



Champagne Lady adds a new sparkle with HomePage Creator.

Application e-business solution for a small business promoting champagne, champagne-related products and champagne as part of an exciting lifestyle

Business Benefits 200% growth in sales; 1,000 hits per day; easier site management for non-technical staff

Services IBM HomePage Creator™ for e-business

Through her U.S. company — Champagnelady.com — Rosemary Zraly presents French champagne not simply as a beverage for one's birthday, but rather as part of an exciting lifestyle. A lifestyle where every day is a special event, and champagne along with other fineries are used to celebrate it. Zraly has extended her knowledge of the champagne lifestyle through lectures, radio shows, television and her book entitled *Champagne ... Uncorked! The Insider's Guide to Champagne*.

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— Rosemary Zraly, CEO,
Champagnelady.com



Champagnelady.com teams with IBM to bring a new sparkle to online customers.



e-business — using value networks to reach new markets



Zraly toasts IBM for its involvement with small businesses like Champagnelady.com.

On her Web site, located at www.champagnelady.com, Zraly continues what she has been doing for the past ten years — showing people how their lives can achieve a new sparkle. It was over a year ago when Zraly realized it was time to take her book, experience and favorite products online. The world around her was being dominated by e-commerce and she knew that if her small business was going to continue to have a voice, it was time to explore this medium. But as she didn't have the technical experience, Zraly realized that she needed to hire someone to build and maintain the Web site for her.

Zraly soon grew frustrated depending on others to make simple content changes on her Web site. She began looking for tools that would make it easy for her to edit the content on her site, without having to enroll in Web development courses.

At a meeting of the Women's Economic Summit in Washington D.C., Zraly met an IBM sales representative who told her about IBM HomePage Creator — a fast and easy Web-based service offering that helps small business owners move online. After hearing that HomePage Creator is not only backed by the IBM reputation but has the capability to manage credit card transactions and provides automated site registration as well as the freedom to interact with her site the way she wanted — Zraly knew she had found a solution. "I was pleasantly surprised to find that a company as large as IBM would have a complete offering for smaller businesses like mine."

As a result of using HomePage Creator, Zraly has been able to better engage visitors with an attractive site supported by up-to-date content that she manages herself. Her site now receives about 1,000 hits per day and has increased its revenue intake — through the sale of her book and other champagne-related products — by 200 percent.

Says Zraly, "Before we started using HomePage Creator, I felt beholden to technical people. I couldn't make a move without somebody's help, but now I can change prices and other content very comfortably and very easily."

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User-friendly site management keeps staff in a festive mood

Updating Champagnelady.com is as easy as logging on to the HomePage Creator site from a standard Web browser. The program site as well as the Web sites of participating businesses — such as Champagnelady.com — are hosted by IBM on IBM RS/6000® servers.

With the ease of the HomePage Creator point-and-click online authoring and maintenance tool, Zraly can comfortably assign one of her staff of six to perform edits and updates on the site. “One of us is in there everyday, and I’ve heard nothing but positive remarks about HomePage Creator from my staff,” she notes.

Since she chose a HomePage Creator account that handles all of the credit card transactions through contracted payment service providers, Zraly and her staff need only to process and fulfill orders. “Having this responsibility taken off us was a great relief. We don’t have to worry about whether a customer’s credit is good or deal with any of that back-end frustration. Instead, we can focus on doing what it is we love most ... promoting champagne as part of a lifestyle,” says Zraly.

Catalog items can be updated or changed quickly, assuring that new products hit the electronic market floor as soon as they become available — an important consideration since Zraly is now servicing a broader market than she was before she went online. “The great thing about the Web is that it doesn’t intimidate most people the way a wine salesperson might,” she says. “People will ask me questions over the Internet that they might not feel comfortable asking in a store.”

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IBM allows Champagnelady.com to focus on what it does best—promote champagne as part of a lifestyle.

Friendly front-end, scalable back-end

HomePage Creator is scalable to an individual company's needs, ranging from 5 pages with 12 catalog items and 30MB of storage to 50 pages with 500 catalog items and 150MB of storage. With such a broad range of solutions, Champagnelady.com — and other small business like it — have plenty of room to grow.

Another piece of Zraly's Web site solution is IBM NetObjects TopPage (an IBM WebSphere® family product), which allows the staff at Champagnelady.com to create an even more celebratory Web site to promote its products and ideas. With 40 built-in templates and thousands of drag-and-drop graphics to choose from, Zraly can give the Web site a new sparkle whenever she feels inspired to do so.

Uncorking a new online lifestyle

Perhaps one of the most attractive aspects of HomePage Creator is the comfort it provides customers through the use of the IBM e-business Mark on a Web site. Says Zraly, "The two most important items that IBM HomePage Creator contributes to my e-business are credibility and security. The e-business Mark makes my customers feel safe in their purchases. It's like having a big brother to protect you."

Zraly looks forward to extending more offerings on Champagnelady.com, such as additional recipes, fine crystals and champagne necklaces. The convenience of HomePage Creator's multiple plans allows Zraly to expand her e-business at the speed her champagne lifestyle allows.

Says Zraly, "I recommend HomePage Creator to other small business owners for its ability to provide credibility, security and ease of use. With HomePage Creator you don't have to be technically inclined to run an e-business, but more importantly, you don't have to worry about the integrity of your e-business."

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