



# Successful Clothes Vendor Weaves Customer Service into a Profitable e-business Experience

The Lands' End Web site fits shoppers as neatly as one of the company's signature turtlenecks. It's interesting, customer-friendly — and fun. Paging around [www.landsend.com](http://www.landsend.com) is a comfortable experience that mirrors remarkably well the feeling of thumbing through a Lands' End catalog.

*"We have a long-standing history with IBM, and it's important that we continue to work together to make e-business more commonplace. Where you see new technology that delivers tangible benefits to our customers, that's where you'll find Lands' End."*

—Willie Doyle, Manager of Advertising and Electronic Media, Lands' End

But it doesn't end there. The company is savvy about the e-business issues foremost on the minds of its customers: convenience, selection, and security. Its site takes full advantage of technologies that make online shopping a logical extension of its core business. So consumers come to the Lands' End Internet Store with the same expectation they have when they pick up its catalogs: a truly unique shopping experience.

"Our customers truly enjoy the Lands' End experience on the Web," says Willie Doyle, manager of Advertising and Electronic Media, Lands' End.

As early as 1993, Lands' End customers were able to shop electronically. The company made sure it was in the vanguard of new developments, including online services, CD-ROM, and broadband networks. As sales of home computers equipped with modems skyrocketed, Lands' End foresaw the Internet as the next convenience and service area for its customers.

"We've been a pioneer in electronic commerce, embracing it on a wide scale," says Doyle. "And we believed a lot of things were doable when other people didn't. We viewed the Web as offering new avenues to fulfill the charter of Lands' End, which is to serve the customer in whatever way the customer chooses to be served."

The company's initial thrust was to establish inventory confirmation through connections with its S/390-based systems. That process led to the "intelligent order blank," a Lands' End innovation that allows a customer to key in a product code from the printed catalog to confirm that the item is in stock in the size and color desired.

<b>Application</b>	Online catalog with secure credit card payment option
<b>Business Value</b>	Reach new markets using the Internet; improved customer service; increased sales
<b>Software</b>	IBM MQSeries IBM CICS IBM AIX IBM OS/390
<b>Hardware</b>	IBM RS/6000 IBM S/390

"We didn't have to change anything about our existing order entry system," says Doyle. "Instead, we developed a communication capability from the Internet to that system in order to extend the same level of service



Lands' End delivers real, tangible benefits to customers through e-business.



to customers shopping online that we offer through the catalog 24 hours a day.”

### **Orders are Orders**

Guaranteed confirmation of each customer order is paramount to Lands' End's e-business success. IBM's MQSeries messaging application interfaces with the company's IBM CICS-based order system to check the inventory status of each item before it can be ordered online. Deployed earlier to handle the company's corporate sales, international, and Willis & Geiger adventure clothing, MQSeries ensures the integrity of the order process via the Internet.

With the advent of MQSeries, Lands' End achieved a level of automation that offered order reliability and very responsive page display to customers. Since 1995, Berbee Information Networks Corp., a network consulting firm and IBM Business Partner in Madison, WI, has worked closely with Lands' End to develop the Web site's back-end engine. They used MQSeries to enable communication between the Web server and Lands' End inventory database, which provided shopping cart and intelligent order blank inventory information in “real time” to customers. Also, to keep the site loading quickly, Berbee developed a dynamic paging system that allows pages to be generated “on-the-fly,” resulting in a faster and more engaging visit to Lands' End's Web site.

### **To Serve and Protect**

Pages rich in content are a hallmark of Lands' End printed catalogs, and the same is true on its Web site. The company's new IBM RS/6000 Web server addresses the notorious impatience of online shoppers

and provides a highly scalable platform to keep pace with anticipated e-business growth.

“We wanted to make sure we had the capacity and horsepower to serve pages and information out over the Net as quickly as possible,” Doyle explains. “With the RS/6000, we're very happy with the increased performance we've seen and very comfortable that it will meet our serving demands down the road.”

With customer concerns about security and privacy among the biggest inhibitors of e-business growth, Lands' End goes to great lengths to ease its customers' minds. Its main menu has links to separate Security and Privacy pages that contain extensive discussions of each topic.

According to Doyle, the company is satisfied with current SSL safeguards for credit card numbers and is very attentive to the SET initiative and new encryption protocols. “Customers have always had a high degree of trust in Lands' End, and we want to make sure we are at the forefront of the highest standards of security technology and protocols.”

### **Making e-business Commonplace**

Lands' End has operated on the principle that “what's best for the customer is best for Lands' End.” The goal today is giving that customer a consistent experience through any channel, including e-business. The company is mindful that newer technology will further enrich the interactive shopping experience for its customers.

“We have a long-standing history with IBM, and it's important that we continue to work together to make e-business more commonplace,” says Doyle. “Where you see new technology that delivers tangible benefits to our customers, that's where you'll find Lands' End.”

### **For more information please contact your**

IBM Marketing Representative or IBM Business Partner.

Visit our Web site at:

[www.ibm.com/e-business](http://www.ibm.com/e-business)

For more information on Lands' End, visit their Web site at:

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



©1998 International Business Machines Corporation

IBM Corporation  
Internet Division  
Route 100  
Somers, New York 10589

Printed in the United States of America  
1-98  
All rights reserved.

This brochure illustrates how one customer uses IBM products. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured customer and IBM Business Partners. IBM does not attest to its accuracy.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

IBM, AIX, DB2, S/390, CommercePoint, OS/390, RS/6000, and Net.Commerce are trademarks or registered trademarks of International Business Machines Corporation. IBM company, product, and service names are trademarks or registered trademarks of IBM. Lotus Notes and Domino are trademarks of Lotus Development Corporation. UNIX is a registered trademark of Novell, Inc. Windows, Windows 95, and Windows NT are registered trademarks of Microsoft Corporation. Other company, product, or service names may be trademarks or service marks of others.



Printed on recycled paper containing 10% recovered post-consumer fiber.