

# 1998 DI USERS GROUP

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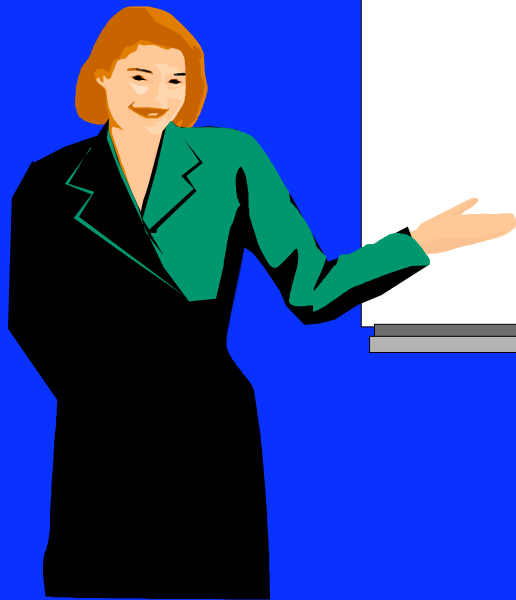
## EC Applications and Other Uses

### Internet Technology: Case Studies

Barbara Mueller Castro  
IBM Global Services  
Regional Offering  
Manager - Messaging

# Agenda

- ✓ **Statistics / Definitions**
- ✓ **Using the Internet for Extranets**
- ✓ **Using Internet Technology for Intranets**

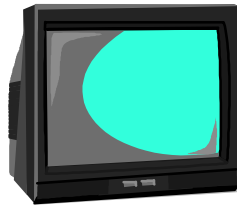


# Why the Internet?

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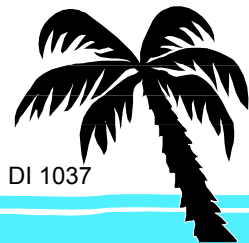
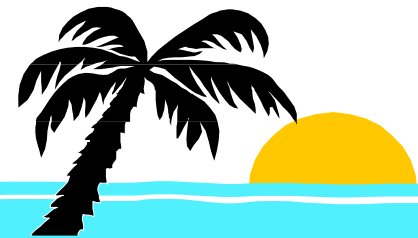
**Over 53 million people connected today just in the last 4-5 years**



**40 million televisions took 8 years**



**40 million radios took 28 years**



# Electronic Commerce to reach

\$100,000,000,000  
by 2000



Source: IDC



# Extranet Applications

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**Applications to facilitate customer contact:**

**Publishing Information**

**Discussion Databases**

**Customer Self-Service**

**E-Commerce**



# Intranet Applications

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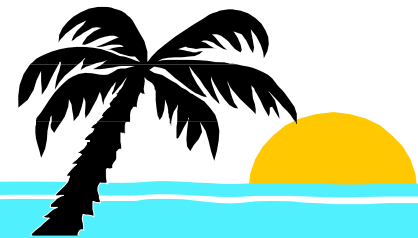
Applications that serve company internal needs:

**Collaboration**

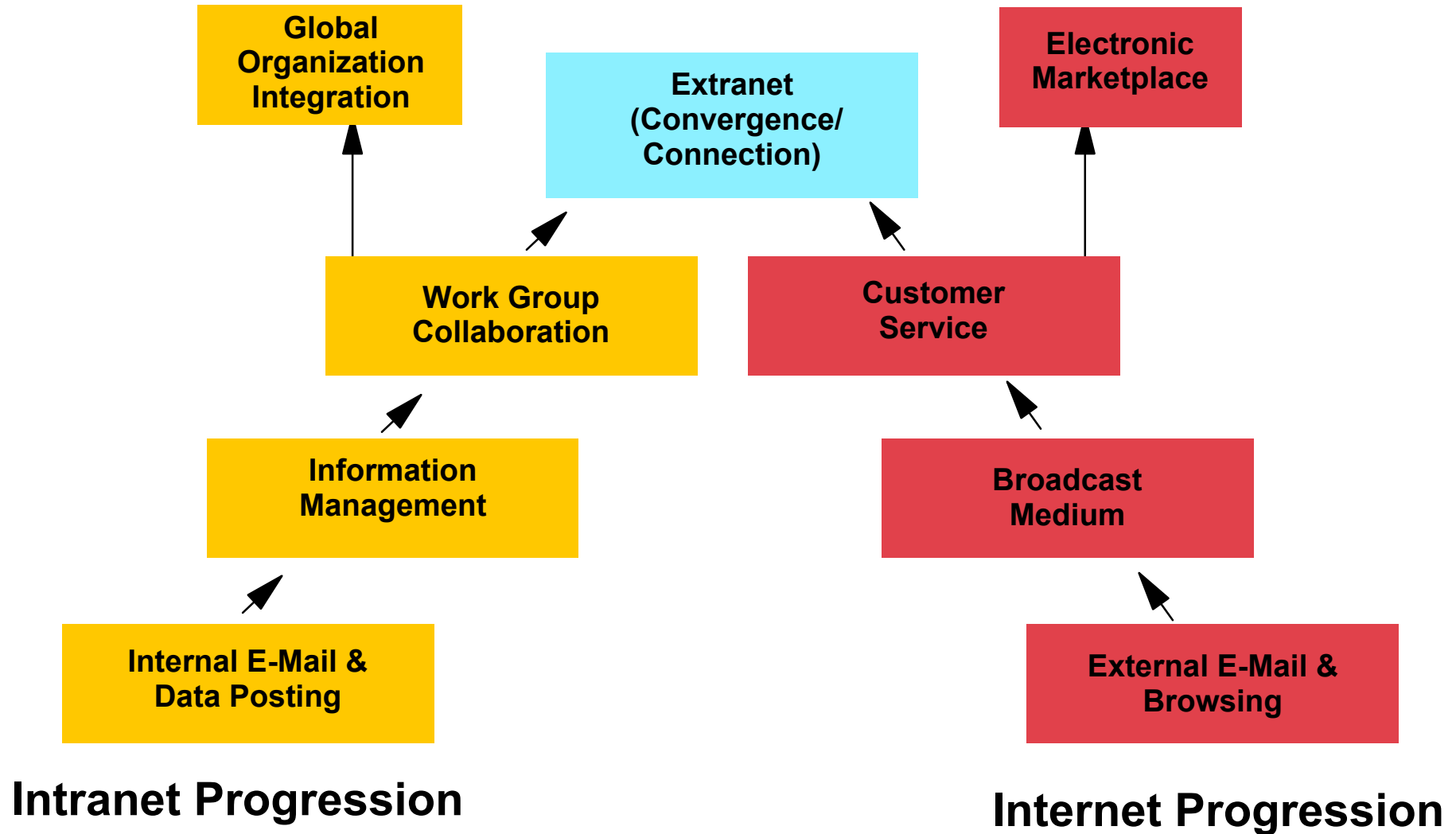
**Knowledge Management**

**Employee Self-Service**

**Sales Force Automation**



# Growth



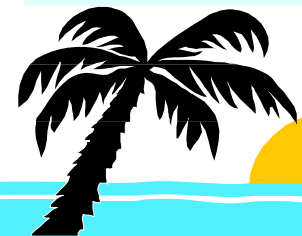
# Key Top Management Business Drivers

**Faster  
Service**

**Increased  
Profitability**

**Automated  
Operations**

**Cost  
Reductions**



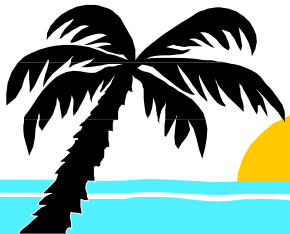


# Using the *Internet* to:

**Reach new  
and existing  
customers**

**Build loyalty  
through  
customer service**

**Increase  
bottomline  
profitability**



# Reaching Customers

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*10,000 new customers  
the first week*

reaching new markets

**Schwab****NOW!**<sup>TH</sup>

[www.schwab.com](http://www.schwab.com)



DI 1044

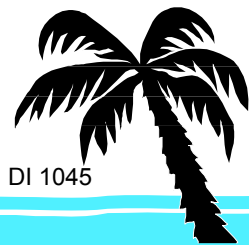
# Reaching Customers

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*Creating new fans around the world.*

[www.nhl.com](http://www.nhl.com)



DI 1045

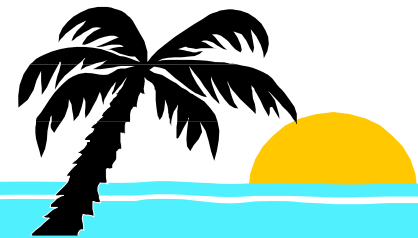
# Reaching Customers

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*Providing Opera seat reservations  
and ticket sales internationally.*



[www.arena.it](http://www.arena.it)



DI 1046

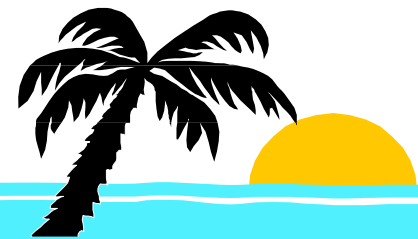
# Reaching Customers

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*Making online shopping a truly unique extension of their core business.*

[www.landsend.com](http://www.landsend.com)



DI 1047/1

# Building Loyalty

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*Received 97%*

customer satisfaction rating



[krsourceone.krinfo.com](http://krsourceone.krinfo.com)



DI 1048/1

# Building Loyalty



Technology Services *for*  
Businesses *the World Over*



*Realizing cost savings of \$400,000 in  
service calls alone.*



[www.microage.com](http://www.microage.com)



DI 1049

# Building Loyalty

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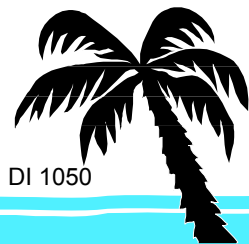
*Combining pleasurable shopping  
with a wealth of useful information  
on outdoor recreation and travel.*

Sporting gear and apparel  
since 1912 . . . for people  
who love the outdoors

**L.L.Bean®**

Freeport, Maine, USA

[www.llbean.com](http://www.llbean.com)





# Increasing Profitability

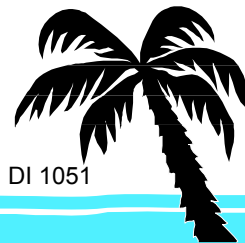
Welcome to  
Japan Airlines



*Generated \$4 million in revenue  
within the first three months.*



[www.jal.co.jp](http://www.jal.co.jp)



DI 1051

# Increasing Profitability

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*Increasing business process productivity by as much as 20%.*

[www.businteractive.com](http://www.businteractive.com)

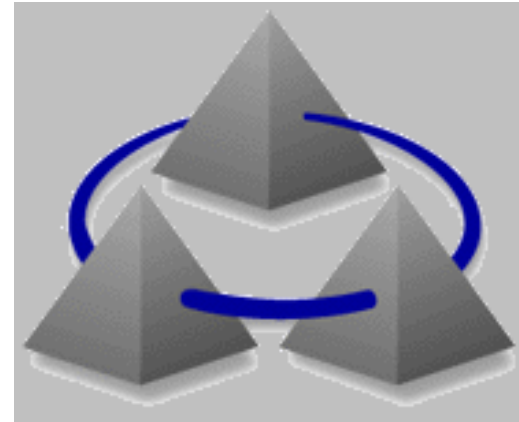


DI 1052

# Increasing Profitability

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***IntraLinks***



*More than \$40 Billion in loans syndicated since June of 1997.*

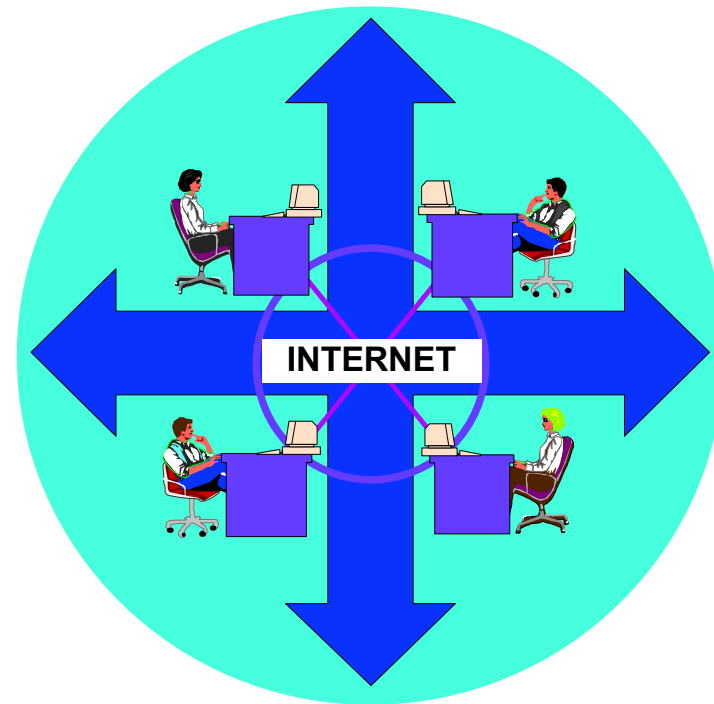
[www.intralinks.com](http://www.intralinks.com)



DI 1053

# Using *Internet technology* to:

- Connect extended teams
- Build loyalty through customer service
- Increase bottomline profitability

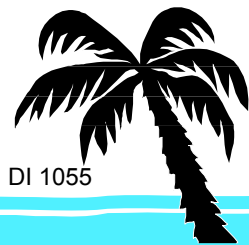
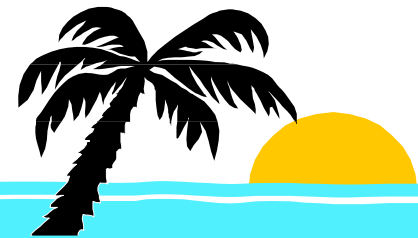


# Connecting Extended Teams

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**Lockheed Martin/Boeing**  
cut product development

*from years  
to 11 months*



# Connecting Extended Teams

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*Sharing information between  
instructors and students.*

[www.wfu.edu](http://www.wfu.edu)



DI 1056

# Connecting Extended Teams

*Real-time availability of information.*

**USWEST**<sup>®</sup>



[www.uswest.com](http://www.uswest.com)



DI 1057



# Connecting Extended Teams

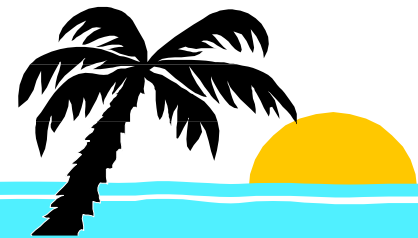
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*"Keeping our people connected to the information that helps them do their jobs".*

Welcome to the  
**K·B**  
**toys**™  
Home Page

[www.kbtoys.com](http://www.kbtoys.com)

DI 1058





# Connecting Extended Teams

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*Chrysler Corporation Supply Partner  
Information Network (SPIN)  
increasing productivity by 20%.*

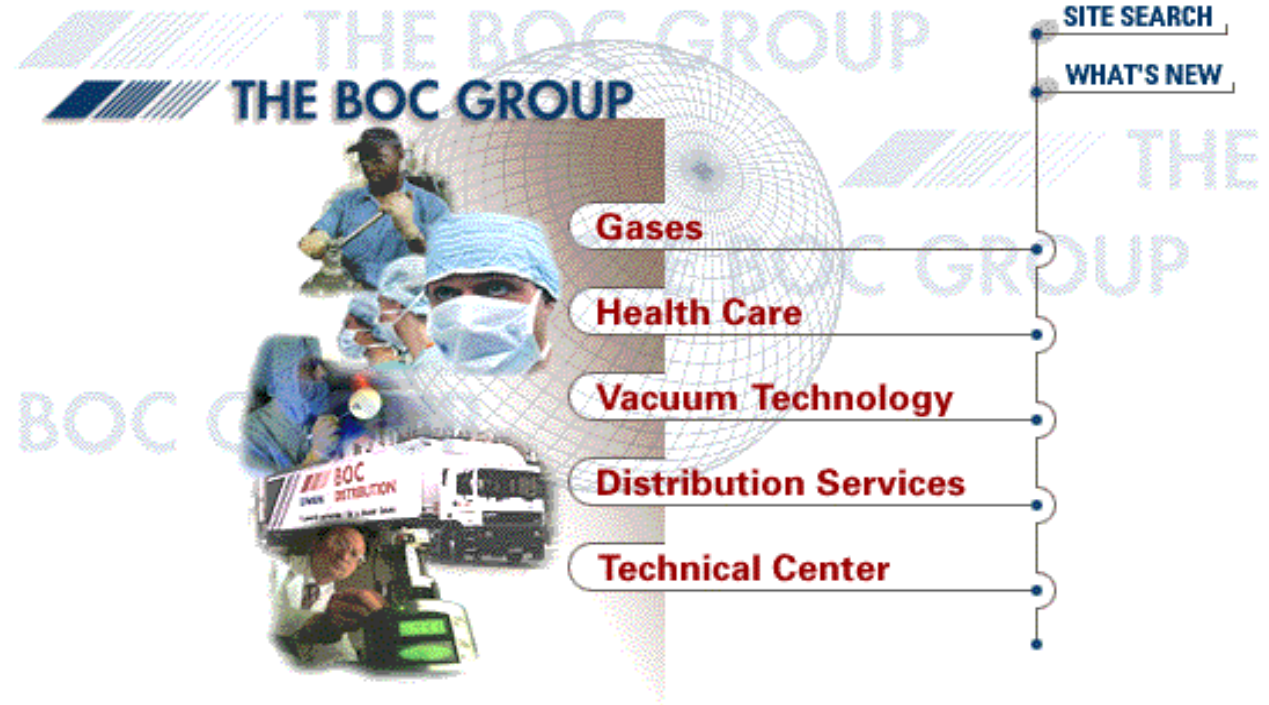
[www.spin.chrysler.com](http://www.spin.chrysler.com)



DI 1059

# Building Loyalty

*Providing better and less expensive service to Customers.*



THE BOC GROUP

THE BOC GROUP

SITE SEARCH

WHAT'S NEW

Gases

Health Care

Vacuum Technology

Distribution Services

Technical Center

BOC DISTRIBUTION

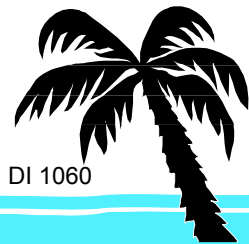
BOC GROUP

THE BOC GROUP

BOC GROUP

The central graphic features a globe with a grid pattern. Overlaid on the globe are several images: a worker in a blue uniform, a person in a blue surgical cap and mask, a BOC Distribution truck, and a person in a white lab coat. To the right of the globe is a vertical navigation menu with five items: 'Gases', 'Health Care', 'Vacuum Technology', 'Distribution Services', and 'Technical Center'. Above the menu are two buttons: 'SITE SEARCH' and 'WHAT'S NEW'. The BOC Group logo is repeated in various sizes and orientations around the globe.

[www.boc.com](http://www.boc.com)



# Increasing Profitability

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*Generating \$170 million in revenue  
with a sales force of 13.*

