



**e-commerce:
Propel your business into the next generation
of e-business**

Sophisticated tools for doing business on the Web

A few years ago, the goal of growing businesses was to have a Website describing the company and its products or services.

Times have changed. To remain competitive in the global marketplace, businesses have to have much greater levels of online presence. Customers visiting a Website expect to browse the online catalog, add products to a shopping cart, make a secure purchase using a credit card, and specify the location for delivery.

But even that's not enough. Buyers' expectations have grown as they have become more Internet savvy. They now want to shop in the language and currency of their choice. They expect personalized services based on their interests because they don't have a lot of time to browse catalogs. They also want intelligent assistants to take the place of the store salesperson to give them useful product recommendations.

Demands on e-business software capabilities are not only coming from customers. For many merchants, e-commerce has moved from an experimental project to an integral part of their core business. As a result, many non-technical staff members are now part of the process. Marketing and merchandising managers have to use e-business software imaginatively to create campaigns, to target products at specific customer segments, and to monitor success.

Business processes have also changed with the times. When integrated with existing systems, e-business software enables the merchant to maintain a single source for both customer and product information. As a result, customers know if a product is in stock before they make a purchase, and merchants are increasingly more connected to their suppliers to provide quicker response times to customer requests.

If your business is becoming more committed to e-commerce, IBM Start Now e-commerce Solutions will help you reach your goals.

Implement now and get into e-business

IBM Start Now e-commerce Solutions are part of an integrated family of solutions for e-business. Each solution is specially designed to help growing businesses to get into e-business quickly and affordably or to broaden a company's involvement in e-business. Other Start Now Solutions are:

- ¥ *Start Now Business Intelligence Solutions* – for analyzing and understanding business data in order to make better decisions
- ¥ *Start Now Collaboration Solutions* – to extend and enhance Websites with human interaction
- ¥ *Start Now Content Management Solutions* – to manage and secure business-critical content
- ¥ *Start Now Infrastructure Solutions* – for building and deploying e-business foundations
- ¥ *Start Now Infrastructure Management Solutions* – to protect infrastructure assets
- ¥ *Start Now Wireless Solutions* – for providing mobile employees access to e-mail, corporate data, and vital information
- ¥ *Start Now Solutions Proven* – an ever-broadening portfolio of industrial-strength, line-of-business applications built by independent solution developers

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

A qualified IBM Business Partner customizes all Start Now Solutions for *quick and easy installation and configuration*. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up business on the Web quickly and to increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.



Finally, Start Now Solutions are designed for *high availability*, 24x7x365 operations, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

Solutions that let you Start Now

IBM Start Now e-commerce Solutions are based on IBM WebSphere® Commerce Professional Edition (WCPE), the award-winning software platform for e-commerce. WCPE has kept pace with the ever-increasing e-commerce requirements of both customers and merchants. It can help you turn visitors to your site into buyers of your products.

WebSphere Commerce Professional Edition makes it possible for marketing managers themselves to interact with the e-commerce system to sell products. It does this by providing a comprehensive set of tools to create customer profiles that define demographics, purchase history, and other attributes, and to target a campaign initiative and advertisements at specific customer segments.

After a campaign, WebSphere Commerce Accelerator reports on comparable success rates, as well as on the demographic distribution of customers. These reports provide feedback that can be used to evaluate the campaign and to initiate change for the next one.

Remember, too, that in a global market you're not selling only to your local community. Your e-commerce site is accessible worldwide. When customers visit your site, they can register who they are, what country they're from, their preferred language, and their currency. WebSphere Commerce makes all this possible with progressive multicultural support. When customers view product information, it can also be shown and priced in their preferred language and currency. Back in the office, your own staff can work with WebSphere Commerce in the language of their choice.

IBM Start Now e-commerce Solutions based on WebSphere Commerce Professional Edition can build you a site with these capabilities rapidly and affordably.

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM **eServer** designed especially for e-business.

How you can Start Now

The proven benefits of engaging in e-business are significant: increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:
ibm.com/software/smb

If you don't have an IBM Business Partner, we'll help you find one.



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Austin, TX 78758
USA

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