to support widespread and secure use of wireless laptops and a video-on-demand (VOD) solution that would enable new ways of learning and working for students and staff. To become the academic and technical pioneer it wanted to be, DMC needed the expertise of a technology and services provider that could deliver an open, portable, secure and scalable solution. The school also needed to have full control and management of the system.

**Outdated infrastructure hinders IT effectiveness**

DMC's IT environment was a disparate collection of outdated equipment. The infrastructure was patched together with homegrown fixes and conceived with little regard for future projects. Pushing its storage capacity limits, the school had no true storage management methods. DMC's backup efforts were infrequent and incomplete, resulting in a 25 percent loss in data. Although the school was using a limited wireless networking solution, it was far from secure: Anyone with a wireless-capable computer had full access to the legacy environment. These many unwieldy systems made administration difficult; as a result, DMC's IT department spent most of its time involved in reactionary tasks. For its far-reaching educational model to succeed, DMC had to rethink the entire infrastructure.

**IBM Integrated Technology Services makes IT transformation manageable**

DMC chose IBM Global Services as its partner in helping the school become the academic and technical landmark it envisioned.

The IBM Integrated Technology Services team broke the project down into sub-projects: network, security, servers, storage and backup, enterprise management, help desk and video-on-demand. Each solution eventually incorporated diverse hardware and software components to take advantage of the most advanced technology from leading providers. The team spent nearly five months onsite, guiding the school through the design, development, implementation, project management and commissioning phases of the sweeping IT transformation.



For one significant subproject—the video-on-demand solution—IBM's Technology Development Center in Cairo, Egypt, developed digital media technologies that incorporate an open-standards-based framework to manage, store, protect and distribute video, audio and still images across the DMC network. The first of its kind in the region, this advanced solution allows students to view electronic lectures offline after downloading them onto their computers. Moreover, digital media technology will support video conferencing capabilities that help enable professors to conduct lectures and interact with students without being physically present in classrooms.

### **Faculty and students see improved productivity with new infrastructure**

With IBM's help, DMC shed its dated IT systems and achieved its vision of providing students and faculty with a world-class, stable, secure and flexible IT environment.

The wired/wireless network is virtually hacker-proof and helps ensure access to approved users only. Files, Web and media applications are highly available. Automated, comprehensive nightly backups help ensure easy data recovery should disaster strike. Proven management capabilities give DMC's IT staff complete control over a fully redundant and integrated system.

DMC faculty and students are far more productive, as the new infrastructure fosters previously unavailable ways of communicating. Using wireless-enabled laptops, students can work and learn anywhere, any time. DMC continues to teach faculty and students how best to use the new infrastructure and encourages them to develop their own uses for its innovative features. DMC expects the new IT learning environment to attract a larger pool of students looking for cutting-edge tools incorporated into their higher education. And DMC will graduate student leaders who are well equipped to succeed in the region's increasingly technology-rich market.

### **For more information**

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March 2007  
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## FBD-Bildungspark draws students with real-time collaboration platform.

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### Overview

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#### ■ Challenge

Reach wider student base, enabling students to learn and share ideas, regardless of where they are located

#### ■ Solution

A collaborative e-learning solution built on IBM Lotus® Instant Messaging and Web Conferencing

#### ■ Why IBM?

IBM provided a flexible platform that could be customized to fit FBD's needs for interactivity and classroom control

#### ■ Key Benefits

30% savings in teaching costs achieved with interactive on-line curricula; expansion of student base into greater Germany, Russia and other regions, giving FBD national and international presence



With its e-learning solution, FBD-Bildungspark is reaching beyond its local market to provide vocational education to students wherever they live.

For thirty-four years, FBD-Bildungspark GmbH (FBD) has made it its mission to help adults pursue their careers with life-long learning. The private, not-for-profit organization based in Stuttgart and Ludwigsburg, Germany, provides vocational certification and career-oriented training for adults seeking to further their education. With a full-time staff of 40 and 400 part-time instructors, FBD offers students courses that suit the latest market needs, including real estate, foreign languages and information technology (IT).

*“We wanted to create an interactive environment similar to our real classrooms, and Lotus Instant Messenger and Web Conferencing offered us a highly customizable interface together with rich functionality.”*

*–Dr. Herbert Müller Philipps Sohn,  
Head of Continuing Education and Learning, FBD-Bildungspark GmbH*

## Rapidly implementing low-cost on demand solutions

### Key Components

#### Software

- IBM WebSphere® Application Server – Express
- IBM WebSphere Studio Application Developer
- IBM Lotus Instant Messaging and Web Conferencing
- IBM DB2® Universal Database™ Workgroup Server Edition
- IBM Tivoli® Storage Manager

#### Servers

- IBM @server® xSeries® 345
- IBM TotalStorage® FAST600 Storage Server
- IBM LTO Ultrium Scalable Tape Library 3583

#### IBM Business Partner

- BTB GmbH

*“WebSphere Application Server – Express provides functionality to fully support the applications of the virtual classroom at a price the not-for-profit organization can afford.”*

*–Peter Groth, Chief Executive Officer,  
BTB GmbH*

With state tuition sponsorship falling by 50%, however, FBD had to find more students while reducing teaching costs. “Our data showed that most of our students came from within thirty kilometers of campus,” says Dr. Herbert Müller Philipps Sohn, head of continuing education and learning at FBD. “To extend our reach to more students, e-learning was the logical solution.” Turning to its long-time IT provider and IBM Business Partner BTB GmbH, FBD outlined its vision of an interactive, customized e-learning system. Integrated with its existing IT environment and capable of delivering a rich classroom experience, the solution would enable students to learn and share ideas, regardless of where they were located.

With the help of BTB and IBM Lotus Instant Messaging and Web Conferencing, FBD now enjoys an end-to-end e-learning solution that allows instructors to leverage teaching tools such as presentations, live software demonstration, discussions and tests. Just months after the deployment, FBD is already seeing unmistakable signs of the program’s success. While saving 30 percent in teaching costs, it is able to enhance the appeal of its course offering with online education. Instructors can teach more classes with fewer administrative resources, and students from further afield can choose to study with FBD on a schedule that’s convenient for them.

### Creating realistic classroom environment

Key to the new solution is Lotus Instant Messaging and Web Conferencing. Using a custom application programming interface (API) built with Lotus Instant Messaging and Web Conferencing, BTB tailored the application’s look-and-feel to create the classroom environment FBD envisioned.

Today, Lotus Instant Messaging and Web Conferencing powers classroom sessions in which students see whatever is on the instructor’s screen – whether that is a presentation, a document, an application, a Web site, or spontaneous whiteboarding interactions conducted in real time. This capability, together with instant messaging and presence awareness features that support instructor/student and whole group interactions, enable the instructor to conduct a class that closely simulates the experience of being in a normal classroom. With instant messaging, for instance, instructors can poll students on a question or issue, just as they

would ask for a show of hands in a classroom. And with whiteboarding sessions, the instructor can hold an open discussion, enabling students to annotate spontaneous thoughts. Simultaneous teleconferencing carries the accompanying voice interactions.

Classes proceed in an orderly manner because the software's built-in hierarchy gives the instructor the authority to control the flow of discussion. For instance, if a student has a presentation to give, the instructor can temporarily pass control of the virtual meeting space over to the student, and the class then sees what is on that student's screen. When the student's presentation is finished, the instructor takes back control of the meeting space and the class.

### Flexibility counts

Under the auspices of the government's LERNET project — a set of frameworks for guiding and funding e-learning solutions — FBD and BTB reviewed various e-learning technologies, including Microsoft's NetMeeting application. "We narrowed the choice to IBM pretty quickly," says Dr. Müller Philipps Sohn. "We wanted to create an interactive environment similar to our real classrooms, and Lotus Instant Messenger and Web Conferencing offered us a highly customizable interface together with rich functionality. The platform also needed to be flexible enough to integrate into our current IT environment. We didn't want to have two different infrastructures, one for e-learning and another for our administrative applications."

For an application server to manage FBD's Web applications, including its e-learning solution and its external Web site, FBD and BTB evaluated portal solutions from other vendors, as well as IBM WebSphere Application Server. They chose IBM WebSphere Application Server – Express along with IBM WebSphere Studio Application Developer as its accompanying development environment. "WebSphere Application Server – Express provides functionality to fully support the applications of the virtual classroom at a price the not-for-profit organization can afford," says Peter Groth, chief executive officer at BTB. For a database powerful enough to manage both educational material and information generated by the organization's administrative departments, FBD and BTB selected IBM DB2 Universal Database Workgroup Server Edition.



*With IBM Lotus Instant Messaging and Web Conferencing, students attend lectures, participate in class discussions and take tests on their personal computers over the internet.*

*“Over the years, we’ve developed a cooperative relationship with BTB. They know our environment and our business requirements intimately. We’re happy with their choice of IBM products, and they did a good job customizing Lotus Instant Messaging and Web Conferencing into our classroom application.”*

*– Jakob Heck, Chief Executive Officer,  
FBD-Bildungspark GmbH*

BTB completed the software solution with IBM Tivoli Storage Manager for automated backups to storage. The solution resides on IBM **@server** xSeries 345 system running Linux and is attached to an IBM TotalStorage FASTt600 Storage Server and IBM LTO Ultrium Scalable Tape Library 3583 for storage and backups.

“Over the years, we’ve developed a cooperative relationship with BTB. They know our environment and our business requirements intimately. We’re happy with their choice of IBM products, and they did a good job customizing Lotus Instant Messaging and Web Conferencing into our classroom application,” says Jakob Heck, FBD’s chief executive officer.

### **Continuous improvements**

While FBD is in the process of evaluating the success of the project by educational standards, it has already saved 30% in teaching costs and found doors opening in new geographical markets. Several Russian towns, for example, are looking to use FBD’s service in real estate and other types of training.

Day by day, FBD is able to craft its curriculum in the dynamic of an e-learning-enabled campus. As students enjoy lively interaction online, FBD continues to look for ways of enhancing its educational programs. “We’d like to add new tools, for example, to provide students informal forums or study groups,” says Dr. Müller Philipps Sohn. “As our database of educational material grows, we also want to have data mining tools that give our courses the most relevant, up-to-date content and the best quality. IBM is the right partner to facilitate our growth.”

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09-04  
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# Firwood Paints puts a gloss on customer service with CSI and IBM

## Overview

### ■ The Challenge

*Manage very large numbers of customers cost-effectively; find efficient ways to reach new markets; cut costs of sale and increase total revenues.*

### ■ The Solution

*Worked with IBM Premier Business Partner CSI ([www.csilttd.co.uk](http://www.csilttd.co.uk)) to implement IBM WebSphere Commerce – Express on the IBM System x platform, enabling interfacing between back-end ERP systems on an IBM System i server and the company Web site, to provide a complete e-commerce solution.*

### ■ The Benefits

*and lower-value items at very low transaction costs; automated sales data entry reduces operational costs; enhanced customer service with online account information served directly from internal ERP system.*



Firwood Paints ([www.firwood.co.uk](http://www.firwood.co.uk)) in Bolton, England, manufactures specialist paints and surface coatings for industrial applications. Registered to the ISO 9000 Quality Management Systems Standard, Firwood researches, develops, tests and manufactures high-performance products to precise specifications, based on British Standards, the German RAL system and the Munsell charts, among others.

With 1,800 live customer accounts and just 50 employees, Firwood was struggling to deal with demand using traditional sales methods. The company's marketing methodology made no distinction between larger and smaller accounts; servicing one-off customers cost as much as selling to customers who ordered in batches of 5,000 litres or more. The cost of servicing small customers was therefore disproportionately high, making it difficult for the company to expand its client base without expenses rising.

Martin Wallen, Managing Director at Firwood, explains: "The market was getting increasingly competitive as volumes and margins shrank. We needed a strategy that would reverse this trend, help us reach new markets, improve customer service to retain existing accounts, and cut the costs of doing business on smaller accounts."

### End-to-end e-commerce

Firwood turned to CSI, an IBM Premier Business Partner, to design and implement an end-to-end e-commerce solution that would integrate and streamline business processes. CSI proposed implementing IBM WebSphere Commerce – Express to enable Firwood's new online shop to interface with the company's existing ERP systems.

CSI provided a proof-of-concept workshop to explore and finalise what Firwood wanted from the project, ensuring that the solution would



adhere to best practice in business-to-business trading. CSI then proceeded with implementation, integration and support services.

“CSI helped us see that a middleware platform like WebSphere Commerce – Express would not only rationalise our current IT infrastructure, but would also help us adapt more flexibly to changing needs in the future,” says Martin Wallen. “Instead of concentrating on IT in itself, with siloed systems running independently, we now have a fully interoperable environment geared towards business process efficiency and service improvement.”

In practical terms, WebSphere Commerce – Express helps Firwood to deal with smaller customers easily, at a low cost per transaction, leaving sales reps free to deal with larger clients and scout for new business. By providing a middleware layer to promote communication between Firwood’s different systems, the WebSphere Commerce solution does more than just help to shift stock, as Martin Wallen

“When customers place orders online, the system now generates all the necessary internal documentation automatically – avoiding errors, saving time, and giving us a clearer audit trail and more powerful analysis tool than we have ever had.

“Smaller customers are able to browse and select by product type, pack size and availability, while existing trade accounts can view their purchase history and place repeat orders. The WebSphere Commerce solution not only enhances the customer experience, but also facilitates product marketing and promotes the Firwood brand. In tandem with traditional sales, it means a multi-channel route to market.”

### **Flexible interoperability**

Firwood’s ERP system runs under i5/OS on the IBM System i platform, while an Intel-based IBM System x machine running Linux acts as the Web Server. WebSphere Commerce – Express interfaces between the two different operating systems and hardware environments, helping Firwood protect its existing hardware and software investments.

The flexibility of WebSphere Commerce – Express will enable the solution to be extended easily in future, since it can interoperate with best-of-breed software running on almost any platform.

### **Cost-effective customer service**

By implementing an e-commerce solution based on WebSphere Commerce – Express, Firwood is helping customers to serve themselves and reducing manual processing; staff workload has been reduced, and the company can easily support and increase its large customer base while retaining the agility of a small enterprise.

The new solution also gives Firwood a multi-channel route to market, and enables better differentiation between client types – helping staff make the most of each sales opportunity, reducing the cost of client management, and improving the overall customer experience. Most importantly, the solution gives Firwood greater reach than its status as a company with 50 employees would suggest.

“There is a far wider market for our products than we could ever reach by traditional means,” concludes Martin Wallen. “With this solution from IBM and CSI, we are finding it much easier to attract new customers and provide them with the services they need – we can put our entire product range in front of them in a way which was never possible before. The WebSphere Commerce

solution is a cost-effective way of dealing with our existing client base, and enables the whole enterprise to react efficiently to customer demands.”



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WSC03002-GBEN-00 (10/06)



## Firwood Paints brightens up sales with Web innovation



### Overview

#### ■ The Challenge

*Manage very large numbers of customers cost-effectively; find efficient ways to reach new markets; cut costs of sale and increase total revenues*

#### ■ The Solution

*IBM @server iSeries Model 800 server and IBM @server xSeries 225 server running Linux® and IBM WebSphere Commerce Express, providing Web ordering and fulfilment services*

#### ■ The Benefit

*Small customers able to order single and lower-value items at very low transaction costs; automated sales data entry reduces operational costs; enhanced customer service with online account information served directly from internal ERP system*

Firwood Paints (Firwood, [www.firwood.co.uk](http://www.firwood.co.uk)) in Bolton, England, manufactures specialist paints and surface coatings for industrial applications. Registered to the ISO 9000 Quality Management Systems Standard, Firwood employs 50 people, and researches, develops, tests and manufactures high-performance products to precise, British Standard RAL, Munsell and other colour specifications.

The company has a relatively large customer base, with almost 2,000 active accounts, many of which previously relied on telephone and fax communications to place orders with Firwood. Managers identified that the cost of servicing customers who ordered one-off products was as high as the cost of selling to customers who ordered batches of 5,000 litres or more. The challenge was to continue

to expand the total customer base without increasing costs.

Martin Wallen, Managing Director at Firwood, explains: "The market was getting increasingly competitive as volumes and margins shrank, and we needed a strategy that would reverse this trend, help us reach new markets, improve customer service to retain existing accounts, and cut the costs of doing business on smaller accounts."

#### A brighter solution

Firwood engaged Stratagem, a specialist consultancy, which recommended turning to the Web to provide self-service sales for smaller customers. The aim was to provide a Web site that could allow larger accounts to interact electronically with Firwood, and where new and smaller customers could place one-off orders at the lowest possible cost of sale.

Firwood's existing production control and business systems ran on IBM AS/400 systems using BPCS ERP software. The challenge was to find an infrastructure solution that would preserve this investment while delivering the sales benefits of Web technologies.

IBM Business Partner CSI ([www.csilt.co.uk](http://www.csilt.co.uk)) advised Firwood to implement an IBM @server iSeries Model 800 server, linked to an IBM @server xSeries 225 server running Linux®. The iSeries 800

supports the BPCS manufacturing control solution and manages the product catalogue for the Web site, which runs on the x225 server.

“The new iSeries server has given us the capacity to handle our BPCS production and ERP systems, while serving live data to WebSphere on the x225,” says Martin Wallen. “When customers place orders online, the integrated solution generates all the necessary internal documentation, avoiding human error, saving time, and giving us a clearer audit trail and analysis tool than we have ever had before.”

### **Faster, more cost-effective**

Running on the xSeries 225, IBM WebSphere Commerce Express links back-office systems with a Web site featuring the product catalogue and offering full e-commerce capabilities. Customers can browse and order by product type, pack size and availability, which is updated directly from the production systems running on the iSeries 800. The introduction of Web-based ordering and account management is expected to lead to a dramatic reduction in administrative workload for Firwood, saving time and money.

“It was essential to fully integrate the new Web-based systems with our tried-and-trusted back-end systems,” says Martin Wallen, “and only IBM WebSphere gave us the confidence

*“Managing our back office systems on iSeries helps us to ensure high security and availability for data.”*

*Martin Wallen, Managing Director,  
Firwood Paints*

that we could do this cost-effectively and reliably. Managing our back office systems on iSeries helps us to ensure high security and availability for data.”

### **Stable platform for business**

For small, fast-growth companies such as Firwood, a key concern is that IT systems should deliver cost-effective support for business without requiring constant administration. Firwood is a long-term user of IBM OS/400-based systems, choosing to stay on the platform precisely because of its robustness and low long-term cost of ownership.

Says Martin Wallen, “The iSeries server is ideal for our business – giving us a totally robust environment that requires very little management.”

He concludes, “In tandem with traditional sales, the iSeries and xSeries solution has opened up a multi-channel route to market, enabling us to expand the Firwood brand without a corresponding increase in costs.”



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## GIKTEC leverages IBM technology to Web-enable key applications.

### Overview

#### ■ Challenge

To increase the efficiency of its workforce, GIKTEC needed to enable field-based employees with anytime, anywhere access to the company's business applications and collaboration capabilities

#### ■ Solution

GIKTEC created a corporate portal that provides Internet access to key messaging, collaboration and administrative solutions

#### ■ Why IBM?

The functionality of IBM WebSphere® Portal - Express, combined with the reliability of IBM @server® xSeries® and iSeries™ systems

#### ■ Key Benefits

improved employee productivity; increased responsiveness to customers; 100% payback in less than 12 months



Founded in 1979, GIKTEC is rapidly building market share in the trade and logistics industries.

Headquartered in Bietigheim-Bissingen, Germany, GIKTEC is making a name for itself as a leading provider of custom enterprise resource planning (ERP) solutions. From IT consulting to system design, development and implementation, the company serves customers in manufacturing industries throughout Europe.

Because most of GIKTEC's employees perform their work at customer sites—spread out across Germany, Austria and Switzerland—the company needed to find a way to provide remote access to key company applications, including business-critical messaging and collaboration programs.

*“After evaluating portal systems from several different vendors, we determined that IBM WebSphere Portal – Express not only addressed all of our requirements, but also offered the lowest total cost of ownership of any solution on the market.”*

– Anke Merau, Marketing Manager, GIKTEC

## Rapidly implementing low-cost on demand solutions

### Key Components

#### Software

- IBM WebSphere Application Server, Version 5
- IBM WebSphere Portal – Express, Version 4
- IBM Lotus® Notes®, Version 6
- IBM Lotus Domino®, Version 6
- IBM Lotus Sametime®, Version 3

#### Servers

- IBM @server xSeries
- IBM @server iSeries

GIKTEC was using a virtual private network (VPN) to link its internal network with external workers. Once connected by the VPN, employees were able to access the company's IBM Lotus Notes and IBM Lotus Domino environment to perform routine tasks and communicate across the company. But the VPN proved unreliable and was often down. "No one was sure whether messages and documents were reaching the right people and, as a result, external employees had to make long-distance phone calls to headquarters," says Anke Merau, marketing manager, GIKTEC. "And when the VPN was up, users had to negotiate through numerous windows and applications to perform simple tasks."

To address these challenges, GIKTEC began looking for a way to integrate its different applications into one common Web portal, with single sign-on capability and a consistent interface.

To solve the problem, GIKTEC ultimately implemented a new solution based on IBM WebSphere Portal - Express running on an IBM @server xSeries system. "After evaluating portal systems from several different vendors, we determined that IBM WebSphere Portal – Express not only addressed all of our requirements, but also offered the lowest total cost of ownership of any solution on the market," says Merau. The solution also uses IBM WebSphere Application Server, which provides the runtime environment for the portal applications.

### A more efficient way of doing business

With its WebSphere Portal - Express solution, GIKTEC has met the needs of its mobile users, improved customer service and acquired a scalable infrastructure to support future growth. Having a common Web interface instead of an outdated VPN saves GIKTEC's employees a significant amount of time every day. And, because employees can see whether a colleague is available without having to make a long-distance call, GIKTEC is saving more than 20 percent on its monthly telephone bills. In addition, external GIKTEC employees have a quick way to communicate with their co-workers, enabling opportunities for better teamwork.

"We've completely transformed our business," says Merau. "Today, our employees have nonstop access to mission-critical corporate programs over the Internet. Not only has this simplified communication company-wide, it has also allowed us to provide customers with superior service because workers can easily access corporate resources while at client sites."

The new portal connects GIKTEC employees with the company's existing Lotus solutions, including IBM Lotus Sametime, IBM Lotus Notes and IBM Lotus Domino. "Using standard portlets included in WebSphere Portal – Express, we were able to quickly Web-enable several key e-mail and collaboration applications that our employees rely on everyday," says Merau.

GIKTEC has also created its own specialized portlets, including one that provides employees with remote access to the company's MAPICS ERP system, a testing environment that consists of more than 40 applications within the areas of production, planning, engineering, finance, supply-chain and customer relationship management. "Our whole business model is based on supporting customers who use MAPICS solutions," explains Merau. "So our consultants need access to our internal MAPICS system to perform real-world tests of our customer applications."

For high availability, GIKTEC is using an IBM xSeries server running Linux to power the new solution. "The IBM xSeries system provides maximum reliability at a competitive price point," says Merau. "As a result, we have an affordable foundation for our mission-critical applications that's available on a 24x7 basis."

#### **Remote collaboration improves productivity**

Lotus Sametime is one of the most important components of GIKTEC's new portal. It enables immediate communications between people at GIKTEC. Employees can see at a glance if a co-worker is available to share information or take an action or a request. "Messaging applications are mission-critical for us because they provide us with the tools for producing our deliverables," says Merau. "And instant messaging facilitates faster, collective decision making by enabling employees to collaborate on ongoing projects even when they are occupied with other tasks. I cannot underestimate the value of making our collaboration solutions available to field-based employees. In doing so, we can provide our customers with unprecedented levels of service." For example, an employee working at a customer site can use instant messaging to ask a co-worker a question and solve a technical issue in real time.

For its e-mail and calendaring functions, GIKTEC is using Lotus Notes. Lotus Domino acts as the foundation for both the Lotus Notes and Lotus Sametime applications. All of the Lotus software products run on an existing iSeries server. "We chose the iSeries because of its reliability," says Merau. "It provides us with not only the power and capacity to run our core business applications, but also high availability."



*GIKTEC provides its employees with laptop computers so that they can work at customer sites.*

*"I cannot underestimate the value of making our collaboration solutions available to field-based employees.*

*provide our customers with unprecedented levels of service."*

*– Anke Merau*

Moving forward, GIKTEC plans to leverage WebSphere Portal – Express to create a real-time portal for its customers. “Our clients have expressed a strong interest in having the ability to use instant messaging to communicate with the consultants working on their projects,” says Merau. GIKTEC also is exploring the idea of using IBM Lotus QuickPlace® to provide a platform for employee collaboration. Leveraging this application, workers would be able to instantly create secure work spaces on the Internet, providing them with a place to collaborate on mutual projects through shared documents and discussion threads.

“Providing Internet access to our core business applications was a strategic imperative that made it possible for us to streamline our operations and enhance profitability,” says Merau. “And thanks to IBM, we were able to realize our goal in record time and with minimal costs. This whole project has been a wonderful experience.”

#### **For more information**

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## IBM Solutions Builder Express puts Aitana SBS in the fast lane with snack food company



The Valencia, Spain-based Business Partner specializes in designing IBM-based Internet solutions for small and medium businesses like Grupo Siro. It is a leading hosted solution provider, using Lotus Domino and IBM WebSphere to power its solutions. Aitana used Solutions Builder Express to quickly design and deploy a Linux-based portal for Grupo Siro running on the IBM **@server™** xSeries. Solutions Builder Express Portfolio offers a collection of IBM software-based solutions designed to meet the challenges of growing companies like Grupo Siro in an array of industries.

### Overview

- **IBM Business Partner:**  
*Aitana SBS, an IBM Premier Business Partner based in Valencia, Spain that specializes in designing IBM-based Internet solutions*
- **Customer:**  
*Grupo Siro, one of Spain's largest snack food companies*
- **PartnerWorld offering:**  
*Solutions Builder Express  
Technical Support  
Campaign Designer*

Speed to market is critical in the snack food industry, notoriously one of the most competitive areas of the food and beverage business. Grupo Siro, one of Spain's largest snack food companies, understands that market share can be consumed by competitors faster than the time it takes to eat a bag of potato chips. That's why it turned to IBM Premier Business Partner Aitana SBS for a solution that would help keep the company responsive to market pressures. With speed in mind, Aitana introduced IBM Solutions Builder Express and its portal offering into Grupo Siro's recipe for success.

### Single point of access

Based on IBM WebSphere Portal Express Plus, the portal Aitana built for Grupo Siro functions as an intranet, creating a single point of access to applications, services and data from across the company. The solution, says Jose Carlos Ramos, e-business manager, Aitana, was designed to significantly improve and speed access to information among employees.

"Basically, it is an intranet that integrates existing applications and services, and supports new, open developments in a thin

client environment,” says Ramos. “They also wanted to migrate their platforms to open standards for future development.”

In addition to Lotus-based collaboration features, the solution includes customized interfaces Aitana created to ensure that each community inside Grupo Siro – that is, sales, human resources, finance and others – have direct access to the specific types of information required in their work. The solution connects each community and management across the company with relevant data bases.

Through the portal, for instance, Grupo Siro salespeople have direct access to customer information, including historical sales data that is useful in predicting future buying patterns and in anticipating customer requirements. In the past, this information was not easily accessible. Now sales people can access the portal anywhere to create customized “books” of Grupo Siro products that detail pricing and product specific information.

“The solution reduces operational costs and, ultimately, helps ensure that Grupo Siro can be responsive to its customers,” says Ramos.

### **Perfect fit**

The new Express-based solution Aitana delivered was a perfect fit for Grupo Siro. By using Solutions Builder Express, the Business Partner was able to build and deploy a customized Web portal in half the time it once may have taken – and exceed the customer’s expectations on delivery. In addition to software and technical support provided

with Solutions Builder, the offering includes Solution Starting Points that aid Business Partners in customizing a solution and expediting implementation and deployment. Solution Starting Points are oriented around six key small and medium-business solutions areas, including business integration, business intelligence, content management, e-commerce, infrastructure and portal/workplace. The end result was the Aitana could deploy the IBM-based solution in just under two months.

“Solutions Builder is a great help for Business Partners who don’t have deep skills in a new area,” says Ramos. “It serves as an easy guide to follow in complex environments and provides access to valuable resources that drive down costs and increase efficiencies. We are very happy with it and we are actually selling more services and solutions as a result of it.”

In fact, not long after the Grupo Siro engagement, Aitana sold a similar solution in Spain’s food industry based on Solutions Builder Express. The speed with which Aitana was able to design and deliver Grupo Siro’s WebSphere Express-based portal helped the Business Partner win this new business. Aitana has also deployed an Express-based solution for an energy company in Spain, using Solutions Builder Express and Solution Starting Points developed for that industry.

According to Ramos, it is offerings like Solutions Builder Express Portfolio and enablement provided through IBM PartnerWorld that are helping increase the Business Partner’s success rate. Aitana takes advantage of a wide array of enablement and tools provided to it as an IBM Premier Business Partner, including technical support, market

planning, certifications and demand generation through Campaign Designer.

“At the end, our objective is to give customers the opportunity to grow,” says Ramos. “Our relationship with IBM makes that possible. It is the door to the future.”

For more information on Aitana, visit: <http://www.aitanasbs.com>

To learn more about Solutions Builder Express, visit: [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld)



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## Grupo SIRO improves efficiency by Web-enabling business applications.

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### Overview

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#### ■ Challenge

*Grupo SIRO needed to provide employees with streamlined access to the company's core business solutions to improve operational efficiencies*

#### ■ Solution

*The company built a corporate intranet that empowers workers with faster, easier connectivity to mission-critical software applications*

#### ■ Why IBM?

*The comprehensive features of IBM WebSphere® Portal – Express Plus for Multiplatforms, combined with the low cost of IBM @server® xSeries® systems running Linux*

#### ■ Key Business Benefits

*100% ROI in less than 2 years; higher employee productivity; increased responsiveness to customers*



*Grupo SIRO has strengthened its position in the marketplace by implementing an intranet based on IBM technology.*

Headquartered in central Spain, Grupo SIRO is one of the country's largest food manufacturers. The company produces nearly 200,000 tons of pasta, biscuits, snacks, appetizers and cookies every year, selling its products under the brand names Ardilla, Dora, La Familia, Reglero, Rio VEG's and Siro. With 1,000 employees, it had sales of approximately \$US125 million in 2003.

*“WebSphere Portal — Express Plus gives us the ability to design collaborative spaces that will allow users to communicate, collaborate in virtual workplaces, participate in virtual meetings and share documents via the intranet.”*

*—Jose Duran, IT manager,  
Grupo SIRO*

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**Key Components**

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*Software*

- IBM WebSphere Portal – Express Plus for Multiplatforms
- SUSE LINUX Enterprise Server, Version 9.0

*Servers*

- IBM @server xSeries

*IBM Business Partner*

- Aitana
- 

*“The IBM xSeries system provides maximum reliability at a competitive price point, while Linux helps us keep our licensing costs down. As a result, we have an affordable foundation for our mission-critical applications that’s available on a 24x7 basis.”*

*–Jose Duran*

The Spanish marketplace for food products is extremely competitive, and Grupo SIRO is continually seeking ways to improve operational efficiencies. So when it saw a way to provide employees with faster, easier access to core business applications—and therefore increase productivity—the company acted fast.

“We wanted to make our various business applications, services and data available to employees through a common, easy-to-use browser interface,” says Jose Duran. “By doing so, we would be able to improve customer responsiveness and provide better service.”

At issue were Grupo SIRO’s outdated processes for connecting staff members with the company’s enterprisewide software applications. Not only did these multiple applications require individual logons, they also were not available over the Internet. Grupo SIRO’s previous environment consisted of numerous applications running on an IBM @server iSeries™ server, including IBM DB2® Universal Database™ and a mission-critical customer relationship management (CRM) program. To provide faster access, Grupo SIRO began looking for a way to integrate its various solutions into one common intranet portal with single sign-on capability. Grupo SIRO’s requirements included support for open standards, as well as advanced collaboration features and scalability.

To help build its new portal, Grupo SIRO turned to IBM Business Partner Aitana. The Spain-based Aitana researched Grupo SIRO’s environment, conducting a comprehensive consulting engagement that produced a detailed plan for building the new intranet. Working with Aitana, Grupo SIRO created a solution based on IBM WebSphere Portal – Express Plus for Multiplatforms.

The solution is expected to drive benefits across the organization. For example, employees now have centralized access to core applications through the intranet (via a firewall), facilitating faster, improved communications and better customer service. Workers not only save a good portion of their time each day by having just one interface for multiple applications, sales teams also can close more deals, because they can access the CRM application while on the road. The solution has also dramatically shortened sales cycles.

### Centralized access to internal applications

Using standard portlets included in WebSphere Portal – Express Plus, Grupo SIRO is quickly Web-enabling several core business applications. The solution integrates seamlessly with Grupo SIRO's existing HR, accounting, payroll and sales applications, which were developed by Grupo SIRO's IT department. The software also allows the company to personalize content, services and applications based on an employee's responsibilities. "The ability to deliver content tailored for specific job roles was a key selling point for us," explains Duran.

WebSphere Portal – Express Plus also enables employees to create secure workspaces on the Web. "WebSphere Portal – Express Plus gives us the ability to design collaborative spaces that will allow users to communicate, collaborate in virtual workplaces, participate in virtual meetings and share documents via the intranet," says Duran.

### Linux on IBM xSeries lowers IT costs

For high availability, the new portal solution is based on an IBM **@server** xSeries 225 server running SUSE LINUX Enterprise Server, Version 9.0. "The IBM xSeries system provides maximum reliability at a competitive price point, while Linux helps us keep our licensing costs down," says Duran. "As a result, we have an affordable foundation for our mission-critical applications that's available on a 24x7 basis." For 24x7 reliability, all of its other software products run on the iSeries system.

Moving forward, Grupo SIRO plans to provide access to more applications and more employees. It also intends to move its legacy Oracle database system from a Hewlett-Packard server to the iSeries. "You just can't beat the reliability of the iSeries," says Duran. In addition, Grupo SIRO is thinking about replacing its existing e-mail system in favor of IBM Lotus® Notes®, which would be available through the portal.

Duran notes, "We are particularly interested in the product's calendaring and scheduling features. We see a lot of value in allowing users to more easily collaborate and schedule meetings with co-workers."

Concludes Duran, "I cannot underestimate the value of making our collaboration solutions available to field-based employees. In doing so, we can provide our customers with unprecedented levels of service."



*IBM WebSphere Portal - Express Plus for Multiplatforms is helping Grupo SIRO improve operational efficiencies throughout the organization.*

**For more information**

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

**ibm.com**/websphere

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For more information on

Grupo SIRO, visit:

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09-04  
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## Frontline Consultancy innovations put service businesses at head of the line



When an industrial sweeping vehicle breaks down while cleaning an airport, or a gas line springs a leak at an oil refinery, the day is saved and business carries on, thanks to on demand capacity built by IBM Premier Business Partner Frontline Consultancy and Business Services Ltd. Based in the U.K. and with offices and partnerships in Europe and the U.S., Frontline's flagship KUDOS solution addresses the pressure-cooker world of service management, integrating processes throughout the enterprise and externally with key partners, suppliers and customers, so that service spins on a dime.

### Why on demand

"With ever-decreasing profit margins on their traditional products, manufacturers are finding the most lucrative revenue streams are now in services," says Andrew Dewhurst, sales and marketing director at Frontline. "Offering warranty and extended guarantees requires an on demand infrastructure that can instantaneously respond to service demands, anytime anywhere, with available parts and qualified field engineers. Responses have to be immediate. Day or night."

### Overview

■ **IBM Business Partner:**

Partner Frontline Consultancy and Business Services Ltd.

■ **Customers:**

Johnston Sweepers  
Delta Fluid Products

■ **IBM PartnerWorld offerings**

IBM PartnerWorld Beacon Award  
On Demand Business Firm Accreditation  
ISV Advantage  
Executive Assessment

Named an IBM Beacon Award for Best Industry Solution, Frontline's KUDOS takes advantage of leading mobile computing technology to offer end-to-end support for growing a service revenue stream through service contract, field engineer, service depot and rental management. By leveraging IBM Lotus Domino, Lotus Notes, IBM System I and System x, and IBM WebSphere Express, Frontline's solution suite helps companies streamline business processes through automatic management of workflows, and accommodate complexities such as multiple service levels, payment plans, shifting inventories and remote workers.

*“The new infrastructure allows us to move from largely manual processes, with relatively little integration between them, to a fully integrated and centralized system”*

*—Stuart Cox, IT manager, Johnston Sweepers*

On Demand Business opportunity has garnered huge returns for Frontline, an IBM On Demand Business firm accredited Business Partner. Dewhurst attributes half the firm's business to on demand opportunities. A significant part of that – 20 percent and growing – is delivered on a hosted basis, whereby Frontline houses and manages the KUDOS solution on behalf of clients who pay utility fees as they are used. Frontline is attracting new clients who are assured by the IBM technology and choose to focus on their own business, while reducing and optimizing their IT resources.

Whether acquired or provided on a hosted basis, KUDOS is neatly aligned with the on demand needs of a niche market: small and medium-sized companies that want to give their clients world-class service.

### **Service on the fly**

One of these companies is Johnston Sweepers. Headquartered in Surrey, U.K., Johnston provides industrial sweeping vehicles that customers in 80 different countries rely on to perform mission-critical jobs. Used everywhere from defense facilities and airports to shopping centers and municipal environments, the company's dispersed machines are

supported by a complex portfolio of service-level agreements (SLAs) and maintenance packages, which Johnston must diligently and efficiently maintain. In the U.K., for example, Johnston guarantees the delivery of replacement parts — from its database of 30,000 products — within 24 hours. The company uses mobile engineers to cover preplanned maintenance schedules and to make unplanned repairs for thousands of machines worldwide. But with SLAs, fix requests, parts inventory and engineers' schedules tracked by isolated systems, Johnston had difficulty

synchronizing its repair force with customer needs.

Johnston turned to Frontline's KUDOS solution to manage customer relations and employees in the field. Improving collaboration across the Johnston enterprise, the calendar and messaging features of the Lotus platform are integrated with the core KUDOS database. On the back end, IBM System x servers are dedicated to various functions such as a computer-aided design (CAD) platform holding thousands of specifications and drawing for all of the client's sweeping machine, primary and backup operations, printing and messaging. An IBM System i acts as a database server, while an IBM TotalStorage-based storage area network (SAN) supports the dynamic allocation of unused storage for evolving business needs.

Johnston now has a comprehensive, real-time view of schedules, requests, and parts and repair staff availability. It can coordinate resources with changing maintenance needs, optimizing engineers' productivity. Moreover, the company can monitor its SLAs, increase the profitability of its engineers, leverage a centralized database to manage customer relationships, and support sales and marketing campaigns.

“The new infrastructure allows us to move from largely manual processes, with relatively little integration between them, to a fully integrated and

centralized system,” says Stuart Cox, IT manager, Johnston Sweepers.

As a result of this on demand capacity, Johnston has increased revenue by £240,000 per year. Invoices are now issued in one day instead of eight to 10 days. And the company expects to increase its market share by 40 percent within three years.

### **Integrated processes**

Delta Fluid Products is another company that has built on demand capacity for its service business as a result of Frontline’s solution. Delta manufactures controls, valves and fittings for a variety of environments — from high-pressure gas lines to boilers in schools and hospitals. With industry competition intensifying and customers’ expectations increasing, Delta wanted to differentiate itself by becoming the industry’s first provider of same-day delivery to any point in the U.K.

“If a heating boiler goes down in a hospital in the winter, the patients can’t wait for a critical part to ship from Beijing or Singapore. “Our challenge,” says Stephen Burr, Delta’s finance director, “was to put our company on line so that our IT infrastructure would help us achieve our goal of being a same-day-delivery company, but at the same time, help us reduce our inventories and manage our business faster and more efficiently.”

With very stable IBM hardware platforms running Frontline’s KUDOS, supported by Lotus Domino and WebSphere, Delta now has an on demand infrastructure that ties together sales, purchasing and manufacturing to respond immediately to customer demands and give management a complete, up-to-date picture of the business.

The result has been a reduction in stock levels, a 30-percent increase in stock turnover rates and a return on investment of just 12 months. For the first time, Delta’s sales force can view customer transactions from beginning to end, enabling early resolution of problems with delivery dates and customer payments.

In addition to hard and fast benefits, Delta now has the means to improve on its business operations by

*“If a heating boiler goes down in a hospital in the winter, the patients can’t wait for a critical part to ship from Beijing or Singapore.”*

*—Stephen Burr, Delta Finance Director*

leveraging information. “For example,” said Burr, “on the shop floor, all orders are now bar coded, so we know immediately how an order is proceeding and where it is located on the floor. And if things are going wrong, we will know it right away, and can take steps to fix it.” And manufacturing managers can plan production while automatically creating requests for parts and labor; financial activities are

fully integrated into the purchasing and production modules, reducing administration times.

Johnston Sweepers and Delta Fluid are just two of Frontline’s growing roster of clients. Frontline attributes that success to a relentless focus on the needs of on demand businesses, as it continually refines the design of its solutions and delivery model, and leverages critical IBM resources.

### **Building the business with IBM**

For example, Frontline was the first European company to participate in IBM’s ISV Advantage initiative, which is designed to provide independent software vendors with technical, marketing and sales support to help meet the needs of small and medium-sized businesses. Dewhurst considered the agreement a triple win, as it gave the company a commitment

from IBM to help with technical enablement, particularly with WebSphere, the ‘markitecture’ for lead generation, and support from IBM’s sales teams where there is a KUDOS requirement in their accounts.

“As we built our appeal in the SMB market, IBM Innovation Centers have been instrumental in our development efforts,” says Dewhurst. “We’ve relied

on IBM's technical resources for virtualization and scalability testing to ensure we're going to market with a robust solution that can scale to our clients' changing environments."

Because Frontline's solution meets the service management needs of almost any vertical, its staff must not only be up to speed technically – drawing on IBM education and training – but also demonstrate deep industry knowledge too. To cut the learning curve, the company has relied on PartnerWorld Industry Networks to become well-steeped in the issues and challenges of its customers, be they in healthcare or automotive or electronics. "This knowledge base is invaluable to us, and helps us focus our sales and marketing efforts on the right customer pains, making us more effective in generating and advancing leads through our sales cycle," says Dewhurst.

Teaming arrangements have also been essential in driving business. "We are working to establish a KUDOS partner network in the U.S., and through IBM, we are identifying and recruiting business partners with the right mix of skills to give us the coverage we want," says Dewhurst.

Keen to sharpen its competitive edge, Frontline has seen good success recently with *Executive Assessment* (EA), a toolset for IBM Business Partners. It is designed to help Business Partners sell a preliminary engagement to clients who are planning to deploy or upgrade an on demand infrastructure. Besides earning service fees, the executive assessment helps qualify prospects, accelerate the sales cycle and increase closing ratios.

If Frontline is bulking up on IBM enablement, it is doing so for one simple reason: To win business. As Johnston Sweepers, Delta Fluids and scores of other companies have discovered, Frontline has both the technology and business savvy to deliver the stellar service expected in an on demand world.

Visit <http://www.frontline-consultancy.co.uk> to learn more about KUDOS.

To learn more about IBM PartnerWorld Visit [ibm.com/PartnerWorld](http://ibm.com/PartnerWorld)



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TOP TO BOTTOM

we know

they know

END TO END

## First in Germany: Kempchen implements SAP Business One on IBM DB2 UDB Express

Kempchen Dichtungstechnik GmbH, with about 350 employees, is one of the largest vendors of gaskets, packings and compressors to the chemical industry, refineries, metalworking industry and power suppliers.

Over 600,000 different products are manufactured at its headquarters in Oberhausen, Germany, and at four additional sites. They export 20% of their products to over 60 countries worldwide. Sales are managed at all five sites and by two special distribution subsidiary companies in Leuna and Schwedt.

### Consolidation, but how?

Since the IT systems of the subsidiary companies are only partially integrated into the central system in Oberhausen, consolidating and integrating IT

systems was indispensable, especially for Enterprise Resource Planning applications. This system is a highly specialised application running with DB2 on IBM iSeries servers and is directly connected to major electronic marketplaces. As of today, it already processes 10% of the turnover, with an upward trend for the future.

That was the main reason behind the choice of an outside-in consolidation: as a pilot project, the subsidiary Kempchen-Leuna needed to be equipped with an ERP system that was based on DB2 and compatible with the central system.

### Waiting for the right product

At CeBIT 2003, SAP announced its decision to make its medium-sized-company solution SAP Business One available for DB2 UDB Express, a

## Overview

### ■ The Challenge

Connecting the ERP, CRM and Groupware systems of the distribution subsidiary company to the central system; long-term integration of the IT systems of all subsidiary companies

### ■ The Solution

*Industry:* Chemicals Industry  
*Application:* SAP Business One  
*Hardware:* IBM @server xSeries models 345 and 335 servers  
*Software:* IBM DB2 Universal Database Express Edition (DB2 UDB Express), Lotus Domino  
*Services:* WP Data Kommunikations GmbH

### ■ The Benefits

Data administration only in central system; Automatic order generation and automatic triggering of production on incoming order from one of the sales subsidiaries or the electronic marketplaces.

*“The outstanding price-performance ratio of DB2 UDB Express, the excellent performance and the cost savings offered by the IBM database were the reasons why we decided to use SAP Business One with IBM DB2 UDB Express.”*

Klaus Schonebeck, CEO of Kempchen Dichtungstechnik GmbH

*“The xSeries is incredibly reliable and very capable – just perfect for hosting databases!”*

Klaus Schonebeck, CEO of Kempchen Dichtungstechnik GmbH

version of the database management system DB2 that was adapted to suit the needs of medium-sized businesses. These two products are a perfect combination in terms of TCO, scalability and user-friendliness.

#### **From demonstration to decision**

A year later at CeBIT 2004, SAP presented a preliminary version and Kempchen project leaders were so impressed that they signed the project contract at the exhibition itself. Klaus Schonebeck, CEO of Kempchen Dichtungstechnik GmbH, said: “The fact that SAP Business One now supports IBM DB2 was the crucial factor in our decision”, he says.

Hardware issues were not even addressed, because the choice was obvious right from the start: Kempchen has had ten years' very successful experience of using IBM hardware, and believes in the technology.

That is why only IBM xSeries was considered for the new Intel-based applications. “The xSeries,” adds Schonebeck, “is incredibly reliable and very capable – just perfect for hosting databases!” Three IBM **@server** xSeries model 345 and two x335 servers were being installed for SAP Business One, DB2 UDB Express and further supportive systems.

#### **Partnership helps quick decision making**

The decision to implement this solution was an easy one to make, given

Dichtungstechnik GmbH's solid partnership with both DB2 and WP Data Kommunikations GmbH, an IBM Business Partner. WP Data has been supporting Kempchen's IT decisions for over 12 years to their complete satisfaction.

The gasket technology manufacturer relies on the fact that WP Data tests and optimises all its new solutions in advance, which built an expectation that the system would work without any start-up problems: every expectation was met. IBM supported WP Data with a prototype solution at the IBM SAP International Competence Center (ISICC) in Walldorf, Germany, helping to test the solution and tailoring it to the customer's needs.

When SAP Business One for DB2 UDB Express was released in December 2004, the project work in Leuna could start, with the preparatory work already done. The implementation took only a few weeks and the new system has been in production since February 2005.

#### **Double benefit: the Domino platform**

On a related, completed project, Lotus Domino replaced the groupware platform of another supplier, because it is more scalable, secure, stable and, most importantly, has higher integration potential. The new solution allows the introduction of a new CRM system – developed by WP Data – on Lotus Domino and DB2.

*“The pilot installation went smoothly and successfully. Now we can start the rollout of SAP Business One with IBM DB2 UDB Express at four other sites.”*

Klaus Schonebeck, CEO of Kempchen Dichtungstechnik GmbH

It was even more interesting to change the systems to SAP Business One and DB2 UDB Express, because the applications can develop all of their potential in this new environment. “One benefit brought another benefit”, says Steffen Paulussen, CEO of WP Data, “and that ultimately is a result of the openness and flexibility of SAP Business One and the integration capabilities of Lotus Domino.”

The two existing Lotus Domino layers for Groupware and CRM were extended by another layer, linking the central ERP system in Oberhausen with the CRM applications, integrating the legacy ERP systems at the other sites, and the SAP Business One application from Leuna. The solid standardized interfaces SAP Business One offers allow communication to work seamlessly. The new Lotus Domino layer deals with master data distribution and replication between the different applications and sites.

#### **Making business processes easier**

The close interaction between the ERP and CRM processes in Oberhausen and Leuna has had a direct positive impact on a number of business processes.

Product data is exclusively processed at the central site, where the data is automatically provided to the distribution company. Bookings and orders from Leuna are automatically handled by the central system in

Oberhausen, updating the corresponding CRM data items. A further advantage is that Kempchen-Leuna is now also linked to the electronic marketplaces via Oberhausen, and can contribute to the expansion of this distribution channel.

“By introducing SAP Business One in our site in Leuna, we are now able to react flexibly and quickly to changing demands in our market. In particular, we are very happy with the intuitive handling of the system and the short implementation time”, says Klaus Schonebeck. “Our employees in Leuna are very enthusiastic about SAP Business One in terms of user-friendliness, too.”

#### **What next?**

The integration of Kempchen-Leuna’s ERP and CRM applications into head office systems are just the beginning of a long consolidation strategy. The next steps involve the integration of four other subsidiary companies in the same way. “The pilot installation went smoothly and successfully,” Klaus Schonebeck is happy to say. “Now we can start the rollout of SAP Business One with IBM DB2 UDB Express at four other sites.”

Because the technical rollout can be executed quickly, with an average of 1.7 man days per Kempchen employee, it is scheduled to be complete by 2006/2007, replacing the current ERP applications in

Oberhausen with an up-to-date mySAP ERP system that will be even more efficient in integrating the existing SAP Business One systems.

Such a large project on such a timescale is only possible thanks to a long-lasting partnership between Kempchen Dichtungstechnik GmbH and WP Data. This partnership is based on a profound knowledge of the industry, business processes and deep mutual trust.



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# Mercatone Uno finds e-commerce success with IBM WebSphere® Express Edition

## Overview

### ■ The Challenge

Mercatone Uno wished to expand sales to the Web quickly and with the least possible business risk. At the same time the company wished to drive costs out of the supply chain and improve cross- and up-selling opportunities

### ■ The Solution

Working with IBM Premier Business Partner Tecla, Mercatone Uno implemented IBM WebSphere Express Edition on IBM @server xSeries model 345 servers, running Red Hat Linux Enterprise Server. The solution connects with the company Enterprise Resource Planning (ERP) solution on IBM @server iSeries servers

### ■ The Benefits

Sales have risen by approximately 5 per cent and customer satisfaction scores are up by 20 per cent. Customers are able to browse, buy and place delivery instructions online, as well as check stock status at stores before making a visit. Supply chain costs have reduced by around 3 per cent



Mercatone Uno is one of Italy's leading non-food hypermarket chains, founded in 1978 and now with 90 stores in the group. The company sells an enormous variety of goods, from cycles to hi-fi, saucepans to chainsaws, and every conceivable home furnishing product. Mercatone Uno differentiates itself by maintaining product quality and keeping costs as low as possible, with a network of stores throughout Italy.

As more consumers switch to shopping online, the company recognized that its store-only sales model was becoming a limiting factor. With outlets located mainly out-of-town, high-value urban sales to young professionals were being missed, yet an online sales channel could reach these new markets and avoid the expense of opening new stores.

Emanuele Robba, Project Manager for the e-commerce programme, comments, "The company had

limited information technology expertise, and was wary of making large technology and manpower investments: Mercatone Uno needed a way to enable e-commerce with relative ease, and turned to Tecla for advice. Our request was to build an online supermarket where customers complete the total purchase, right through to delivery. We wanted a low-cost, high-performance system that did not require costly maintenance."

### Browse and buy, cut your costs

Tecla, an IBM Premier Business Partner ([www.tecla.it](http://www.tecla.it)), designed and implemented a complete e-commerce solution that would allow customers to browse and buy online. Most importantly, the new solution integrated with stock and retail systems, to assist with an ongoing drive to reduce supply chain costs.

Tecla selected IBM WebSphere Commerce Express 5.6 for Linux, on



two IBM eServer xSeries model 345 servers, running Red Hat Enterprise Linux 3.0 Enterprise Server. Orders placed on the customer web site are transacted on the Web servers, which then hands stock, delivery and payment details to the company's Enterprise Resource Planning system, based on an IBM @server iSeries server.

### **Costs down, sales up, satisfaction high**

Emanuele Robba comments, "The site allows the customer to have the traditional shopping experience they would enjoy in the actual shop itself, despite them being on a website - so all the stock, promotions, payment methods are displayed exactly as they would be in the shop.

"We chose the IBM WebSphere solution because it allows us to offer choice to customers in exactly the same way as we do in the stores. The combination selling and discount management facilities are excellent, and we felt re-assured that we could offer every type of client equal levels of guarantee in terms of service, goods availability and delivery."

The new web site collects transaction information from customers, which is then used to create targeted offers and discounts, designed to boost sales. Some 16,000 online customers are served daily, and Mercatone Uno estimates that around 5 per cent of its recent sales increases have come from the new e-commerce operations, and customer satisfaction scores have improved by 20 per cent.

IBM WebSphere Commerce Express software features pre-built product catalogues, searches and shopping carts, as well as advanced functionality designed to enable discounts, cross-selling, up-selling and targeted marketing campaigns. Easy-to-use administration tools facilitate effective

site management with a limited support staff, a key business driver for Mercatone Uno.

### **IBM WebSphere Express Edition**

Tecla leveraged the out-of-the-box Web commerce capabilities of IBM WebSphere software to deliver advanced customer service offerings without a lengthy, costly development period. IBM technologies enabled Mercatone Uno to quickly and affordably establish an online sales channel that provides convenient services to customers in existing and new territories.

When customers browse for products, they are searching data from Mercatone Uno's enterprise resource planning (ERP) system, effectively allowing customers to view inventory from their homes. For larger items where people wish to see the furniture in-store, rather than visiting several stores to find the right product, customers can locate the items online ahead of time. At the back-office, this online location facility has reduced the need to ship products between stores, reducing supply costs by an estimated 3 per cent.

Carlo Visani, Senior Software Engineer at Tecla, comments, "Deploying the Web site on the open and affordable Linux operating system ensures a secure, reliable e-commerce environment, while the IBM WebSphere solution's open-standards technology enables a seamless integration into the company's backend systems."

Emanuele Robba concludes, "As the site's success grows, with IBM solutions Mercatone Uno can offer more products online, converting the company into a true multichannel retailer."



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## Netherlands Chamber of Commerce means business, thanks Metaware and IBM Solutions Builder Express



Where does business go when it needs vital information, a regional presence and a voice at the table of government? Its local chamber of commerce, of course. In the Netherlands, 21 regional chambers operating through 60 offices provide essential services to businesses throughout the country.

Although the Netherlands Chamber of Commerce is decentralized to respond to local issues, its units must work together to fulfill a mandate set by the Dutch government: to implement economic laws introduced so that businesses can benefit from reliable information recorded by an impartial organization.

### Overview

■ **IBM Business Partner:**

Metaware, provider of intranet applications, portals and workflow solutions that support quality control, document management, knowledge management, complaint management and continual improvement.

■ **Client:**

The Netherlands Chamber of Commerce

■ **IBM PartnerWorld Offerings:**

Training and certifications  
Solutions Builder Express

Central to this role is the management of the national Trade Register, which records some 1.4 million businesses, associations and foundations. In performing this enormous task, along with providing other information and resources to both business and government, the Chamber of Commerce operates a single quality management system that ensures consistency of service across its organization.

And that's where IBM Business Partner Metaware comes in. With its intranet and workflow management solutions, Metaware provided the Chamber with a highly cohesive network, one that connects units across a far-flung organization and supports their overall quality initiatives.

When the Chamber wanted to innovate still further and sought a portal that would give employees access, anytime, anywhere, to its stores of information, Metaware was able to win this new business through a compelling sales presentation. Created with IBM Solutions Builder Express, the presentation demonstrated with great effect the portal solution's functionality, affordability and quick deployment.

*“The demo toolkit, with its charts, flash video and PowerPoint decks, enables us to present the concept and benefits of our solutions with impact and clarity”*

*–Ad Voets*

### **Presenting solutions**

Metaware has been highly effective in its market by recognizing that small and medium-sized businesses succeed or fail according to how well they leverage information. Accordingly, Metaware has built deep expertise in developing, implementing and managing Lotus Notes® / Domino® applications, ranging from simple workflow procedures to integrated customer information and quality management systems that encompass quality control, document management, knowledge

management, complaint management and continual improvement.

Metaware has earned certifications to demonstrate the firm's depth of knowledge and expertise in Lotus Notes, Domino and WebSphere Portal. It is also pursuing certification as an on demand solution advisor. The firm's clients appreciate Metaware's skills as well as the fast deployment of its solutions, thanks to the IBM WebSphere Express offerings.

Dynamic, flexible and easily managed, Metaware's applications are available as a total package or in separate modules. Simple design makes the modules easy to integrate and adapt to different specifications. Armed with everything that appeals to the SMB

market, Metaware relies on IBM Solutions Builder Express for practical resources that help clinch the sale.

The SBE portfolio offers horizontal and vertical industry solutions aimed at helping IBM Business Partners focus on mid-market customers through a range of enablement resources. The portfolio consists of more than 30 different solution starting points, each featuring a solution overview, solution planning guide, solution implementation guide and demo toolkit. The related technical assets

include resources for solution architecture and recommended software, hardware and tools; implementation planning; customization information; technology simulators; and sample code, data, scripts and configuration for a quick start. Advancing the sales process, the demo toolkit offers a customizable presentation to be used with the end customer, video clips of the solution and a “how-to” document.

### **Clarity and impact**

“The demo toolkit, with its charts, flash video and PowerPoint decks, enables us to present the concept and benefits of our solutions with impact and clarity,” says Ad Voets, president, Metaware. The flexibility of the toolkit is especially attractive, as Metaware can adapt the presentation materials with its own branding.

Business Partners find SBE resources especially beneficial in reducing the risk associated with delivering a solution, as proven practices are embedded into each and every solution starting point.

“In the case of the Netherlands Chamber of Commerce, we were able to present quickly and clearly a solution for our customer with which they were unfamiliar,” says Voets. The solution consisted of a personalized portal, complete with individual mailbox and agenda items, and newly built Lotus Notes applications that display news and articles from national and regional newspapers. In the next phase, the portal will connect



employees to the business-critical Trade Register as well as several existing Lotus Notes databases.

Like an ace in the pocket, Solutions Builder Express is helping Metaware score an advantage early in the sales cycle – and building confidence among clients like the Netherlands Chamber of Commerce that choosing Metaware solutions is simply good business.



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## Nilpeter capitalizes on its knowledge with IBM Workplace solution

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### Overview

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#### ■ **The Challenge**

Printing press manufacturer Nilpeter had a large amount of data it found difficult to transform into usable knowledge.

#### ■ **The Solution**

IBM® Workplace™ Services Express software creates the foundation for project work and process support, providing direct access to data and information across operating systems, databases and applications as well as the ability to manage soft data.

#### ■ **Key Benefits**

Workplace Services Express supports project work across professional areas and ensures full documentation of all projects—supporting Nilpeter's quality profile. Workplace Services Express also helps ensure that schedules and activity plans are met while stimulating knowledge sharing.



Even though Nilpeter produces impressively large printing presses, it focuses more on knowledge and soft values than on steel and hard data. Hardware is important, but it is knowledge that provides competitive advantages—a sentiment echoed in the slogan of the global company that has its headquarters in Slagelse, Denmark. It is this focus on knowledge sharing that led Nilpeter to implement IBM Workplace Services Express.

“In line with other Danish companies, we need to build as much knowledge, innovation and customer value into our products as we possibly can,” says IT manager Anders Søndergaard.

*“One cannot underestimate the value of packaging—even when it comes to IT. It is much easier to have satisfied customers if their screen displays look attractive and the operation is intuitive. Technologically, IBM has always delivered the goods, and now it even looks good.”*

—Anders Søndergaard  
IT Manager  
Nilpeter

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**Key Components**

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*Software*

- Workplace Services Express
  - Lotus Notes
  - Lotus Domino
- 

“For this reason we are working on managing and structuring the soft values that we share in our organization. In other words, we have to know what we know, and we need to use that knowledge effectively to create value for our customers.”

**Packaging is essential**

Nilpeter’s area of business is printing presses, which can, with great flexibility, produce labels and packages of high graphical quality. Among the products that carry labels printed on Nilpeter presses are a large number of world-renowned brands, including cosmetics, wine, liquor and a number of other luxury goods. These are products for which the label and packaging are to a large extent part of the products’ branding. In contrast to this, lottery tickets and postage stamps are also printed using Nilpeter’s presses.

“Our role in the value chain is to be able to offer printing presses that can produce unique labels and packaging, thereby providing our customers’ products a prominent place in the minds of consumers,” explains Søndergaard. “Our customers operate in a market that is ultimately determined by soft values, so we have to match this.”

**Data becomes knowledge**

The challenge for Nilpeter resembled that of many other companies: A large amount of data that is difficult to transform into usable knowledge. With IBM Workplace Services Express, Nilpeter now has a common front end that makes data access simpler, which clears the path for increased knowledge and better knowledge sharing.

“Our ambition is that our data must follow the processes and the projects,” says Søndergaard. “The concrete customer case that a project team is confronted with must be supported by all of the relevant data. We expect to achieve this in an efficient manner with Workplace Services Express, which, so to speak, must break down the walls between our different applications, operating systems and databases and then present them in an attractive environment on the screen.”

**Experience is gained**

So far, the company is working at a pilot test level with Workplace Services Express. Employees must first gain experience that can later be used to plan the big rollout.

“In addition to new technology, this project is about changing the way we work, says Søndergaard. “Therefore we must plan carefully and let the users get familiar with the new opportunities. The task also includes a plan for how our agents, customers and other partners with whom we cooperate can participate in this new setup.”



### **Open standards are key**

Asked about why Nilpeter chose IBM Workplace Services Express, Søndergaard answers quickly: open standards. "We don't want to be tied to a certain technological platform, and for this reason openness weighs heavily. In our opinion, Microsoft® SharePoint® software, for example, would be too closed to match our needs. Also, we already have an infrastructure built on IBM Lotus Notes® and Lotus® Domino® software, and we have only had good experiences with operations security and scalability."

Anders Søndergaard also stresses that the graphics in Workplace Services Express are very attractive. "You can see that IBM has made an effort in this part of the product, and they deserve praise for that. One cannot underestimate the value of packaging—even when it comes to IT. It is much easier to have satisfied customers if their screen displays look attractive and the operation is intuitive. Technologically, IBM has always delivered the goods, and now it even looks good," says Søndergaard.

### **Capitalize on knowledge**

The expectations at Nilpeter are that Workplace Services Express, when the solution has been fully rolled out, will streamline a large number of work processes. And this should result in shorter response times, better service and increased profitability.

"In principle, this IT investment is no different from all our other investments in IT," states Søndergaard. "We invest in increased efficiency and process improvement. With our ERP system, we are in control of our hard data and are now focusing on the soft data. Ultimately, it comes down to being able to obtain knowledge and exploit it better than one's competitors."

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November 2006  
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# Nova Paint Club finds IBM Lotus QuickPlace is a perfect match

## Overview

### ■ The Challenge

Enable Club members to share information in a secure, easy-to-use manner; cut central administration processes and costs

### ■ The Solution

Implemented an electronic clubhouse designed with IBM Lotus® QuickPlace®, Lotus® Domino® Express and Lotus® SameTime® solutions

### ■ The Benefit

Worldwide member access to data through the Web, resulting in better business information, lower central costs, improved abilities for Club members to compete internationally



Nova Paint Club ([www.novapaint.org](http://www.novapaint.org), Nova) was formed in 1983 by independent paint companies wishing to compete more effectively against major multi-national paint companies. By exchanging and pooling their individual resources, expertise and technology, club members seek to provide their customers with cost-effective, technically superior products and an optimum level of support. Nova members have more than 57 manufacturing plants and a combined manufacturing history of 1,031 years. Collectively, club members have a turnover in excess of \$1.5 billion, and more than 11,000 employees.

“The essence of Nova Paint Club is communication,” says Peter Lovell, Secretary-General. “Sharing information means members can cut costs by eliminating duplicated research, learn about new materials, and understand new regulations.”

With global membership, phone and fax communications were impractical and relatively expensive; even an accurate membership directory was proving hard to establish and maintain. An early bulletin board system had shown the potential that an electronic clubhouse might offer, and Nova turned to IBM Business Partner sirius-net ([www.siriusonline.de](http://www.siriusonline.de)) for further development.

### A fresh canvas for information

The initial proposal was for a modest interchange of information on research and development programmes. This included the volumes, vendors and specific properties of the key raw materials purchased – all of intense interest to each company, as these figures provide benchmark statistics for measuring performance and negotiating with suppliers.

Using Lotus Domino, sirius-net built a system where user data



*“Each Nova member’s operations have been strengthened through wide-ranging knowledge sharing, enabled by Lotus solutions in an easy-to-use, cost-effective solution.”*

*Peter Lovell  
Secretary-General, Nova Paint Club*

could be entered online, and the collated results presented to member companies as a Web page. Nova members capitalised on this communication sharing: seeking out suitable alternative products and pooling their purchasing power to build up stronger relationships with key suppliers. Pressure then arose for a more sophisticated service, to include marketing, manufacturing, IT, technical and corporate issues.

#### **Clubbing together for benefits**

To meet the challenge, sirius-net proposed a Lotus QuickPlace solution, combined with Lotus Domino Express licensed in the Utility Server model, with Lotus SameTime for instant messaging. Lotus QuickPlace contains sophisticated knowledge management and information management tools, ideal for crafting a worldwide electronic clubhouse such as Nova Paint Club.

Users, regardless of their geographic location, can log in, share information and collaborate rapidly and easily in team rooms, using purely a Web browser. Lotus SameTime allows users to send instant messages, voice and files through the same system, too.

To provide sophisticated membership services such as subscription management and information databases, Nova also uses Lotus

Domino Express. For example, users report purchases of raw materials – such as price, volumes, quality and other data – using a Domino application called RawPack, written by sirius-net. The Lotus Domino Express server supports the RawPack application, which again may be accessed via Web browser.

#### **TV on the Web with Lotus solutions**

Hubertus Amann, Chief Executive Officer of sirius-net, explains: “With Lotus QuickPlace, we were able to implement specific knowledge-sharing services for each of the operational areas. For example, there are discussion forums for technical development, online marketplaces for machinery in the manufacturing area, presentations in the marketing area and so-on. Marketing staff can even share their latest television commercials using the Web conferencing capabilities.

“With Lotus Domino Express, QuickPlace and SameTime software, sirius-net was able to design, build and deploy a tailor-made solution at a very effective price point for Nova.”

#### **Information flow**

Lotus Domino technologies form a central part of Nova’s drive to speed information distribution and improve the members’ – and the club’s – people productivity. The Lotus Domino



Express and Lotus QuickPlace solution provides simple, secure access to expertise and resources, at any time from any location.

Peter Lovell adds, "This visionary electronic clubhouse is a very powerful tool, which has met with unprecedented success. Each Nova member's operations have been strengthened through wide-ranging knowledge sharing, enabled by Lotus solutions in an easy-to-use, cost-effective solution."

#### **New insight into business**

Nova Paint Club uses the Lotus QuickPlace and Lotus Domino Express solution to capture, organise, integrate and analyse information, delivering new business insight for members.

The result is smarter, more responsive member businesses, as Peter Lovell reports: "Shared research data leads to direct cost savings, such as finding lower-cost ingredients. For example, pooled information on volatile organic compounds, many of which are now banned or restricted, can help member companies design improved paints and coatings at lower costs. Even within the Nova Paint Club organisation we have cut costs, as we make fewer phone and fax calls.

"The Lotus system, with excellent

support from sirius-net, is delivering real business advantage for Nova members."

#### **Seeing the global picture**

Nova Paint Club is developing more services for members using the same Lotus technologies. Suppliers now designated as Partners have their own area for generating direct dialogues, uploading presentations and sharing information on new projects.

Peter Lovell is very positive about developing the club, too: "To keep members informed, we use video conferencing through Lotus SameTime, and we are learning to do what we do better. The Lotus QuickPlace environment allows both the club and its members to increase their people productivity, and respond more quickly to the competitive demands of the international marketplace."

*"With Lotus Domino Express, QuickPlace and SameTime software, sirius-net was able to design, build and deploy a tailor-made solution at a very effective price point for Nova."*

*Peter Lovell  
Secretary-General, Nova Paint Club*





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# Oxford Instruments makes a precision choice for IBM WebSphere and Triangle

## Overview

### ■ The Challenge

*Enable information to be shared across the entire organisation, for improved efficiency and reduced costs; facilitate common business practices without requiring a complete overhaul of existing technology*

### ■ The Solution

*Implemented IBM WebSphere Portal Server Extend on IBM @server xSeries model 445 servers, and IBM @server xSeries model 336 servers controlling a Storage Area Network, integrating MS Exchange email and in-house ERP systems running on a variety of platforms*

### ■ The Benefits

*and knowledge store; reduced costs; enhanced ability to collaborate on shared projects*



Oxford Instruments plc ([www.oxford-instruments.com](http://www.oxford-instruments.com)) is a global company, specialising in the provision of hi-tech tools and systems for industry, research, education and healthcare.

Oxford Instruments has annual group sales approaching £200 million and employs around 1,200 people. It operates as one company, with up to seven business units focusing on specific product groups and technologies.

Historically, these businesses functioned as a self-contained unit which resulted in many work practices, processes and research being duplicated. Oxford Instruments was using a variety of different IT systems, which meant that information was effectively locked up in operational silos, making it difficult and potentially costly to share. With a new strategy focusing on a one-company approach, there was an urgent requirement for a

system that could unify the group and support the emerging culture change.

Bora Beykont, CIO at Oxford Instruments, comments "We needed to be able to provide our employees with an environment that enabled them to communicate information to their peers and to other businesses within Oxford Instruments. We have diverse businesses and laying your hands on relevant information quickly or finding the person who knows where that specific information is has never been easy."

### Choosing IBM WebSphere solutions

While sharing or portal technologies seemed to be the right answer, Bora Beykont was keen to select a solution that would provide the best business and strategic fit for its growing business, and selected IBM WebSphere software running on Windows on IBM @server xSeries model 445 servers. "We selected WebSphere software because it gave us the ideal platform



to base all of our existing and future web-based applications on. Oxford Instruments is safe in the knowledge that Open Standards now govern our Internet strategy, meaning that we can be completely pro-active to all web-based demands for Intranet, Internet or Extranet functionality. This should make my job easier!"

Working with Triangle, an IBM Premier Business Partner, Oxford Instruments chose IBM WebSphere Express technology, IBM WebSphere Portal Server Extend and IBM WorkPlace Web Content Management software. These two technologies allow the company to present all its key applications and data, including shared data, documents, policies and workflow practices, to users throughout the group without the need to re-engineer any of the underlying applications. "Providing a single software architecture helps to reduce our training costs, our administration overheads and centralise our Internet-based security. WebSphere software provides a solution architecture that ensures our software platform decisions are not affected by our choice of hardware," says Bora Beykont.

### **Working with Triangle**

Triangle provided IBM WebSphere Portal through its 1stStep services solution that provides low-risk entry into the world of portals. The Triangle 1stStep programme includes a two-day project definition workshop to select the right product components. In this case, these included Lotus SameTime and QuickPlace, enabling Oxford Instruments employees to use secure instant messaging and set up virtual meeting rooms, for improved inter-company communication. Commenting on the choice, Matt Leighton, Head of WebSphere at Triangle, says, "The great thing about IBM WebSphere software is that it adheres to open standards.

Customers can choose the operating system they want to use today, knowing that if they change platform tomorrow they can take their WebSphere software solution with them."

### **Successful partnership**

During the review stage, Oxford Instruments eliminated various

true portals or were tied to specific operating systems and technologies. IBM WebSphere software offers a pure browser-only client environment with all applications running centrally, offering greater flexibility and lower operational costs.

Bora Beykont says, "Triangle's expertise with WebSphere software and their relationship with IBM helped deliver what has been a truly culture changing experience to Oxford Instruments, both with the Portal implementation and the training of our staff. Any questions I had on any aspect of the software or the project were dealt with honestly and professionally, essential elements to any successful partnership."

Matt Leighton adds, "Triangle takes continual advantage of the training and development offered by IBM, and has access to the best minds in IBM, all of which helps us deliver the best possible technical solution service to customers."

### **Self-managed success with IBM**

As Bora Beykont remarks, "Oxford Instruments now has an intranet that is owned by its staff. It is no single department's responsibility to keep the content up-to-date, but the responsibility of each department to look after their area. With bulletin boards and instant messaging, this is far more than an intranet. People can find people and, in turn, the information they need. IBM WebSphere Portal has delivered a solution that ticks all the right boxes and does what it was purchased for."



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## Pacorini stays on top of global logistics market with IBM SOA solution.

### Overview

#### ■ Challenge

*Stay ahead of the competition by deploying, governing and monitoring streamlined business processes*

#### ■ Why IBM?

*IBM designs its portfolio to integrate with other vendors' products as well as its own; IBM's roadmap leads to total integration of business systems with employees' and customers' systems*

#### ■ Solution

*Pacorini used Business Process Management (BPM) to identify high-priority business processes and automated them by integrating its legacy system via a service oriented architecture*

#### ■ Key Benefits

*Ability to compete successfully by responding rapidly to customer and employee needs; more efficient order management; ability to provide customers consistent and accurate order information in real time; cost savings for IT support as well as business management*



*Pacorini is one of the largest coffee shippers worldwide, and an essential part of the supply chain that coffee drinkers take for granted when they fill their morning cup.*

Manufacturing and distribution organizations worldwide today are able to provide their customers with the goods they want, when they want them, processed and delivered in quality condition—thanks in part to efficient logistics companies such as the Pacorini Group (Pacorini). Based in Trieste, Italy, Pacorini provides delivery of coffee, metals, foods and general cargo. The company processes these goods for quality control and schedules them to arrive just when they are needed in the customer's supply chain management (SCM) process. A highly regarded international company, Pacorini has 22 locations and 550 full-time employees; it comprises several different companies across three continents and 11 countries.

*“With the new IBM solution we can automate the workflows our customers and employees need to accomplish every type of task or inquiry related to customer orders. What made this possible was knowing that we could describe any business process by linking repeatable information services using an SOA.”*

*—Cristian Paravano, CIO,  
Pacorini Group*

## Streamline business processes without altering legacy resources

### Key Components

#### Software

- IBM WebSphere® Application Server
- IBM WebSphere Business Integration Modeler
- IBM WebSphere Business Integration Server Foundation
- IBM WebSphere MQ
- IBM WebSphere Portal Express

#### Servers

- IBM System i™
- IBM System x™

#### IBM Business Partner

- Santin e Associati

*“IBM designs its portfolio to integrate with its own products and those of other vendors. These capabilities distinguish IBM from its competitors, including Sun, Microsoft and Oracle.”*

*– Cristian Paravano*

Historically, Pacorini's integrated, end-to-end SCM solutions created the logistics industry in Italy and have inspired many competitors worldwide. As a market leader in the delivery of green coffee, Pacorini has maintained its competitive position up to now by offering timely customer service. However, although it used advanced technologies and leading SCM software, the company's internal business processes were not integrated. It was a challenge to manage siloed information, and to provide consistent customer service in a 24x7 world. Consequently, Pacorini was concerned about its ability to stay ahead of its competition.

“From order management to warehouse management, purchase orders, work orders, custom duties and accounting, Pacorini's legacy systems were not integrated with customer and employee interfaces,” says Cristian Paravano, Pacorini CIO. “When customers wanted to know the status of their orders, they phoned a customer service representative, who then would research the question on multiple diverse systems and then either fax or phone the answer to the customer. We needed to construct an integrated framework to enable employees to retrieve or transmit information from a single point of entry. That would streamline our internal processes, lowering costs and shortening response times.”

#### Overhauling business processes

Pacorini did change, in a major way. Starting with an analysis of its current business processes to define priority tasks and link them together using streamlined workflows, Pacorini then built a framework of integrated online processes. The company put into place a service oriented architecture (SOA) to construct information retrieval and work processes using repeatable information services, customized to fit every task in a consistent manner.

The key to this reconstruction effort was a package from IBM and IBM Business Partner Santin e Associati (Santin) consisting of IBM WebSphere MQ, IBM WebSphere Application Server, IBM WebSphere Business Integration Modeler, IBM WebSphere Business Integration Server Foundation, IBM WebSphere Portal Express, and IBM System i and IBM System x platforms.

With the help of Santin, which provided software licenses and training on the use of WebSphere software, Pacorini used IBM WebSphere Business Integration Server Foundation to describe, choreograph and automate business processes and resources without changing legacy resources. Pacorini uses WebSphere Business Integration Modeler to document, validate and optimize business processes and speed responsiveness through increased flexibility.

IBM WebSphere Application Server is used for business process integration, managing business logic and testing. IBM WebSphere MQ provides an assured, scalable and flexible method of sending and receiving orders in various formats.

“With the new IBM solution we can automate the workflows our customers and employees need to accomplish every type of task or inquiry related to customer orders,” says Paravano. “We are using Web services in an SOA to provide our customers with the information in our back-end systems they need in order to streamline their own supply chains. What made this possible was knowing that we could describe any business process by linking repeatable information services using an SOA.”

### **Choosing IBM for integration flexibility**

Pacorini looked hard for a software package that would enable it to redesign itself and automate its dealings with its customers. The company eliminated products from Microsoft, Oracle, Vitria, Iona and SeeBeyond (now a division of Sun).

Only IBM provided the ability to integrate with products from other vendors—and products that haven’t even been released yet. “IBM designs its portfolio to integrate with its own products as well as those of other vendors,” says Paravano. “These capabilities distinguish IBM from its competitors, including Sun, Microsoft and Oracle.”

### **Implementing the solution, step by step**

Based on the IBM solution, the company has implemented an order-enabled portal solution for both internal and external customers. It has also deployed a system-to-system order management solution with its largest coffee customer in Italy. Pacorini is now in the process of applying the communications standards it developed with its largest customer to 9 of its other top 10 customers. In the future it will extend this solution to customers in metals, freight forwarding and distribution areas.

Online ordering will enable the company to automate approximately 30,000 transactions this year, a projected savings of equivalent to four full-time employees.

Eventually, Pacorini will extend a full range of business services to internal and external customers, including document management with IBM DB2® Document Manager, electronic bill presentment and online inventory information. These services will leverage the WebSphere software platform as a backbone for publishing internal assets to customers.



*With its IBM business integration solution, Pacorini can enable customers to trace the status of their orders by accessing Web self-service solutions.*

*“We have a competitive advantage that comes from the rich functionality of IBM products and IBM’s roadmap, which leads to full integration through service oriented architecture.”*

*– Cristian Paravano*

When this goal is reached, both customers and employees will be able to monitor order fulfillment throughout its various stages. "We can manage potential problems with customers, warnings, rights and many other controls that before were handled using phone calls, e-mails and faxes," says Paravano. "With WebSphere business integration software, it's possible to deploy, govern and monitor a process," says Paravano. "These are the components that go into supplying outstanding service to customers."

Paravano continues, "This is a project that will continue into the future as we discover more and more ways to be efficient and please customers."

### **Saving money with BPM and SOA**

With its entire order management process integrated and automated, employees can manage orders more efficiently while providing consistent and highly accurate order information.

Building incremental efficiencies using standard work processes and repeatable information services also means cost reductions for IT support as well as better business process management. "Service oriented architecture and business process management go hand in hand," says Paravano. "In each country, in each location and with each customer, we use many different information service components to build consistent business processes.

This provides us with the flexibility we need to respond to customer and market demands as well as lower operating costs."

Cost reductions in turn mean better competitive positioning. Some of Pacorini's markets such as green coffee and metals are mature, offering small profit margins and providing low barriers to entry, so gaining greater efficiencies and reducing costs are critical to competition. "Automating and integrating our business helps us consolidate our position in the market," says Paravano. "We feel sure that we have a competitive advantage that comes from the rich functionality of IBM products and IBM's roadmap, which leads to full integration through service oriented architecture."

### **For more information**

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## PolicyMatter takes the helm with IBM Express Runtime solution



Organizations navigating the turbulent waters of policy compliance and security are turning to a unique solution developed by U.K.-based IBM Business Partner PolicyMatter. In an increasingly regulated world, PolicyMatter offers smoother sailing, solving core problems of compliance and security by ensuring that employees receive, understand and sign up to comply with key business policies, and by providing management with detailed reporting and audit trails.

By transforming policy effectiveness and driving down the cost of compliance, PolicyMatter's software has found favor among public and private sector organizations eager to reduce risk, improve security and satisfy regulators. Originally built on top of the open source platform of a JBoss applications server and MySQL database, PolicyMatter's growing popularity among larger, mid-sized organizations meant the firm needed to be sure it could continue to help its customers manage an ever-increasing wave of regulatory and policy demands. In particular, for larger organizations with high volumes of

### Overview

■ **IBM Business Partner:**  
PolicyMatter, an independent software vendor whose unique policy communication and management solution helps customers transform the effectiveness of key business

policies and drive down the cost of compliance.

■ **IBM PartnerWorld Offerings:**  
Technical support  
IBM Innovation Centers  
Co-marketing

policies requiring communication and auditing across complex operational environments, PolicyMatter recognized the need to consider a new way to assemble and deploy its solution on a more robust platform.

The route it selected was IBM WebSphere® architecture and IBM Express Runtime, which has enabled PolicyMatter to offer its clients a 100-percent Java, cross-platform solution at an attractive price with leading function, flexibility and quality. As a result, PolicyMatter is expanding its

*“When you’re finished with WebSphere, you not only feel you’ve done things the right way but you have absolute confidence in the Runtime platform.”*

customer base by supporting IBM middleware deployments – a recognized, trusted, proven and requested platform amongst small and medium sized enterprises with the potential need for larger scale growth.

“Express Runtime delivers a highly competitive option compared to open source vendors and provides an integrated, robust and scalable offering that can easily grow with our needs,” says Dr. Phil Cornelius, chief architect, PolicyMatter. “Express Runtime removes the fear when deploying our solution.”

### **Charting a new course**

Unlike bolt-ons to intranets, workflow or e-learning systems, PolicyMatter is uniquely designed to adapt easily to a client’s business and IT infrastructure

and to manage the whole policy lifecycle. The control it puts back into management’s hands is a major plus. But what happens when you go beyond small and medium-sized accounts, and chart a course among larger organizations? That was the question nagging PolicyMatter until it hopped aboard IBM Express Runtime.

“With our existing solution, we had a comfort zone of around 5,000 users, but we weren’t confident we could offer our clients a growth path,” explains Chris Heslop, chief executive

officer, PolicyMatter. “We were concerned about integrating with complex heterogeneous environments; and our prospects with larger, more complex distributed networks were questioning whether system management would become a major burden.”

What’s more, support to customers has always been a priority for PolicyMatter. “Our customers needed to know they could rely on an ‘outrageously high’ quality of service from the PolicyMatter team,” adds Heslop. “And we in turn needed to know we could rely on the suppliers from which we source. Quite simply, ‘read the manual’ or wait, hopefully, for email responses just didn’t cut it.”

Seeking a strong business alliance that would deliver value to the firm,

PolicyMatter teamed with IBM and adopted IBM Express Runtime. The solution design needed to be standards-based, server-based, without client software. What’s more, it had to integrate easily into any customer environment. Through collaboration and dialogue with IBM’s Express Runtime team, PolicyMatter developed its solution with the Express Runtime portfolio, thereby addressing the issues.

### **The Runtime advantage**

Express Runtime consists of integrated IBM middleware – delivered with one installation, one license, and one point of contact for support. Application development tools, solution assembly tools and deployment tools are provided for Business Partners to develop and deploy their application. Built on a J2EE platform with reduced installation, configuration, licensing and support costs, Express Runtime has become the drivetrain for Business Partners and customers.

That was certainly the case for PolicyMatter. “Although we found the development time for WebSphere to be longer than our open source alternative, we appreciated the standards involved,” says Cornelius. “When you’re finished with WebSphere, you not only feel you’ve done things the right way but you have absolute confidence in the Runtime platform. You don’t have to spend weeks dealing with strangeness and inconsistencies, or writing patches for parts of the spec that aren’t implemented. And you don’t wonder whether the bits that are

implemented are complete. You know it will run.”

Thanks to Express Runtime, PolicyMatter has now solved the issues it had breaking into larger markets. “With respect to scaling, the WebSphere architecture gives us confidence to go into accounts we could not have envisaged approaching before,” says Heslop. “With respect to integration, there are loads of points in IBM’s favor, including multiple webserver support and the additional benefits of a single sign-on.”

PolicyMatter’s needs were also neatly met with support from IBM’s Developer Relations and PartnerWorld teams, and the IBM Innovation Centers. With help from these organizations, PolicyMatter was able to recreate customer IT operating environments and run tests to see how well the solution could perform.

Even manageability concerns are well-served through Express Runtime. “The ability to manage from a single console is especially attractive to our clients,” says Heslop. “They can easily stop the application without shutting down the server, collect log files into one place, stop and start different server components, and back up the database.”

Best of all, what began as a solution to architectural issues has evolved into a mutually beneficial business relationship. Together with IBM, PolicyMatter is exploring joint marketing initiatives through PartnerWorld that

steer it into a sea of organizations that are suffering compliance and policy management headaches.

You could say, with IBM Express Runtime at its sails, PolicyMatter is charting a lucrative course for the future.

To learn more about PolicyMatter, visit <http://www.policymatter.com>.



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# Satamaito Dairy builds compliance, cuts costs with IBM WebSphere Portal - Express

## Overview

### ■ The Challenge

Meet stringent new EU food product traceability directives, improve process control and production efficiencies, reduce production wastage, cut operational costs

### ■ The Solution

Implemented IBM WebSphere Portal - Express 5.0, offering automatic Web presentation of data managed by IBM DB2 Express 8.1 in existing production systems. This management information service is supported by IBM Tivoli Storage Manager 5.2 on an IBM xSeries server model 226 running Linux

### ■ The Benefits

With no change to existing production systems, data from multiple sources is collated and presented automatically, offering reduced costs, greater control, and improved business efficiency



Founded in 1902, Satamaito Dairy now sells around €30 million annually of milk products, collecting 45 million litres of milk from farms in the Satakunta province of Finland. Satamaito has 50 employees.

EU regulations on food safety require stringent traceability, including the ability to track farmed ingredients back to their source. For companies such as Satamaito which work with numerous small suppliers, the regulations represent a significant information management challenge. The company's existing systems for process control and reporting were not designed for this compliance task, and the vital information they contained needed to be collated manually.

Jarmo Oksman, Managing Director of Satamaito Dairy, comments, "Product tracking requirements are becoming more stringent, and at the same time we need to keep

the administrative costs as low as possible. The challenge was to find a way to improve our business efficiency, meet the necessary EU directives on food safety, and integrate any new technologies with our existing manufacturing control systems."

### Meeting the EU directives with IBM

Satamaito Dairy engaged IBM Advanced Business Partner Elinar Oy Ltd, which specialises in creating business solutions for the food processing industry. Consultants from Elinar Oy realised that much of the raw data needed to meet the food product traceability regulations was already being collected by the existing manufacturing systems. The challenge focused on releasing, storing and managing that data in a manner that would produce value for Satamaito Dairy.

Elinar Oy built a new management information system based on IBM



WebSphere Portal - Express. This solution extracts production data from a variety of systems and presents it to managers through a single browser-based interface.

The underlying applications that the dairy uses to manage milk processing are unchanged, while the WebSphere Portal - Express applications provide the advanced management information required with simple graphical representations of data, key indicators and easy access to data entry.

Jarmo Oksman says, "With the previous system, laboratory test data had to be collected from several different locations and manually collated. The new WebSphere system provides all the figures directly, saving us time and costs, and improving our accuracy. All the product traceability data is aggregated and displayed in a single place, giving us the ability to comply with 100 per cent food traceability using largely automated systems at very low operational costs."

Elinar Oy chose to implement an IBM eServer xSeries server running Linux. Data is managed by IBM DB2 Express Edition, with data security provided by IBM Tivoli Storage Manager. IBM WebSphere Portal - Express provides the portal collaboration capabilities.

"With IBM WebSphere Portal - Express extracting data from existing systems and re-using it, we save on duplicated effort and have reduced the time taken to gather management information – in effect, it is instant process control. This helps us drive down our costs by improving efficiency and allowing us to act more rapidly than before."

### **Creating information on demand**

With wide experience of the food products industry and as an IBM Advanced Business Partner, Elinar Oy

is particularly well-placed to develop solutions for Satamaito Dairy. Elina Juntunen, Managing Director at Elinar Oy, says, "The IBM WebSphere Express portfolio enables Elinar Oy to create very powerful solutions in a complete package. Satamaito Dairy can take advantage of enterprise-strength applications with a high degree of automation that reduce costs and speed information flow.

"We have taken advantage of the IBM WebSphere Portal - Express software to create a very reliable platform for Satamaito Dairy to develop advanced workflow, process control and related management information resources. The users need only use a Web browser to gain access to the data, and user take-up at Satamaito Dairy has been very rapid.

"The IBM eServer xSeries server running Linux provides a resilient and low-cost server infrastructure, and IBM Tivoli Storage Manager gives Satamaito Dairy confidence in the very high security, availability and integrity of its data."

### **Contributing to tomorrow's success**

With the WebSphere Portal - Express solution in place, Satamaito Dairy now has a powerful management information tool at its disposal. Products and processes are more easily tracked, performance data is always on hand, and yet the browser-based interface offers access to information at very low cost.

Jarmo Oksman concludes, "The IBM WebSphere Portal - Express solution from Elinar Oy has placed Satamaito Dairy on an excellent footing not only for meeting EU directives, but also for controlling and refining our processes. This is a reliable, low-cost solution that is a positive asset to developing the business."



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IBM Software Group

## South African Revenue Services: Achieving a 360 degree view of taxpayers



### Reaching out to millions of new taxpayers

When South Africa became a democracy in the mid 1990s, millions of previously disenfranchised citizens not only voted for the first time, but also paid taxes for the first time. Today, just ten years later, the South African Revenue Service (SARS) boasts one of the most sophisticated and user-friendly tax collection systems in the world and has more than doubled its tax revenue yield. It now collects more than US\$30 billion annually from multiple tax products.

“We believe that by providing better service to taxpayers, we can foster a more positive climate for tax compliance,” explains Andre van der Post, Chief Technologist at SARS. “Nobody ever wants to pay taxes. But with good customer service, we can help ease the pain.”

### A 360 degree view

Based on Siebel’s Single View of the Taxpayer solution, SARS’ new Single View system provides a consolidated, 360 degree view of each taxpayer that integrates data from 12 separate systems. Although the records for each type of tax – income tax, value added tax (VAT), pay-as-you-earn (PAYE) and customs & excise tax – still reside on separate systems, the

## Overview

### Challenge

Achieve a single, dynamic view of all South African taxpayers that enables the South African Revenue Service (SARS) to offset refunds due to a taxpayer for one type of tax against debts owed for other types of taxes. This view incorporates data from disparate legacy systems supporting various kinds of taxes, and can be used across many tax compliance applications, such as debt equalization or dispute resolution.

### Solution

SARS deployed IBM WebSphere® Business Integration platform to integrate data from 12 separate back-end tax systems and interface it with Siebel Universal Application Network (UAN) and Siebel Call Center on the front end.

IBM DB2® Universal Database™ Enterprise Edition uses IBM DB2 Connect™ to communicate with the reference table of IBM OS/390®. All software components run on IBM @server® xSeries® 445.

### Benefits

- Provides a single view of taxpayers across 12 back-end systems
- Eliminates the practice of sending refunds to taxpayers who own other types of taxes
- Enables better service to South Africa’s 20 million taxpayers
- Potentially saves US\$3 million a day US\$90 million a month
- Enabled the integration of main line-of-business applications in just four weeks

## Key components

### Software

- *IBM WebSphere Business Integration Server*
- *IBM WebSphere Application Server – Network Deployment*
- *IBM WebSphere MQ*
- *IBM WebSphere Business Integration Adapters*
- *IBM DB2 Universal Database Enterprise Edition*
- *IBM DB2 Connect*
- *Siebel Universal Application Network (UAN)*
- *Siebel Call Center*

### Hardware

- *Two eight-processor IBM @server xSeries 445s running UAN and IBM WebSphere Business Integration platform*

SARS solution pulls them together into one comprehensive view that can be accessed within 30 seconds. Under the previous system, a similar consolidated tax view for a major South African corporation might have taken three weeks to prepare.

Prior to the Single View solution, eight legacy systems were operating as silos. As a result, a business owner might have a US\$50,000 refund coming from VAT but owe US\$250,000 in income taxes—and a SARS tax agent would have no way of knowing this. Thanks to Single View, the agent can credit the US\$50,000 to the taxpayer's overall account instead of issuing a refund. This improvement alone has generated millions in revenue for SARS because it no longer sends refunds to taxpayers who own money.

Although SARS had wanted to integrate its legacy systems for more than four years, it was wary of traditional point-to-point solutions, which are often complex, expensive, inflexible and risky. But when SARS CIO Ken Jarvis attended Siebel European User Week in 2003, he discovered a totally new approach. There he learned about

Siebel's Universal Application Network (UAN), a prepackaged standards-based integration application that utilizes the IBM WebSphere Business Integration environment.

Both Jarvis and van der Post were so excited about the solution, they asked Siebel, IBM and Accenture to develop a proof-of-concept that demonstrated how the UAN solution would meet the agency's requirements for a rapid integration and would ultimately enable SARS to deliver better service to taxpayers and increase tax revenues. The business case was compelling, and SARS agreed to move forward with phase one of Single View. In fact, they challenged the three technology partners—IBM, Siebel and Accenture—to complete it in just four weeks.

### The race is on

"IBM brought a lot of experience to the project," says van der Post. "Because they're a global company, we were able to achieve a 'follow-the-sun' schedule. Each day IBMers on the other side of the world—Montpellier and Toronto—solved the problems we had run into on our side of the world the previous day. We all literally worked around the clock to meet our aggressive schedule."

*"Once IBM signed on to our project, they delivered top skills, top effort and top commitment."*

*—Andre van der Post, Chief Technologist, SARS*



The core of the solution is based on Integration Server, a packaged application with enterprise-strength integration capabilities. Its adapters provide the ability to map fields in one system to fields in another system. The application is supported by IBM WebSphere Application Server – Network Deployment and works with IBM WebSphere MQ, IBM WebSphere Business Integration Adapters and Siebel Universal Application Network. The front-end call center presentation is supplied by a customized Siebel call center interface. The WebSphere Business Integration platform is implemented on DB2 Universal Database Enterprise Edition and uses DB2 Connect to communicate with the reference table of OS/390.

The Siebel front-end call center accepts any one of six reference numbers, which are then validated against a match table that is generated by third-party software called SSANAMES. The software supplies additional reference numbers that are used to access all data in the relevant back-end systems that comprise the consolidated view for the front-end user. This enables

SARS' 5,800 tax advisors and contact center staff to view the tax balance of the individual taxpayer or company across all relevant tax systems and make payment decisions based on the information displayed. For example, they can ensure that refunds are accurately offset against other taxes prior to payment.

#### **Meeting challenges head on**

Because this implementation of the WebSphere Business Integration Server – in conjunction with the Siebel Universal Application Network – was both large and rapid, it posed special challenges for the IBM team of Software Group services consultants. "IBM put their best people on it and worked closely with my team to make sure we got what we wanted," says van der Post. "If we needed an additional resource, IBM literally put them on a plane and flew them out to South Africa at a moment's notice."

Currently all software components are installed on two, eight-processor IBM @server xSeries 445s. "We chose IBM servers because we didn't want to mix technologies," explains van der Post. "The IBM @server platform is one of the leading platforms around, and we feel it is best suited to our implementation and environment."

#### **On demand business benefits**

- *Provides 360 degree view of taxpayer information*
- *Enables staff to offset refunds against other tax liabilities*
- *Enables staff to respond to queries and requests more quickly*
- *Alleviates taxpayer frustration*
- *Increases staff productivity*
- *Simplifies identification of legal tax-paying entities across all tax systems*
- *Potentially saves US\$3 million a day or US\$90 million a month*

#### **Technical benefits**

- *Integration of main line-of-business applications in just four weeks*
- *Return on investment less than one month after the system went live*

*"One of the joys of working for SARS is that every extra dollar we bring in is invested in the future of South Africa. So if we collect an additional \$100 million, we can apply it to the fight against AIDS, housing and other efforts that South Africa so desperately needs."*

*– Andre van der Post, Chief Technologist, SARS*

Phase one of Single View was completed on schedule in just four weeks. SARS estimates that the WebSphere Business Integration-based project required about 40 percent less effort than a custom solution and was implemented in about half the time.

Within days of rolling it out to a pilot group of 200 tax advisors and case managers, SARS had already recouped its investment through more effective debt equalization and compliance across all tax products. What's more, Jarvis estimates the new system could save SARS almost US\$3 million a day – which is the equivalent to approximately US\$90 million every month.

In time, SARS hopes to extend the front-end interface out to the taxpayers themselves. “We hope to offer an electronic filing capability that will enable taxpayers to interact directly with the system and view their status across all types of taxes,” says van der Post. “That will be the ultimate in customer service.”

#### **For more information**

To learn more about putting the IBM and Siebel Systems alliance to work for you, visit:

[ibm.com/solutions/siebel](http://ibm.com/solutions/siebel)



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## Sparkasse Rhein-Hardt implements a portal-based document management system for big benefits

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### Overview

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#### ■ **The Challenge**

*Sparkasse Rhein-Hardt lacked a document management system, limiting employee productivity and creating confusion during customer meetings—problems compounded by the bank's mergers with other organizations*

#### ■ **The Solution**

*Sparkasse Rhein-Hardt implemented a portal solution for employees based on IBM® WebSphere® Portal Express V5.02 software running on two IBM eServer™ xSeries® 345 servers.*

#### ■ **Benefits**

*The bank boosted efficiency and cut costs for managing its IT environment when it selected IBM Business Consulting Services to deploy an employee portal.*



Sparkasse Rhein-Hardt is a regional full-service bank within the German savings bank organization, which includes approximately 500 independent banks. Created by mergers of smaller banks, Bad Durkheim-based Sparkasse Rhein-Hardt now has 50 branch offices and serves several towns and districts in the Southern Palatinate region of Germany. The bank used multiple, inconsistent work forms and aging office productivity tools in its day-to-day business. Although the bank operated with a variety of electronic forms, it lacked a comprehensive document management system to manage them and coordinate access. With nearly 500 forms available on many varied

*With its new portal, Sparkasse Rhein-Hardt tremendously boosted efficiency by giving employees common access to information, documents, software applications and office and mail tools.*

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## Key Components

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### *Software*

- IBM WebSphere Portal Express V5.02
- Lotus Domino
- Lotus Notes
- IBM iNotes
- Microsoft Windows 2003
- Hypernet document management system
- Citrix Metaframe Terminal Server

### *Hardware*

- IBM eServer xSeries 345
- Cisco Content Switches

### *Services*

- IBM Business Consulting Services
- 

platforms and databases, finding, accessing, using and managing the forms was problematic, limiting productivity and creating confusion.

Making matters worse, the bank's electronic forms and instructions were required for almost all processes, such as opening an account or requesting a loan. And electronic forms also covered simple internal processes, such as vacation requests. The forms were also stored on several shared directories. Employees often engaged in lengthy searches for the correct form, limiting productivity and creating confusion during customer meetings. And some forms couldn't even be opened because employees didn't have the appropriate tools available on their desktops. Problems became particularly annoying after the bank's mergers with other organizations.

While many applications were delivered through a joint-use center, many bank-specific and office applications, such as the company's IBM Lotus Notes® software, ran on local Intel® processor-based servers. Although the bank's main word processing application was mainframe-based, Sparkasse Rhein-Haardt used a mixture of other mainframe- and PC-based systems. Few employees routinely used Microsoft® Office-based software tools.

To improve efficiency and leverage synergies from previous mergers by cutting the cost of redundant infrastructures, Sparkasse Rhein-Haardt began looking for a new solution.

### **IBM Business Consulting Services implements a portal solution**

Turning to IBM Business Consulting Services, Sparkasse Rhein-Haardt implemented a portal solution for employees based on IBM WebSphere Portal Express V5.02 software. The software runs on two IBM eServer xSeries 345 servers, with load balancing provided through two Cisco Content Switches (CSS 11501-2PK).



The portal integrates with the Hypernet document management system from IBM Business Partner Coextant. This system handles all documents and forms in extensible markup language (XML) and uses OpenOffice software to create, view and edit documents. The portal integrates with IBM Lotus Notes V5.011 and IBM Lotus® Domino® software to provide mail, calendar and database access, which is provided via an IBM iNotes™ portlet and a Citrix Metaframe Terminal Server.

The IBM Business Consulting Services team designed and implemented the overall solution. Approximately 500 people use the new portal, which runs on a Microsoft Windows® 2003 operating system.

### **New portal boosts efficiency**

With its new portal, Sparkasse Rhein-Haardt tremendously boosted efficiency by giving employees common access to information, documents, software applications and office and mail tools. By reducing the number of disparate point solutions and avoiding the need to manually distribute work forms, the bank significantly cut the cost of managing its information technology environment. The bank also saves on software licensing costs by using OpenOffice software, an open-source, multiplatform tool, for many of its routine business functions.

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November 2006  
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# Tesco cuts costs with IBM WebSphere and DB2 Universal Database

## Overview

### ■ The Challenge

*Unify diverse internal communications channels; reduce paperwork and cut the volume of internal emails; tailor communications to suit the needs of each employee*

### ■ The Solution

*Worked with IBM Business Partner ITS to create a single source of corporate news and information, using IBM WebSphere Portal and IBM DB2 Universal Database, running under Linux on an IBM @server xSeries server*

### ■ The Benefit

*Elimination of paper-based newsletter; faster, easier communication, managed without any specialist IT support; better targeting of information; improved internal productivity; lower communications costs*



Tesco ([www.tesco.com](http://www.tesco.com)) is one of the world's leading international food and general retailers. Founded in the 1920s in the UK, the group has expanded into different formats, different markets and different sectors – and its principal activity remains supermarkets and food retailing, with more than 2,000 stores worldwide.

In the Czech Republic and Slovakia, Tesco has more than 90 outlets, with a total sales area exceeding four million square feet.

To keep store managers and employees fully informed about corporate strategy, news, promotions and products, Tesco has a busy internal communications department. Previously, the department would send out regular newsletters and ad-hoc paper-based communications, together with up to 100 different daily emails. With 800 employees on the mailing list, communication was costly

and put a heavy strain on the email infrastructure.

Roman Hajek, Operation Support Specialist at Tesco, comments: "Getting the right news to the right people is an important part of our strategy. It is vital that our managers and employees have clear information at all times, so that we can maintain the highest possible standards for our customers. The challenge we faced was that our existing communications channels were slow, difficult to manage, costly and untargeted."

### Business-driven portal

Based on previous experience, Tesco selected IBM Business Partner ITS ([www.its.cz](http://www.its.cz)) to design and deploy a new portal for internal communications. ITS selected IBM WebSphere Portal and DB2 Universal Database as the core of the new solution, and handled every aspect of the project, from the installation and



tuning of the server hardware through

The new WebSphere Portal solution runs under Red Hat Linux on an IBM eServer xSeries machine, and acts as a single source of up-to-the-minute information for Tesco employees. ITS integrated the solution with the existing LDAP server for user authentication, so employees can simply visit the portal without any further need to maintain separate user profiles.

The IBM Business Partner also developed several specialised portlets in WebSphere Portal, including an editorial system that enables the communications team to easily create, edit and publish information to the portal.

“With the IBM WebSphere Portal solution we now have all our corporate news and information in a single place,” says Roman Hajek.

“We have eliminated all paper-based communication – making significant cost-savings – and dramatically reduced the number of internal emails. The great thing about the solution is that we require no specialist IT knowledge to update information or create new content – so it’s very easy and cost-effective to manage.”

### **Raising productivity**

Prior to the deployment of WebSphere Portal DB2 Universal Database, managers at Tesco would receive up to 100 internal emails each day, many with large attachments, of which only a handful might be relevant to their specific needs. Now, they can tailor their personal portal pages to show only the news that they need to see, saving time and ensuring that important news is not hidden in a mass of other information.

*“With the IBM WebSphere Portal solution, everyone gets critical corporate news plus information tailored to their role in the company -all from a single place.”*

*Roman Hajek,  
Operation Support Specialist, Tesco*

“We now provide our employees with simple, highly secure access to the information they need to perform their role,” comments Roman Hajek. “With the right news at their fingertips, our managers and staff can react more quickly to new developments and can make better decisions more quickly – helping to boost our internal productivity. Improved productivity translates into better customer service.”

### **The right partner**

During the design and deployment of the portal, ITS co-operated closely with IBM, ensuring that the optimum solution was delivered rapidly. “The fact that ITS is an accredited IBM Business Partner is important to Tesco,” comments Roman Hajek. “We know that they have access to the right people in IBM, and that they have excellent knowledge about the WebSphere and DB2 technologies.”

Now that the portal is in place, serving up to 800 users in two countries, Tesco is considering extending the coverage to both Poland and Hungary. Says Roman Hajek, “ITS did a great job in designing, building and training us to use the portal. The solution is very stable and offers good performance, so it will be a useful foundation for expansion.”



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# German Chamber of Commerce pushes information to the Web with IBM

## Overview

### ■ The Challenge

*Cut the time to publish new data to the Web; reduce administrative costs and dependence on technical staff*

### ■ The Solution

*Working with KUMAtronik, an IBM Business Partner, IHK Bodensee-Oberschwaben implemented up2date content management solutions on an IBM @server xSeries® model 345 server running Red Hat Linux V8.0 and IBM WebSphere® Application Server Express V5.01 software*

### ■ The Benefits

*Time taken to publish new Web catalogues cut from more than one month to around two weeks; non-technical personnel can now make Web site changes, leaving the IT team free to concentrate on business support*



The Association of German Chambers of Industry and Commerce (DIHK) is made up of 81 separate Chambers, which represent the interests of commercial organisations to local, state and regional authorities. Among the 81 Chambers is the IHK Bodensee-Oberschwaben, in the south of Germany near the Swiss and Austrian borders, which represents around 27,000 companies.

Providing information is an essential part of a Chamber's role, and with such a large number of members the Web provides an excellent low-cost channel. Frequent site updates were difficult and costly to manage, as they required a technical specialist using Microsoft Frontpage to capture, key and load new content. It was not possible for non-specialists to add content, and there were no capabilities to manage scheduled changes.

Mr Klaus Burkhart, Head of IT Department at the Chamber of

Commerce states, "Providing news, notices of legal changes, business opportunities, training courses and much more means that the Web content changes frequently. Seminars and courses are published as online catalogues, and it was taking more than a month to publish completed new versions. We wished to remove this delay, and reduce the costs of running the service."

### Accelerating information

The Chamber turned to IBM Premier Business Partner KUMAtronik Software GmbH, a subsidiary of KUMAGroup Holding GmbH ([www.kumagroup.de](http://www.kumagroup.de)). KUMAtronik proposed a content management solution designed to let authorised Chamber users publish content directly without the need for technical personnel, thus reducing costs and dramatically speeding publication cycles.

KUMAtronik implemented its up2date



Content Management Server software, which is used to maintain the portal infrastructure; up2date Eventshop software, used to offer online booking services for seminars; and up2date CatalogCreator software, to create and publish comprehensive seminar catalogues.

The entire system has been implemented on a single IBM xSeries model 345 server running the Red Hat Linux V8.0 operating system. The x345 server supports IBM WebSphere Application Server - Express software, which manages the publication of pages to the Web and the underlying transactions generated by seminar and training course bookings.

KUMATronik completed the entire installation in a short period of time, and was able to pass the new system over to the Chamber's IT administrators after only one day of training.

Klaus Burkhart, Head of IT Department adds, "By allowing various employees to update the Web site – not just technicians fluent in HTML – the new content management solution from KUMATronik has simplified our site maintenance and update processes. Using the up2date CatalogCreator software, we have shortened the production time for its seminar catalogues from 40 days to 15 days."

### Up to speed with Express

IBM WebSphere Application Server - Express, a simplified application server with a development environment based on IBM Rational Web Developer allows organisations to create and manage a Web presence rapidly and at low cost. Combined with content management software such as up2date, IBM WebSphere software enables even small, non-technical teams to publish to the Web and retain the ability to scale up if demand increases.

*"The up2date CatalogCreator and IBM WebSphere Express solution has shortened the production time for our seminar catalogues from 40 days to only 15 days."*

*Mr. Klaus Burkhart,  
Head of IT Department, Bodensee-Oberschwaben Chamber of Commerce*

Joachim Bruck, Director of Sales and Partner Management up2date, KUMATronik Software GmbH, comments: "IBM WebSphere software allows organisations to start with a small investment, and then build up as the solution develops, without the need to buy additional components. With the up2date content management solution, Bodensee-Oberschwaben has eliminated costs and is able to create a more timely service for members.

"By deploying the new solution on the Linux operating system, the Chamber benefits from lower costs and higher security for its Web site. The IBM @server xSeries model 345 server offers high performance, quality and reliability, and we expect the Chamber will experience less downtime and reduced maintenance costs with it."

### Answering the call of duty

Klaus Burkhart says, "Chambers have a duty to provide services as efficiently as possible. With the IBM and KUMATronik solution we are confident that members of the Bodensee-Oberschwaben Chamber have up-to-date information, delivered on a highly reliable system that has reduced our costs and made it easier and faster for the Chamber team to operate."



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## Tracking World deters vehicle theft by deploying a robust, wireless tracking system built on IBM hardware and middleware.

Overview
<b>Tracking World</b> Lahore, Pakistan <a href="http://www.trackingworld.com.pk">www.trackingworld.com.pk</a>
<b>Industry</b> <ul style="list-style-type: none"> <li>Automotive</li> <li>Electronics</li> </ul>
<b>Products</b> <ul style="list-style-type: none"> <li>IBM @server xSeries 346 servers</li> <li>IBM WebSphere Application Server – Express software</li> </ul>
<b>IBM Business Partner</b> <ul style="list-style-type: none"> <li>WebTech Wireless</li> <li>WT5000 Locator devices</li> <li>Quadrant Enterprise Application software</li> </ul>



*“With powerful and reliable IBM technology, we can deliver more value-added services to more customers, making us an essential partner in the fight against vehicle theft.”*

—Tracking World

Based in Lahore, Pakistan, Tracking World is the country’s first provider of vehicle management and fleet tracking system technology. Its innovative solution, based on IBM Business Partner WebTech Wireless’s Quadrant Enterprise solution, provides real-time monitoring capabilities that enable organizations to pinpoint vehicle locations and assess automobile conditions.

### Challenge

To help curb vehicle theft in Pakistan, Tracking World offers cutting-edge vehicle tracking and fleet management technology to car-rental companies, distribution fleets and individuals. Initially, the company ran its tracking systems on a shared server infrastructure, but to support a growing customer base and new and enhanced services, it wanted to launch a Web-based tracking environment.

### Solution

Leveraging IBM WebSphere® software and IBM System x™ servers, Tracking World implemented WT5000 Locator devices and Quadrant Enterprise, a Web-based wireless vehicle services solution from WebTech Wireless.

Powered by nine IBM @server™ xSeries® 346 servers running IBM WebSphere Application Server – Express, Version 6 middleware, the solution uses Global System for Mobile communication (GSM) and General Packet Radio Service (GPRS) wireless technology to provide real-time location information for efficient fleet management and vehicle tracking. Vehicle location information is transmitted from the WT5000 Locator devices over a wireless network to the Quadrant Enterprise solution, and Tracking World managers can then access the information via a Web browser. The solution also offers robust fleet management services such as two-way data communications, mapping and monitoring.

### Benefits

- Plays a significant role in preventing vehicle theft and helping police quickly recover stolen vehicles
- Helps distribution fleets ensure the safe transport of products across the country
- Provides a highly available, high-performance infrastructure that will support future business expansion



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# TRYBA heightens employee productivity with enterprise-wide portal.

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## Overview

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■ **Challenge**

*TRYBA wanted to transform the way it does business by providing its employees with a more efficient way to access the company's core applications*

■ **Why Become an On Demand Business?**

*TRYBA needed to integrate its information and processes to improve productivity and become more responsive to its customers*

■ **Solution**

*An On Demand Workplace based on an enterprise-wide portal that delivers streamlined access to key messaging, collaboration and supply-chain solutions*

■ **Key Benefits**

- *100% payback in less than 1 year*
- *20% increase in productivity for TRYBA's staff*
- *Faster order processing through streamlined business processes*
- *Improved ability to respond to customers in a timely and relevant manner*



*Thanks to IBM, TRYBA can now provide employees with information based on their specific job roles.*

Located in Alsace, France, TRYBA is one of Europe's leading providers of custom-made windows, doors and shutters. The company, founded in 1979, has 1,350 employees and offices in 20 countries. In the competitive market for special-order building products, TRYBA has distinguished itself by providing exceptional customer service. But to keep pace with future growth, the company needed to find a more efficient way to process work orders.

*“IBM WebSphere Portal – Express is perfect for small businesses because of its low price point. We don't have a very large IT budget, so it was a pleasant surprise to learn that this product was affordable and within our reach.”*

*– Didier Weiss, IT manager, TRYBA*

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**Key Components**

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*Software*

- IBM WebSphere® Portal - Express
- IBM Lotus® Notes® and Domino™
- IBM Lotus Instant Messaging and Web Conferencing

*Servers*

- IBM @server® xSeries®

*IBM Business Partner*

- Advanced BusinessWare
- 

In the past, employees had to sign on to multiple business systems to perform a variety of tasks, such as entering order specifications and determining delivery dates. Because each system had its own sign-on requirements, the process was cumbersome and time consuming. It also was hampering the ability of employees to quickly monitor order status.

To solve these problems, TRYBA needed to transform its core business processes. This would involve not only optimizing its current IT investments, but also improving employee productivity. For help with these fundamental changes, TRYBA called on IBM Business Partner Advanced BusinessWare, a France-based developer of software solutions. After determining that a portal solution would speed access to TRYBA's applications, Advanced BusinessWare recommended IBM WebSphere Portal – Express. "We evaluated a lot of different companies, but IBM offered a low-cost, full-function solution that was exactly what we were looking for," says Didier Weiss, IT manager, TRYBA.

Using WebSphere Portal – Express, TRYBA implemented an intranet portal that has transformed the company's internal operations. By unifying its many systems through a single interface, TRYBA has eliminated the multiple sign-ons and data-entry steps associated with processing work orders. "Productivity is up, and with faster access to order status information, responsiveness to partners' queries has improved," says Weiss.

**Streamlining order-management processes**

The new solution provides TRYBA's workforce with a single, Web-based entry point for the company's mission-critical business applications. Now, employees can place orders faster, with fewer repetitive procedures, saving 20 percent of their time each day. And, because order status is updated in realtime, workers can answer customers' queries with accurate and timely information. "We expect to achieve a return on investment within the next 6 months, thanks to increased employee productivity," explains Weiss.

*"This whole project has been a tremendous success and we are a lot closer to our goal of becoming an On Demand business, thanks to IBM. By empowering employees with an integrated view of our disparate systems, we have streamlined our order-management processes significantly. As a result, we can now provide customers with better service because our entire business runs a lot more efficiently."*

*–Didier Weiss*

The new On Demand Workplace solution is comprised of the following components:

- *Personalized information delivery — access to information based on employee roles*
- *Business process automation — streamlined delivery of key applications.*

Working with Advanced BusinessWare — whose role was to build an operating environment that enables TRYBA's transformation to an On Demand business — TRYBA quickly integrated several key e-mail and collaboration applications that TRYBA employees rely on every day, including IBM Lotus Instant Messaging and Web Conferencing, IBM Lotus Notes and IBM Lotus Domino. TRYBA has also developed other portlets in-house to give employees access to the company's heterogeneous business systems, including ordering, supply-chain management, customer relationship management (CRM) and financial solutions. Approximately 180 users access the portal on a regular basis.

"IBM WebSphere Portal – Express is perfect for small businesses because of its low price point," says Weiss. "We don't have a very large IT budget, so it was a pleasant surprise to learn that this product was affordable and within our reach."

Key to the new solution is IBM Lotus Instant Messaging. TRYBA's employees use the product to communicate instantly with online co-workers. If someone is not available, users can leave an online message. Employees also use the portal to access their e-mail, which is based on IBM Lotus Notes and Domino. Previously, TRYBA had been using Microsoft Outlook and Exchange for messaging, but the company replaced it with Lotus Notes and Domino for better performance and scalability.

"Lotus Notes and Domino continues to set the standard for innovation in the messaging market," says Weiss. "Not only is Lotus Notes easy to use, but we are particularly impressed with its follow-up function and visual indicators, which show users when they've forwarded or replied to e-mail messages. It also provides industry-leading calendaring and scheduling functionality, allowing users to easily collaborate and schedule meetings with their colleagues."

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### **The On Demand Workplace Defined**

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- A secure, company-wide portal that empowers workers to dynamically interact with mission-critical processes and other employees.
  - A personalized workplace that streamlines employee access to core business applications.
- 



*Homeowners from all over Europe depend on TRYBA for high-quality doors and windows.*

Adds Muriel Seitz, manager of affairs, Advanced BusinessWare, "To succeed in today's business world, companies need to effectively manage growing amounts of information. That's where Lotus Notes and Domino can add real value. They not only offer integrated access to important collaborative resources, but they scale well and provide dependable security features."

### **IBM xSeries systems ensure 24x7 availability**

The portal runs on an IBM @server xSeries system, with Lotus Domino as the platform for e-mail and collaboration applications. "IBM xSeries provides us with a cost-effective way to continue in our strategic direction," says Weiss. "It delivers the scalability we need for future growth. And the reliability and flexibility of the xSeries, along with the features it offers for system management, make it an optimal solution and help ensure that our portal is available on a 24x7 basis."

"The IBM servers always score well in price/performance comparisons," says Seitz. "They require very little maintenance and they scale easily to meet growing demands."

Moving forward, TRYBA plans to further streamline its processes by enabling its business partners to place and review orders directly from their PCs. And in 2005 it plans to implement IBM WebSphere Everyplace to provide

remote workers with access to internal systems via mobile devices. Armed with real-time access to customer relationship and inventory information, employees in the field will be able to check supply levels, generate purchase orders and queue up the completed forms for processing.

"This whole project has been a tremendous success and we are a lot closer to our goal of becoming an On Demand business, thanks to IBM," says Weiss. "By empowering employees with an integrated view of our disparate systems, we have streamlined our order-management processes significantly. As a result, we can now provide customers with better service because our entire business runs a lot more efficiently."

### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:

**ibm.com**/websphere

To learn more about WebSphere Portal, visit:

**ibm.com**/websphere/portal

For more information on TRYBA, visit:

[www.tryba.com](http://www.tryba.com)

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# VDMA engineers new Web solution with IBM

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## Overview

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### ■ The Challenge

*VDMA wanted to improve customer service while reducing phone, fax and administrative workload by consolidating multiple Web sites and legacy applications into a single service*

### ■ The Solution

*Worked with BMS Systems (www.bmssys.de), an IBM Premier Business Partner, to implement IBM WebSphere Portal Express, IBM WebSphere Application Server and IBM Workplace Web Content Management on the IBM System x platform. The new portal handles numerous third-party applications, Oracle and DB2 databases as well as publishing a variety of Web content, and serves 2,000 users per day.*

### ■ The Benefits

*Automated content management and more accessible information reduces administrative workload for VDMA staff; portal provides a one-stop shop for member companies and potential customers, improving customer experience and facilitating the marketing of new services.*



Verband Deutscher Maschinen und Anlagenbau (VDMA, www.vdma.org) provides a vast range of statistical data, technical information, newsletters and member services for around 3,000 companies in the German mechanical engineering industry.

Many of these services were being delivered through separate Web sites with little or no connection between each service. In some cases, connection to legacy systems required members to install client software, which could be inconvenient – or even impossible – for some users. In many situations, requests for information had to be handled manually by VDMA staff, diverting time and effort away from more important tasks.

Having a number of different channels – Web sites, client log-ins, telephone and email requests – could also have a negative effect on customer service by compartmentalizing users and discouraging them from getting the most out of the services VDMA offers. A new solution was required to bring all these services together into one central, easy-to-access resource that would reduce administrative costs and provide superior experience for members.

### Designing a solution

The Association worked with BMS Systems, an IBM Premier Business Partner, to design a proof-of-concept for a Web portal and content management system based on IBM WebSphere Portal – Express v5 and IBM Workplace Web Content Management. IBM WebSphere Application Server interfaces between the new portal and a



variety of legacy systems, third-party applications and content databases.

BMS oversaw the deployment and now handles the day-to-day maintenance of most of VDMA's systems. "We have been working with BMS for some time now," says Gerd-Olaf Posselt, IT Manager VDMA. "Their team aren't just technology experts – they understand our business too, so their advice can be invaluable."

### Advantages of integration

The new solution shows the advantages of integration: a single, easily-administered Web portal with multi-language support which gives users access to a multitude of databases, applications and services through a simple interface.

"The key advantage of IBM WebSphere Portal is its ability to interface between many different systems and present their data in a unified manner," explains Posselt. "This protects our investment in systems which were not designed to be Web-enabled, like our statistics database; it also provides users with a one-stop shop for all the information they need, accessible 24-7 from anywhere in the world."

IBM Workplace Web Content Management helps keep the new portal up to date, avoiding information bottlenecks and ensuring that content – created by around 200 authors and various third-party providers who work with VDMA's news, publications, statistics and membership databases – is published on time and in the right format.

The VDMA portal also benefits from advanced IBM Technologies like OmniFind, a sophisticated search tool. "OmniFind is the only system we know of that is capable of searching the

portal, the Web, and the Oracle and Lotus Notes databases within a single engine," claims Posselt. "It is highly scalable and capable of handling very large indices. After some fine-tuning, it finally delivered very good search results."

### Single Web interface

Bringing nearly all of VDMA's services together into a single Web interface helps the Association market its diverse services to different target groups more easily, extends the functionality available to its members, and helps potential customers gain access to the latest information about the German engineering industry.

While saving time and increasing flexibility for users, the portal also reduces workload for VDMA staff, as automated content distribution means there is less need to manually retrieve and send information to interested parties.

"Most importantly, the combination of IBM hardware and software offers a stable platform from which to expand," adds Josef Trischler, member of the Board of Directors responsible for IT. "We are now embarking on an intensive marketing campaign for the new portal, which will increase traffic on the site even further. With IBM, we are confident in the performance and reliability of our systems now and in the future."

He concludes: "The expertise of IBM and BMS Systems has helped VDMA build a portal we can be proud of. With IBM WebSphere Portal and IBM Workplace Web Content Management, we can offer a more convenient and flexible service to members and the public, improving the customer experience while reducing workload for internal staff."

*"With IBM WebSphere and Workplace Web Content Management, we can offer a more convenient and flexible service to members and the public, improving the customer experience while reducing workload for internal staff."*

Josef Trischler

Member of the Board of Directors, VDMA



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