



Web Emporium builds high-end, leading-edge e-businesses with IBM.

In 1995, three entrepreneurial University of Arizona graduate students started their own e-commerce solutions company.

Application B-to-B and B-to-C e-commerce solutions

Business Benefits For Web Emporium: extended market reach; tripling of staff and quadrupling of revenue expected by year end; For customers: millions of dollars in procurement cost savings; 1,000% increase in online sales; up to 650,000 visitors each month

Software IBM WebSphere™ Commerce Suite
IBM Net.Data®
IBM DB2® Universal Database™ on multiple platforms

Hardware IBM Netfinity®
IBM RS/6000®
IBM AS/400®

Based in President and Co-founder Dave Pulver's apartment, the group launched solutions as quickly as their 28.8K modem allowed. Today, Web Emporium is a multi-million dollar company with 36 employees serving marquee clients.

“IBM is the e-business market leader in terms of mind share.... We basically found our groove with IBM.”

– Susan LeWinter, Vice President of Business Alliances, Web Emporium

An IBM Premier Business Partner, Web Emporium focuses on business-to-business (B-to-B) and business-to-consumer (B-to-C) e-commerce solutions. Based in Phoenix, Arizona, Web Emporium has built its foundation using IBM e-business solutions, considering IBM WebSphere Commerce Suite (formerly IBM Net.Commerce), IBM Net.Data and IBM DB2 Universal Database among its core competencies. WebSphere Commerce Suite is used to build electronic storefronts, while DB2 stores information for online catalogs and customer accounts. Net.Data is used to pull information from DB2 for display on the Web.



Having built its business through high-end solutions developed with IBM e-business tools, Web Emporium will soon market its own software.



"IBM is clearly the e-business market leader in terms of mind share," says Susan LeWinter, vice president of business alliances and co-founder at Web Emporium. "Our specialty is large, corporate, marquee-name accounts, and these customers will always want IBM solutions. This, and our need for scalable, portable, flexible solutions, led us to IBM. We basically found our groove with IBM."

Building a bevy of e-businesses

One of Web Emporium's earliest solutions was Earth Savers, a complete online B-to-B lighting retrofit system built with WebSphere Commerce Suite, Net.Data and DB2. Earth Savers can capture revenues 24 times greater than a traditional lighting supply facility. Web Emporium has gone on to create B-to-B and B-to-C e-commerce solutions for the likes of REI, Eleris, iGo, West Marine and Harry and David, each with great success:

- REI Online grew more than 350 percent in two years and receives up to 380,000 visitors each month¹
- Eleris' online B-to-B procurement service saves millions in procurement costs
- iGo has seen monthly Web sales increase as much as 100 percent and has handled up to 650,000 monthly visitors²
- West Marine achieved a 1,000 percent increase in online sales in the third month of its relaunched virtual boat supplies store
- Harry and David successfully served its large volume of customers during the past holiday shopping rush.

Critical to Web Emporium's solutions development projects are detailed discussions with its clients. "We consider our clients real partners, teaming with them to carry out the expected and manage the unexpected," says Marshall Freiman, vice president of development, chief technology officer and co-founder.

A trusted partner in IBM

Becoming an IBM Business Partner was a natural choice for Web Emporium. Says LeWinter, "My sales pitch has been, 'Who are you going to trust? IBM—a company that's been serving business-critical needs since your parents' time, or a software vendor whose product froze your PC twice last week?' It has been a huge factor in helping us attract customers."

Adds Freiman, "With IBM, we have a complete, integrated e-business solution. The combination of DB2, WebSphere Commerce Suite and Net.Data enables us to build powerful e-commerce sites customized with the functionality that our individual clients want. DB2 has particularly stood out for its robustness and scalability. Performance-wise, databases like Oracle and Microsoft® SQL Server don't compare."

Ready to take on the world

Web Emporium's founders plan to spin off its procurement solutions division and market its own solutions, including an electronic coupon product developed with Net.Data and an affiliate tracking system. In addition, Web Emporium has developed a robust metrics package that allows its clients to analyze and utilize data from their online stores. These business intelligence tools will be available later this year.

The company will also begin building its client base on an international level, with plans to triple its employee count to 100 consultants later this year. Having reached the \$3.2-million revenue mark last year, Web Emporium is shooting for \$12 million to \$15 million this year. "We've always set out to deliver cutting-edge solutions," says Pulver. "With IBM and our team's expertise, we have the tools to do this now and in the future, when e-business will just be business."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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¹"Reports: REI.com," *PC Data Online*, March 2000.

²"Reports: iGo.com," *PC Data Online*, March 2000.

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