

## Jewelry.com creates a gem of a marketing strategy with IBM solution.

### Overview

#### ■ Challenge

Create customer traffic at retail partners of jewelry manufacturer

#### ■ Solution

Web site showcasing jewelry items and referring customers to the retailer offering them

#### ■ Benefits

Significant increase in revenue from retailers; quick payback of investment; over 1 million unique shoppers per month

#### ■ Software

IBM WebSphere® Commerce Professional Edition, Version 5.1;  
IBM WebSphere Application Server, Advanced Edition, Version 3.5;  
IBM DB2® Universal Database™ for iSeries™; IBM Tivoli® Monitoring

#### ■ Servers

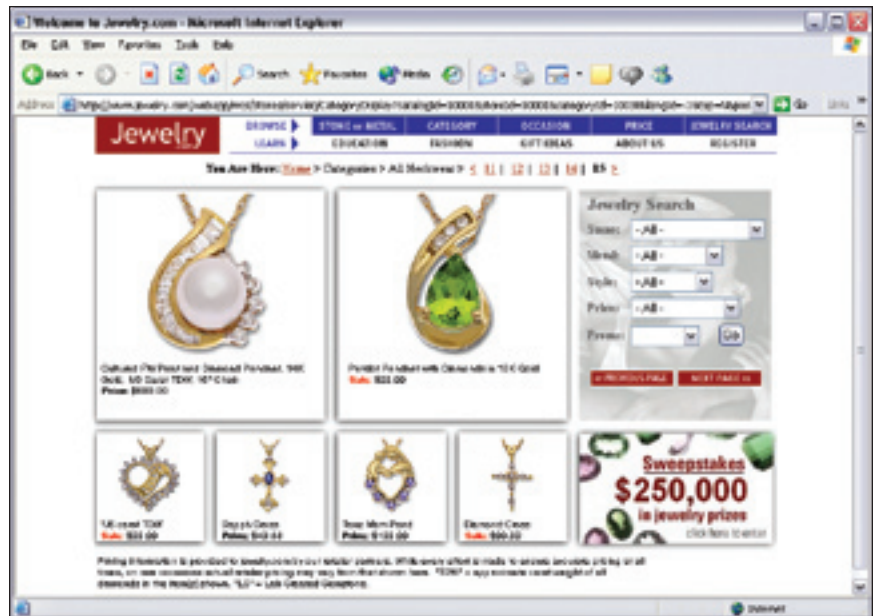
IBM@server iSeries

#### ■ Services

IBM@server iSeries Custom Technology Center

#### ■ Business Partner

Sky Solutions



Although no goods are sold on Andin's Jewelry.com, the jewelry manufacturer creates a demand for its products, provides retail partners with free advertising and enables shoppers to quickly select the jewelry items they want to buy.

Beauty, as the saying goes, is in the eye of the beholder. When it comes to buying jewelry, however, the naked eye often cannot distinguish a beautiful fake from the genuine article. That's why leaders in the jewelry industry, such as Andin International, strongly advise shoppers to rely upon the reputation and credibility of the seller.

*“By providing the type of rich, informative shopping experience that WebSphere Commerce enables, we lay down a trail of quality that leads directly to the retailer’s door.”*

*—Kristian J. Chronister,  
Vice President, Andin International*

## ***e-business—redefining the image of business leadership***



*Jewelry.com helps shoppers select the most appropriate gift for unique occasions and special people.*

Since 1981, Andin has been manufacturing jewelry for established retailers such as Zales, Sears, Macy's, Kay Jewelers and JCPenney. Such familiar names have evolved over decades to become the anchors of malls across the U.S., giving shoppers comfort and confidence when they shop in these stores.

To get the buying public to patronize the retail brands, Andin has created an online jewelry mall of its own, Jewelry.com. Its purpose is to showcase select pieces of jewelry that are manufactured by Andin and sold by Andin's top retailers. When shoppers click on these items, the site transfers them to the online store of the retailer who sells that item.

In selecting a commerce engine for its new site, Andin followed its own advice and focused on the vendors with the best track record for stability, reliability and scalability. It also relied on its longtime systems integrator, Sky Solutions, an IBM Business Partner. As Andin was in the process of evaluating an Oracle/Sun/BEA solution against IBM, Sky Solutions advised Andin that IBM WebSphere Commerce Professional Edition, Version 5.1, could run on Andin's existing IBM **@server** iSeries platform, which would provide a highly scalable and reliable solution for the most competitive price.

"When I heard that WebSphere Commerce would run on iSeries, everything came together," says Andin Vice President Kristian J. Chronister. "Utilizing our existing platform and skills would enable us to go with what we trusted. And the cost was one-half the cost of the Oracle/Sun/BEA solution."

The Jewelry.com site was completed in three months with Sky Solutions as the integrator. With the help of the **@server** iSeries Custom Technology Center (CTC) in Rochester, Minnesota, the Web site has been able to scale up to its current level of one million unique shoppers per month. With millions of eager customers flocking to Andin's major retailers, the company—with 2001 sales of over \$200 million—expects a significant annual boost in revenue and a quick payback of its investment.

***"WebSphere Commerce  
provided 80 percent  
of the solution right out  
of the box."***

*—Elan Seidenman, President,  
Sky Solutions*

"Andin has always liked IBM," says Chronister. "There's no way we wanted a new operating system, new support teams and three different vendors for the database, middleware and servers. With WebSphere Commerce, I can build off an infrastructure I already have and I get to stay with Big Blue, which has never let us down in 12 years."

### **Leading consumers to quality**

Funded entirely by Andin, Jewelry.com helps shoppers narrow down their choice for jewelry items. Shoppers browse from among hundreds of Andin pieces using such categories as diamonds, heart-shaped jewelry, rings, necklaces, earrings, bracelets and wedding jewelry. The same menu enables quick searches for special-occasion gifts and parametric searches for particular items. Shoppers can also register on the site to receive Jewelry.com newsletters and members-only coupons for special savings.

Along with the catalog, the site features informative pages on gemstones, shopping for jewelry, fashion, upcoming specials and other events. Says Chronister, "We wanted to create an educational tool that takes away the mystery and confusion sometimes associated with shopping for jewelry." When shoppers select the item they want, the site lists the price and passes them to the site of the retailer carrying the item or enables them to find the nearest store location.

"From that point on," says Chronister, "the shopper is dealing with JCPenney, Kay Jewelers, Macy's, Sears or Zales. Of course we want to sell our products, but we also want to promote our retailers and to put consumers on the right track—buying jewelry from established companies. By providing the type of rich, informative shopping experience that WebSphere Commerce enables, we lay down a trail of quality that leads customers directly to the retailer's door."

*"DB2 provides us dependable, easy-to-maintain database operations —and at a fraction of the total cost of other alternatives."*

*—Kristian J. Chronister*



*Andin used IBM WebSphere Commerce to create a Web site rich in jewelry choices and information for shoppers on how to buy jewelry.*

### Flawless design

By leveraging WebSphere Commerce Professional Edition, Version 5.1, Andin was able to create the smooth-functioning, quality site it needed. "WebSphere Commerce provided 80 percent of the solution right out of the box, such as the catalog, the search engine and coupons for special offers," says Elan Seidenman, president of Sky Solutions. IBM WebSphere Application Server provides the runtime environment for the site's Java™ code, and IBM Tivoli Monitoring manages the performance of the Web site.

Serving as a reliable, scalable data management solution for the site's catalog, IBM DB2 Universal Database for iSeries has further validated Andin's choice of IBM as the best vendor for the Jewelry.com solution. "DB2 is always there in the background, working perfectly," says Seidenman. As Chronister comments, "DB2 provides us dependable, easy-to-maintain database operations—and at a fraction of the total cost of other alternatives."

### Functionality on demand

With its site up and running, Andin can now leverage the rich functionality of WebSphere Commerce to extract additional value from its investment. Since shoppers have the option of registering on the site, Andin has an expanding customer base of its own, which it can utilize to target its marketing activities. By using the personalization features of WebSphere Commerce, Andin intends to do just that.

"One-to-one marketing is a new area for us, one that we intend to explore," says Chronister. "We can send these customers coupons that they can use at our retailers or alert them to special sales that a retailer is conducting. We have a wide range of options that come with WebSphere Commerce for creating value and maximizing return on investment."

### For more information

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

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For more information about Jewelry.com and Sky Solutions, visit:

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

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



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