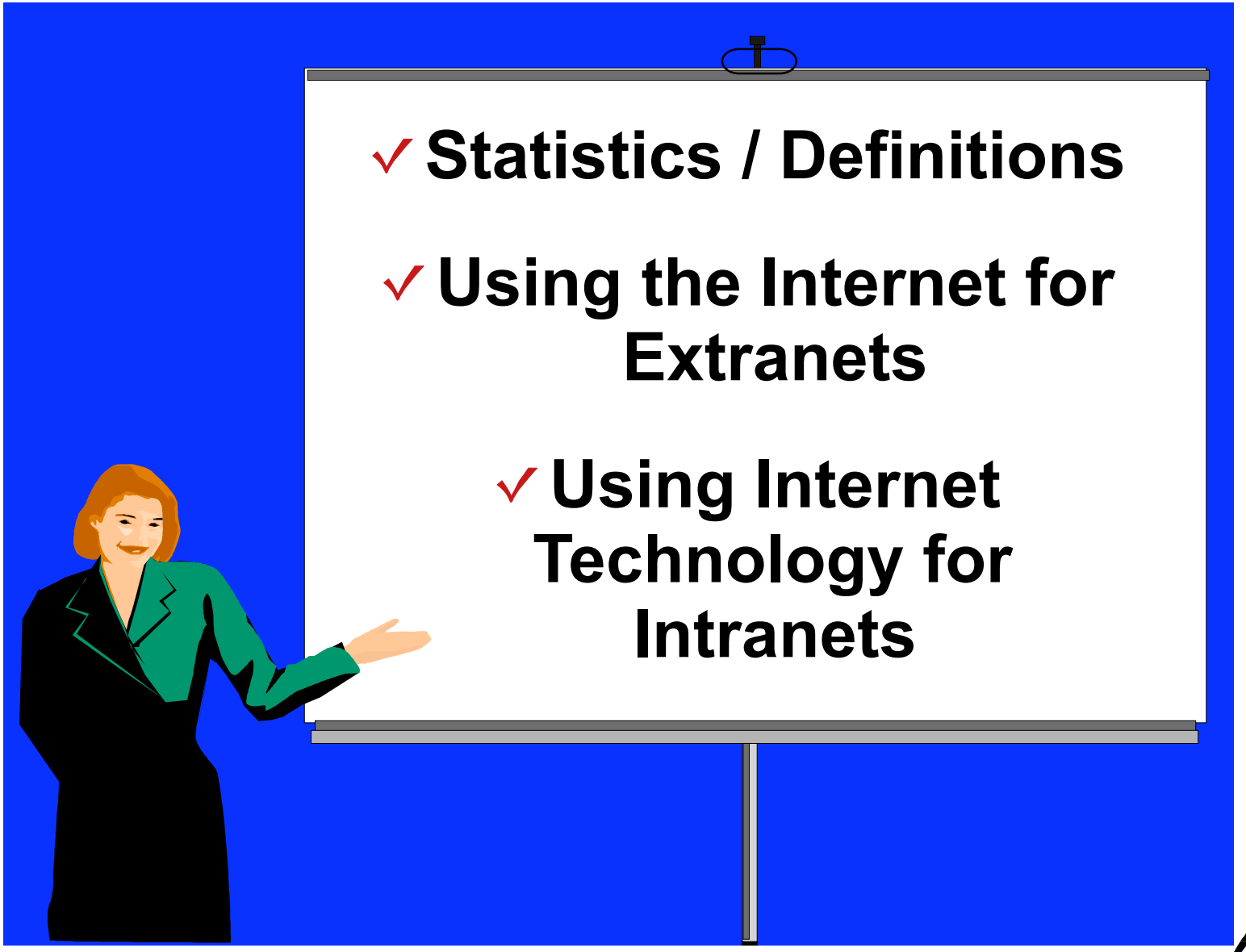
1998 DI USERS GROUP

EC Applications and Other Uses

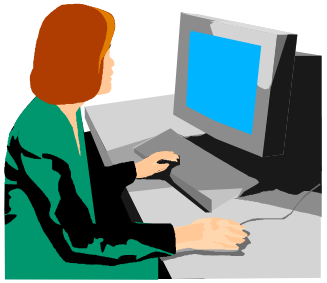
Internet Technology: Case Studies

Barbara Mueller Castro
IBM Global Services
Regional Offering
Manager - Messaging

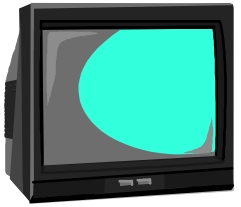
Agenda


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

Why the Internet?



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

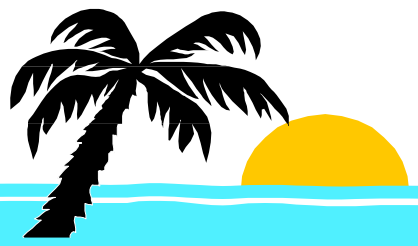
by 2000

Source: IDC

Extranet Applications

Applications to facilitate customer contact:

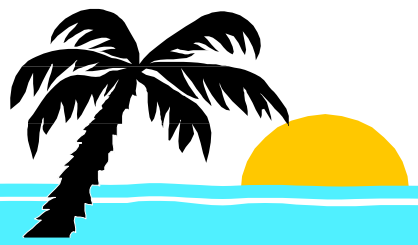
- **Publishing Information**
- **Discussion Databases**
- **Customer Self-Service**
- **E-Commerce**



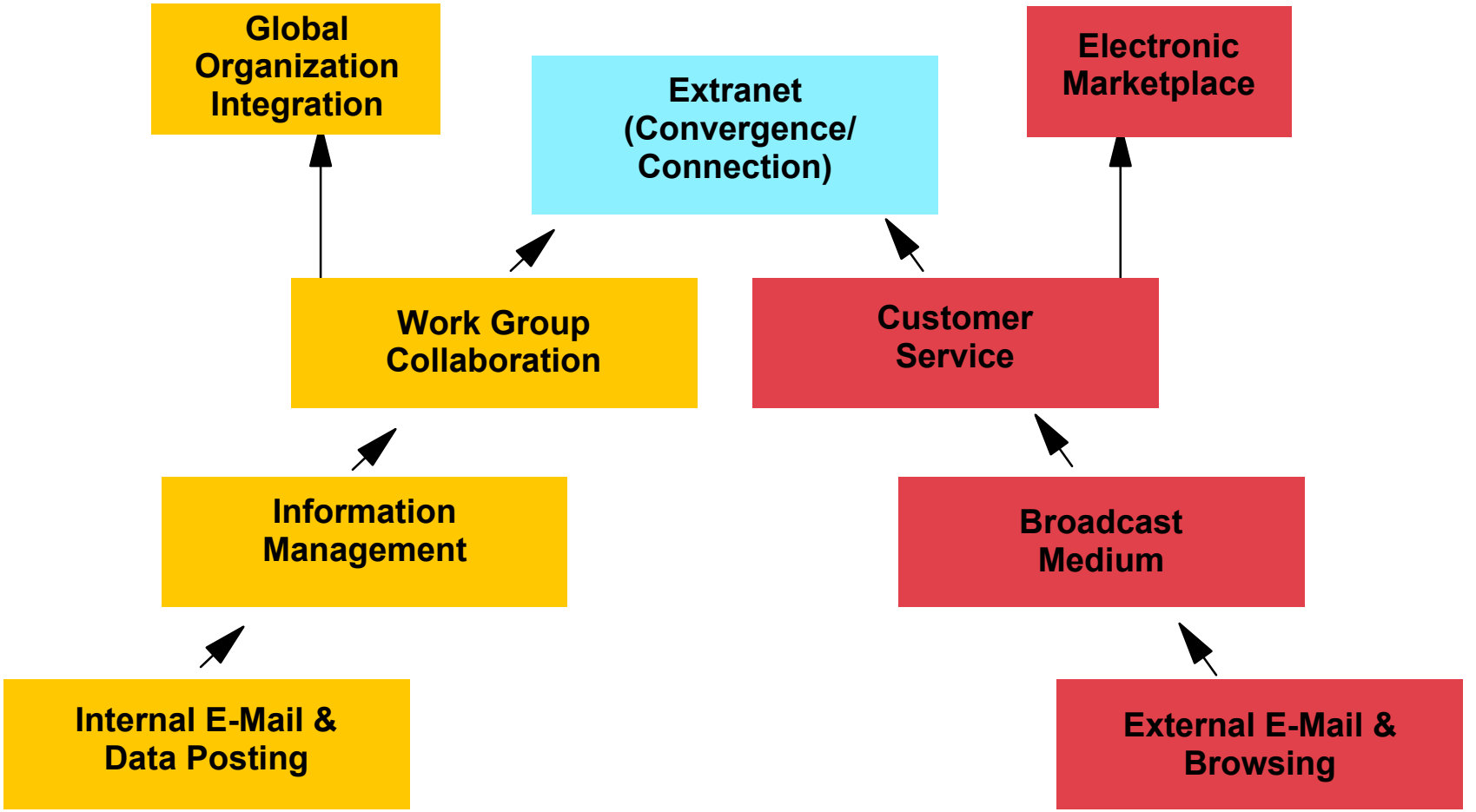
Intranet Applications

Applications that serve company internal needs:

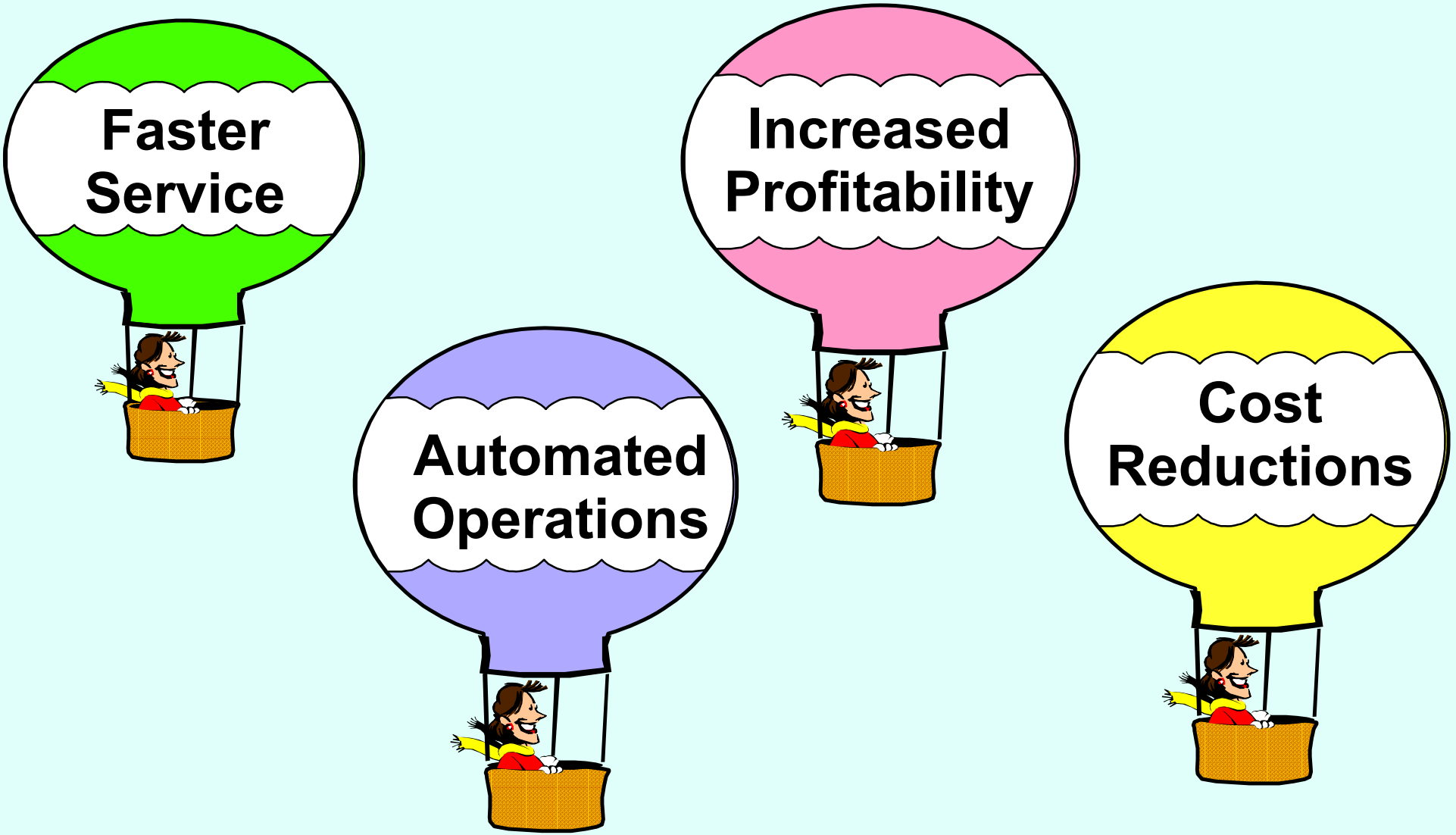
- Collaboration
- Knowledge Management
- Employee Self-Service
- Sales Force Automation



Growth


Global Organization Integration
Extranet (Convergence/ Connection)
Electronic Marketplace
Work Group Collaboration
Customer Service
Information Management
Broadcast Medium
Internal E-Mail & Data Posting
External E-Mail & Browsing
Intranet Progression
Internet Progression

Key Top Management Business Drivers



Using the *Internet* to:

Reach new and existing customers

Build loyalty through customer service

Increase bottomline profitability

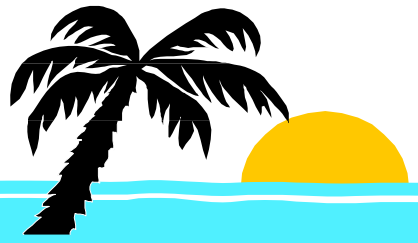
Reaching Customers

10,000 new customers the first week

reaching new markets

SchwabNOW!TH

www.schwab.com



Reaching Customers

Creating new fans around the world.

www.nhl.com

Reaching Customers

Providing Opera seat reservations and ticket sales internationally.

www.arena.it

Reaching Customers

Making online shopping a truely unique extension of their core business.

www.landsend.com

Building Loyalty

Received 97%

customer satisfaction rating

krsourceone.krinfo.com

Building Loyalty

MicroAge Technology Services *for* Businesses *the* World Over

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

www.microage.com

Building Loyalty

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

www.llbean.com

Increasing Profitability

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

www.jal.co.jp

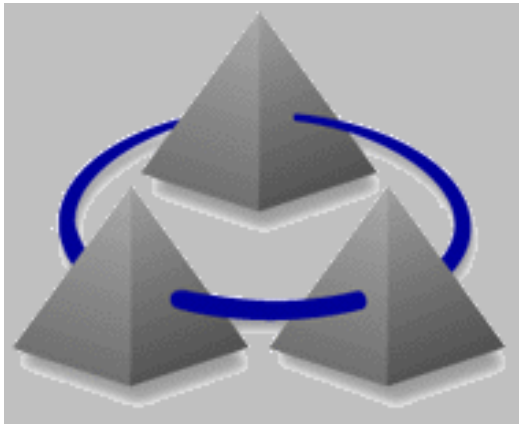
Increasing Profitability

Increasing business process productivity by as much as 20%.

www.businteractive.com

Increasing Profitability

IntraLinks

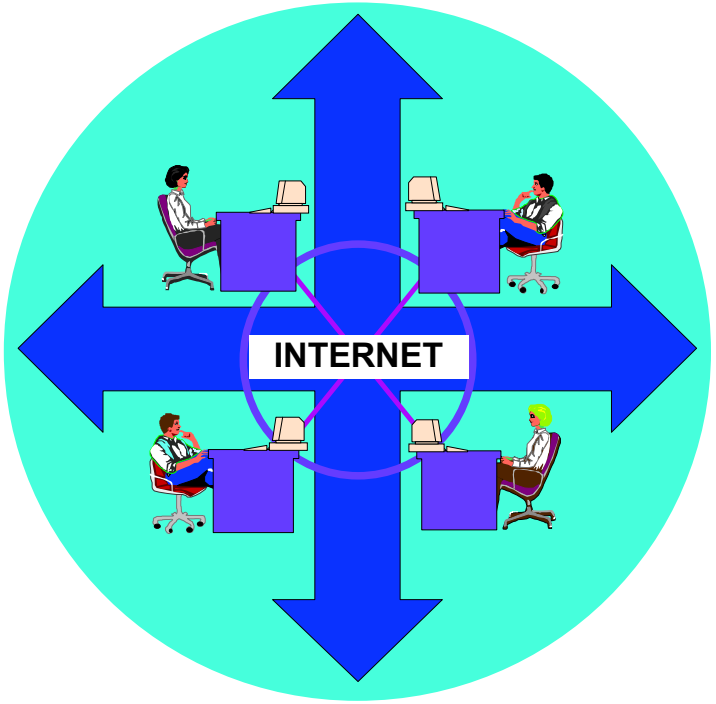


More than $40 Billion in loans syndicated since June of 1997.

www.intralinks.com

Using *Internet technology* to:

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



Lockheed Martin/Boeing

cut product development

from years

to 11 months

Connecting Extended Teams

Sharing information between instructors and students.

www.wfu.edu

Connecting Extended Teams

Real-time availability of information.

www.uswest.com

Connecting Extended Teams

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

www.kbtoys.com

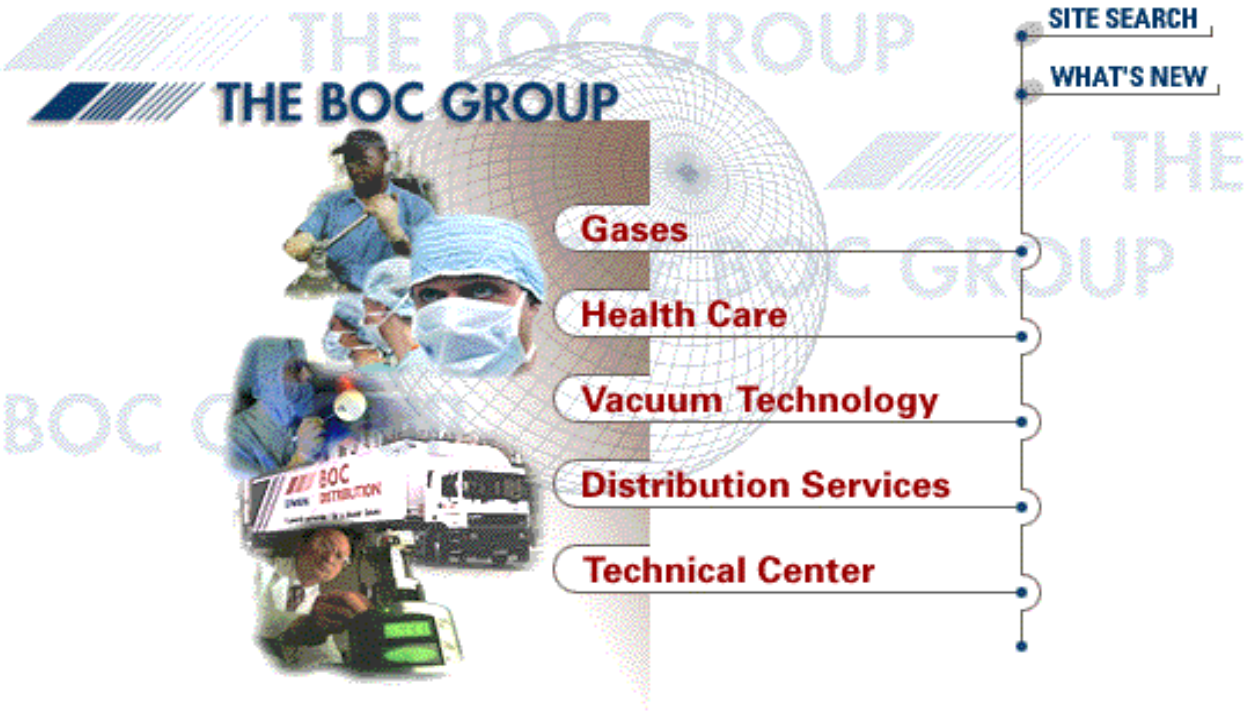
Connecting Extended Teams

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

www.spin.chrysler.com

Building Loyalty

Providing better and less expensive service to Customers.



www.boc.com

Increasing Profitability

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