

Announcing IBM Store Integration Framework — the technology infrastructure for on demand stores

Creating an on demand store environment

On January 13, 2004, IBM announced the Store Integration Framework offering. The Framework supports on demand retail operations, enabling your customers in the retail industry to better align business imperatives with consumers' evolving needs. Using the open-standards-based Framework, you can help retailers develop flexible, integrated store infrastructures that will support realtime delivery of information and services to consumers at every touchpoint. The Framework helps your customers get more value from existing investments by linking disparate applications and systems. It also provides a way for them to "snap in" new devices and applications, making it easier to connect consumers and employees to critical information.

A store-level Web services architecture, the Framework is built using a number of industry-leading IBM components, including IBM Data Integration Facility and IBM Software Solutions for Retail, including, IBM WebSphere® Application Server, IBM WebSphere MQ for Retail Outlets, IBM DB2® for Retail Outlets and IBM Tivoli® solutions. Together, the components can provide a complete and reliable infrastructure, or they can be incorporated individually according to your customers' imminent business needs.

Helping your customers revitalize store operations

To drive sales from retail customers today, you must be able to help them address a host of pressing challenges. Fickle customers. Increasing competitive intensity. Unforgiving financial pressures. Unpredictable threats. By providing them with a Store Integration Framework solution, you can help them do the following:

- Deliver a superior customer experience to reinvigorate loyalty and motivate spending. The Framework enhances your customers' ability to configure applications and devices that provide consumers with easier access to targeted information — through multiple channels — for a more personalized shopping experience, while responding more quickly to their demands.
- Streamline store operations to remove costs. Realtime access to sales data and customer and employee activities can help your customers reduce fraud and more efficiently manage labor and inventory processes to drive out costs.
- Enable their people for improved productivity. Using wireless devices, your customers' employees can become "instant experts" and provide superior customer service with the help of easy access to product and customer information, anywhere in the store.

Find out more

For specific questions, please contact the following representative in your geography:

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You can also find information about IBM Store Integration Framework on the Web at: ibm.com/industries/retail/store