



Historic Tourist Attraction Incorporates Net.Commerce with Olde World Charm

Lending a touch of medieval charm to the electronic frenzy of the Internet may seem inconceivable, but Olde World Canterbury Village and its electronic commerce partners have managed to bring a little of that flavor to the modern world by introducing a Web-based storefront for the historic Michigan tourist attraction. "Canterbury Village now has a premier worldwide storefront," explains Michael Marquardt, president of Internet Operations Center (IOC), the IBM Business Partner that created Canterbury's Web site. "It now enjoys the same presence and exposure of a Fortune 500 company without the expense and infrastructure."

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—Stan Aldridge, President of Olde World Canterbury Village

Olde World Canterbury Village, designated as an historical location by the state of Michigan, houses 18 specialty shops along with a golf resort, year-round family attractions, and the King's Court Castle restaurant that features European armor, swords, tapestries, and an antique fireplace from England.

The village is set on over 21 acres of surroundings reminiscent of the days of knights and chivalry. This ambiance is brought to life on its picturesque Web site (www.canterburyvillage.com), which embraces the enchantment of the restored farm estate originally owned by newspaper magnate William E. Scripps. The pioneers of Canterbury Village are benefiting not only by stimulating interest in the tourist appeal of the property, but by promoting the selling of its eclectic inventory of remarkable gifts and collectibles.

Application	e-commerce site with secure credit card payment for 18 specialty stores
Business Value	Increased sales through worldwide marketing
Software	IBM Net.Commerce IBM CommercePOINT Payment IBM DB2 Universal Database IBM AIX
Hardware	IBM RS/6000



The internet provides Olde World Canterbury Village with a 24-hour-a-day, worldwide storefront for its eclectic specialty store.



Shopping the Global Village

The main focus of the Web site's debut was to provide an international storefront for the village's Always Christmas shop, which sells a distinctive collection of over 60,000 ornaments, wreaths, and other exclusive decor.

"People everywhere can celebrate Christmas any time of the year," says Stan Aldridge, president of Olde World Canterbury Village. "But we also expect the site to generate business for our other operations as well." Some of the other Village stores that shoppers can visit include Many Moons Ago, a Southwestern art store; Toys for Big Boys, a novelty gift store featuring guns, armor, and swords; Highland Fling, which offers Scottish goods; a gourmet foods store that sells gift baskets of wines, cheeses, and cigars; a store featuring a unique assortment of flowers, pottery, and baskets; and several other specialty stores, including toy and apparel shops.

Ye Olde Solution

Relying on the expertise of IOC and the scalability of its IBM RS/6000 server, the Canterbury Village staff was able to immediately leap into secured e-commerce without the trouble and expense of developing the site themselves. Net.Commerce PRO, the center of this e-business solution, extends all the strengths to design and manage an online store, including page design, catalog creation, special effects, secure access, and administration. Prices, product specifications, and other important details can be updated dynamically.

"Net.Commerce allows Olde World Canterbury Village to reach the world from a single point," Aldridge says. "It enables us to manage our business growth while adapting to new technology." To keep the site at peak performance, IOC, which was chosen for its ability

to handle all the details associated with an advanced e-commerce site, oversees maintenance, security, updates, and high-speed communications links required to ensure around-the-clock access to its global customers.

With the incorporation of CommercePOINT Payment software, including CommercePOINT eTill, credit cards and other transactions are reliably processed using the SET Secure Electronic Transaction protocol. The total package sustains a 24-hour-a-day operation that safely handles user traffic for obtaining information about the village, as well as making purchases from its myriad selection of specialty merchandise. "Security remains our highest priority," says Marquardt. "We have security specialists on staff, plus we have all the protection built into IBM's CommercePOINT Payment Software."

Coming to a New World

Although December will always be the site's busiest season, a continuous stream of international sales is expected to burgeon throughout the year. After increased promotion for the site, Aldridge anticipates an influx of interest stemming from the growth of other stores on the site. Through the global reach of the Internet and IBM, Olde World Canterbury Village is enjoying both increased sales and the effects of additional visibility for its other amenities with minimal cost and maximum success.

"IOC did an excellent job of designing the site and making it easily accessible," concludes Aldridge. "It has been a very positive experience for us. We now have an additional marketing and sales tool that will help us grow."

For more information please contact your

IBM Marketing Representative or IBM Business Partner.

Visit our Web site at:

www.ibm.com/e-business

For more information on Olde World Canterbury Village and the IOC, visit their Web sites at:

www.canterburyvillage.com

www.iocenter.net



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