

Integrate people, processes and information to optimize the business impact of your marketing, sales and service efforts.



Highlights

- **Share accurate product data with customers and consumers by integrating information that is spread throughout multiple in-house systems and across supply-chain partners and customer systems**
- **Transform marketing, sales and service business processes**
- **Offer consistent, high-quality customer support anytime, anywhere, regardless of channel**
- **Maximize customer loyalty and satisfaction, as well as sales conversions**
- **Minimize the costs of your sales and service infrastructure**

Electronics industry challenges demand robust solutions

As electronics companies address today's industry challenges — from declining customer loyalty to shorter product life cycles — they quickly realize that they must rapidly enable highly effective marketing strategies. Consequently, they need to integrate product information across the enterprise, manage multiple channels and get more out of their existing IT infrastructure.

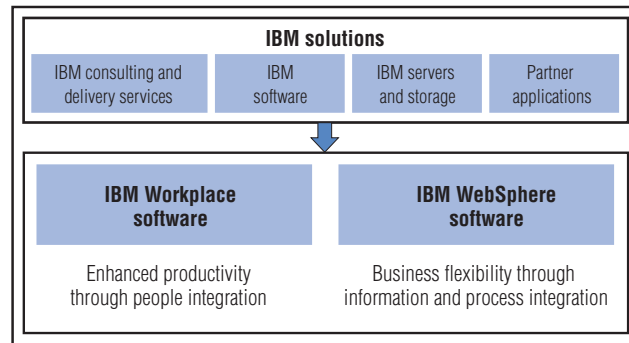
To address eroding margins associated with compressed product life cycles, electronics companies need to introduce additional new revenue streams rapidly and at a minimized cost. That means developing the resources to facilitate the exchange and integration of information across internal divisions, along the supply chain and with trading partners.

Faced with increasingly complex global supply chains, an electronics company needs solutions that provide an integrated view of its sales channels and facilitate country-specific marketing and sales across multiple geographies, cultures and languages.

Meanwhile, the drive to optimize inefficient sales and service processes puts pressure on IT staffs to do more with less. As regional sales forces and aftermarket support centers are consolidated, exploiting new mobile and pervasive technologies enables the field to cover more territory and achieve greater sales conversions.

To help you address these challenges, IBM has developed IBM WebSphere® for Electronics Sales and Service. You can use it to integrate areas such as:

- *Product information across and outside the enterprise.*
- *Multiple channels along the consumer's entire purchasing life cycle.*



IBM software is a key building block of IBM solutions.

IBM delivers comprehensive offerings for optimizing sales, marketing and service

A proven partner for the electronics industry, IBM can help you transform your sales and service processes throughout a product's life cycle with integrated, comprehensive offerings.

IBM solutions for electronics bring together IBM's extensive portfolio of hardware, software and high-value services — and its wide network of partners — to address the most prevalent challenges for clients in the industry. IBM solutions and electronics experience help our clients accelerate their progress in becoming an On Demand Business — so they can respond with flexibility and speed to virtually any customer demand, market opportunity or external threat.

IBM Workplace™ and WebSphere are key software building blocks of the IBM solutions for electronics. IBM Workplace helps transform the way electronics companies work — making people more productive by enabling them to make well-informed decisions and take targeted actions, rapidly. And IBM WebSphere delivers business flexibility through information and process integration, and IT infrastructure optimization.

Today, you can leverage WebSphere for Electronics Sales and Service to optimize customer service and sales. These offerings help your business:

- *Maximize customer loyalty and share of wallet.*
- *Minimize the time and cost to serve each customer.*
- *Provide consistent service through multiple channels.*
- *Direct high-value services to profitable customers.*

To achieve these business goals, you can use WebSphere for Electronics Sales and Service to establish an integrated, consistent view of product and service information and to implement structured, integrated sales and marketing processes. The following two sections describe these capabilities in greater detail.

Take advantage of IBM expertise in electronics

For nearly a century, IBM has been an innovative leader in the electronics industry. We have extensive experience integrating and optimizing our own global business units, as well as helping thousands of clients in areas like customer relationship management (CRM), product life-cycle management and supply-chain operations solutions. WebSphere for Electronics Sales and Service draws on our electronics industry expertise and the innovations of our customer-facing methodologies to help you transform your company's sales and services processes.

Synchronize product information across the enterprise

For most electronics companies, product information is collected across disparate systems — including legacy systems, data masters and content management systems. Without coordination to produce a single version of the information, errors frequently occur. For example, exchanging data with trading partners can often lead to inconsistent descriptions, promotions and pricing.

When companies try to aggregate product information, they frequently do so with inadequate tools that lack workflow capabilities, such as e-mail and spreadsheets. The results are costly; inefficient processes and error-prone data inhibit a company's ability to market and sell products and services.

WebSphere for Electronics Sales and Service includes leading technology that enables you to synchronize data across your multiple sales channels, corporate divisions, partners, resellers, online commerce sites and sales forces. It is designed to work with the ways you do business now

and in the future. It gives you great flexibility in the data model you use, offers high scalability and enables workflow to your business users.

Using WebSphere for Electronics Sales and Service, you can:

- *Manage, link and synchronize different types of product information — including items, locations, organizations, trading partners and trade terms information — both internally and externally.*
- *Create, publish and use product information across corporate business units, divisions and subsidiaries to drive efficient sales.*
- *Identify cross-sell and solution-sell opportunities — including product options and pricing — that meet the desires of your existing or target customer base, especially your most profitable customers.*
- *Leverage analytic tools and integrated data to deliver highly targeted and personalized messages that return substantial customer revenue.*
- *Minimize errors that complicate sales and ordering and that drain IT staff time away from higher-value tasks.*

Optimize channel management to drive sales efficiency — and results

Many electronics companies want to build common sales processes across their multiple sales channels — including customers, distributors and trading partners.

But the goal of having unified sales channels requires organizational change. Selling and sales management aren't done by machines; they're done by people.

To help transform your selling and sales management processes, you can leverage WebSphere for Electronics Sales and Service to implement best practices for effective selling in electronics and to optimize performance across your sales channels. It includes proven technology that you can use

to implement a single, flexible infrastructure that supports the ways you want to connect with customers. WebSphere for Electronics Sales and Service also helps you rapidly create — and maintain — online commerce sites.

Because WebSphere for Electronics Sales and Service offers integrated support for business-to-consumer, business-to-business, channel management and other business models from a single platform, it can help you implement a structured approach to sales and marketing across and outside your enterprise. With a centralized view, you can streamline information dissemination and purchasing processes that are plagued with errors and are slow to deliver revenue.

Using its online commerce capabilities, you can quickly enable your organization to deliver new products and services, help your sales force and sales partners place and track orders efficiently, and optimize visibility into inventory.

IBM Business Partner applications for the electronics industry complement the offering

WebSphere for Electronics Sales and Service provides a world-class foundation for integrating information, people and processes. Applications provided by our extensive network of industry-focused ISVs — combined with IBM Business Consulting Services and hardware — complement the full offering. IBM ISV Business Partners provide industry-specific business applications that run on IBM platforms.

WebSphere for Electronics Sales and Service helps you:

- ✓ Maximize customer satisfaction and sales conversion.
- ✓ Identify and capitalize on new revenue streams.
- ✓ Optimize the performance and cost-efficiency of all sales channels.
- ✓ Streamline service operations.
- ✓ Enhance business relationships between internal divisions, as well as with partners and resellers.

For more information

For software that helps you transform your service and sales processes throughout a product's life cycle, count on IBM. To learn more about WebSphere for Electronics Sales and Service and other offerings for the electronics industry, including case studies and more detailed information about offering components, call your IBM representative or IBM Business Partner, or visit ibm.com/software/industries/electronics





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