



WarrantyNet.com honored for turning dull documents into online tools.

Application	B2B and B2C e-marketplace, where manufacturers, retailers and customers manage warranties and service contracts
Business Benefits	100% ROI in two years; 25% annual growth in service contracts; improved customer service, fraud prevention and product performance
Software	IBM WebSphere® Application Server, Advanced Edition IBM DB2® Universal Database™ for Windows NT® IBM Net.Data® Lotus® Domino™
Servers	IBM Netfinity®
Business Partner	Business Interactive Corp.

Most of us would rather read just about anything other than a warranty. So, why would someone build a Web site around such dull documents?

An IBM Business Partner, Business Interactive Corp. came to recognize the value of the information on those sleepy forms. Explains Guy Vales, vice president of e-business and Web application development, "Warranty records contain valuable information — what was bought and where, how often a product is serviced, what repairs are needed — that can help businesses track market trends earlier in the supply cycle than with traditional market analysis. We also realized that for consumers, warranties are a defense against faulty products and serve a crucial

customer service role. From recall notification to product and warranty coverage information, WarrantyNet.com provides consumers with assistance to enhance their ownership experience."

"We're increasing our customer base by porting our system from Oracle to DB2 Universal Database, as many of our customers prefer it over other databases."

— Guy Vales, Vice President of e-business and Web Application Development, Business Interactive Corp.



WarrantyNet.com helps consumers and manufacturers leverage warranties.



e-business — redefining the image of business leadership



WarrantyNet.com gives manufacturers the information needed to understand market trends.

That's why Business Interactive created WarrantyNet.com, a Web-based warranty management system that recently won *InternetWeek's* award as one of the "Ten Savviest E-Businesses (You've Never Heard Of)." Says Vales, "After we received the award, things changed. Many of the consumers and businesses who had never heard of us before are now our customers."

While designing WarrantyNet.com, Business Interactive wanted to create a Web site that would be user-friendly enough for consumers and robust enough for manufacturers. The company wanted the site to be capable of harnessing manufacturers' valuable back-end business data, which warranty providers could use to track market trends earlier in manufacturing supply chains.

Business Interactive found the robust e-business development environment it needed in IBM WebSphere Application Server, Advanced Edition. Rounding out the solution are IBM DB2 Universal Database, Version 7, IBM Net.Data and Lotus Domino.

Membership in WarrantyNet.com has grown by 25 percent annually, with forecasts for even higher growth in the coming year. Says Vales, "We've achieved 100 percent ROI in two years — exactly as we had targeted. And our customers are experiencing improvements in fraud prevention and customer service. With its strong e-business solutions, IBM has been key to making our services invaluable."

Turning warranties into business intelligence tools

At WarrantyNet.com, consumers can register warranties online, inquire about extended warranties and keep abreast of laws governing contracts and disclosure. If they choose, WarrantyNet.com will also help them track their warranties through e-mail reminders. A reverse auction enables consumers to receive competitive bids for extended warranties. And, the site's recommendation center — which notes warranty-provider ratings from consumers — helps users make informed decisions.

For manufacturers, the capturing of warranty information — online and offline — is the first step in using WarrantyNet.com to transform warranties into highly-valued business intelligence tools. Warranties can then be used to improve customer service and recall management as well as reduce fraud. Warranty information is transmitted from manufacturers to WarrantyNet.com either in batch mode or in realtime using file transfer, e-mail, electronic data interchange (EDI) or another data exchange technology.

"IBM offers the most flexible and reliable e-business solutions on the market."

— Guy Vales

Using WarrantyNet.com, manufacturers can gather valuable information plus enhance the consumer's buying and ownership experience by offering services that:

- Enable consumers to register warranties online
- Provide information about products
- Process claims and return authorizations
- Prevent fraud
- Offer information about product recalls
- Deliver automatic notification of expired warranties
- Conduct surveys of customer references
- Track buying patterns
- Develop targeted marketing programs.

WarrantyNet's WarrantyCart™ service can help retailers increase revenue, provide warranty related before-you-buy information and sell extended warranties from their site. The WarrantyCart is easy to integrate with a retail or business-to-business (B2B) Web site and does not interfere with existing shopping cart processes. The WarrantyCart readily integrates with IBM WebSphere Commerce Suite.

DB2 for flexible searching

A long-time IBM Business Partner, Business Interactive has continued to utilize IBM solutions to meet many of its challenges and create multiple Web sites. "To offer users a comprehensive Web service, you must have a strong, integrated back end that can support new functionality and increasing traffic," says Vales. "IBM offers the most flexible and reliable e-business solutions on the market."

WebSphere Application Server powers front-end Web applications, serving up Java™-based pages for WarrantyNet.com. Java servlets route Web queries from consumers to manufacturer and distributor back-end enterprise resource planning (ERP) systems, seamlessly delivering responses back to standard Web browsers using the support for JavaServer Pages™ (JSP) and XML in WebSphere Application Server. Lotus Domino generates e-mail reminders to consumers regarding service contracts and also facilitates messaging for the WarrantyNet.com reverse auction. Net.Data provides dynamic connectivity with existing systems.

"With its multiplatform capabilities and support for XML and Java technology, WebSphere Application Server is an ideal solution for Web applications."

– Guy Vales



Consumers can manage their warranties online at WarrantyNet.com.

The WarrantyNet.com Web site resides on a trio of IBM Netfinity 3500 and 5000 servers arranged for loadsharing and fail-over capability, and uses IBM DB2 Universal Database for Windows NT. Says Vales, "Our core reasons for using DB2 Universal Database are its reliability, scalability and enhanced support for Java and XML. Its ability to support multiple data types, such as product images and audio files, is very attractive for us. We're increasing our customer base by porting our system from Oracle to DB2 Universal Database, as many of our customers prefer it over other databases."

Businesses find new partner for warranty obligations

The challenge of maintaining and disseminating an up-to-date list of partners (resellers, repair shops, manufacturers) for customers and staff in a constantly changing environment is one faced by a majority of companies, especially manufacturers and retailers. WarrantyNet.com enables both manufacturers and their partners to maintain a partner database that tracks all of these parties. A set of business rules ensures the integrity of the information.

Businesses may deploy WarrantyNet.com on their own sites by licensing the application or by contracting with WarrantyNet.com to manage warranties. WarrantyNet.com allows manufacturers to provide value-added services and content to their resellers. For instance, resellers can use WebSphere Application Server to seamlessly link with product and warranty information, related content and authorized service outlets. Says Vales, "With its multiplatform capabilities and support for Java technology and XML, WebSphere Application Server is an ideal solution for Web applications."

Partnering for the future

With WarrantyNet.com quickly establishing a name for itself, Business Interactive is working to unveil new services for the entire warranty supply chain. In the near future, asset management tools will allow users to manage their entire inventory, with additional recall services being added. Maps, that will be posted by manufacturers nationwide, will help consumers more easily locate service providers. In the works, and also developed with IBM e-business solutions, is WarrantyNet.com Wireless. This service will enable wireless application protocol (WAP)-enabled Web phone users to receive product information from WarrantyNet.com and locate the closest dealers and service outlets. Businesses will be able to use the wireless features to receive alerts as well as for in-field service management applications.

These new features demonstrate not only the growth of WarrantyNet.com but also the continued relationship between IBM and WarrantyNet.com. Says Vales, "IBM solutions are powering our e-business and with them, WarrantyNet.com is able to provide its own customers with the information and services they need."

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For more information about
WarrantyNet.com and
Business Interactive Corp., visit:
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