



# Lagostina projects \$1 million in online cookware sales.

Founded in 1901 in a country revered for its pastas, sauces and risotto, Lagostina—a leading Italian manufacturer of cookware and kitchen utensils—occupies a warm place in the stomachs of thousands of customers throughout the world. But being known as an “old world” brand was making it tough to stir up enthusiasm for its products among the younger generation.

Lagostina needed a cost-effective means to gain business among young, upscale consumers around the globe—and thus solidify its market leadership for the future. The company selected IBM e-business tools to develop an online store that sells pots, pressure cookers and pepper mills in stylish designs and flashy colors—a dramatic change from its core product line of traditional, stainless steel cookware sold at department stores and specialty shops. “We want young adults to think of Lagostina as more than just their mothers’ cookware,” says Dario Cerutti, the company’s regional export manager. “An online store is the perfect way to reach this Internet-savvy group.”

*“Our [online] store fully paid for itself in two days, as we saved \$50,000 from our advertising budget.”*

*—Dario Cerutti, Regional Export Manager, Lagostina*

IBM Business Partner ArTecnica constructed an online store, [www.cookwareshop.com](http://www.cookwareshop.com), using IBM Net.Commerce and IBM DB2 on Windows NT. Opened last fall, the store, created as an online Italian cookware outlet with Lagostina as the lead vendor, receives an average of 35,000 hits each

<b>Application</b>	Online cookware store
<b>Business Benefits</b>	100% ROI in two days; projected sales revenues of \$1 million by end of year; access to international market
<b>Software</b>	IBM Net.Commerce IBM DB2® on Windows NT® IBM Net.Data® IBM HTTP Server IBM eNetwork™ Firewall IBM Payment Server™*
<b>Hardware</b>	IBM Netfinity® 5500 IBM AS/400®
<b>Business Partner</b>	ArTecnica



Lagostina hopes to extend its market reach to young, upscale consumers by selling its cookware on the Web.



week, mostly from abroad. "We're confident that the online store will generate \$1 million in revenue for us by the end of the year," says Cerutti. "In fact, our store fully paid for itself in two days, as we saved \$50,000 from our advertising budget."

### **Net.Commerce enables customization**

Lagostina and ArTecnica designed the store, which resides on an IBM Netfinity 5500 server, with navigation ease in mind. Says Luca Mantovani, director of ArTecnica, "Net.Commerce, the software with all of the development tools for customizing our e-commerce catalog, is the heart of the online store." The store's offerings are segmented into specialized areas, such as gourmet cooking and gift items. Site graphics are minimized until the visitor finds an item of particular interest; then a full-color photo is displayed—which reduces downloading time.

IBM Net.Data, a component of Net.Commerce, delivers the latest product information residing in DB2 to the Web store. The store features about 200 items—a small segment of the company's catalog of 15,000 products.

"The built-in application programming interfaces (APIs) of Net.Commerce equip us to add new product information to our site easily using a simple Web browser," notes Mantovani. "The software can transparently manage the storefront for multiple vendor products. And, as we add select products from new vendors, the scalability and reliability of DB2 will support the site's growth."

Shoppers can be assured that making credit card purchases at the store is safe, because the Web server software, IBM HTTP Server (formerly Domino Go Webserver™), supports industry-standard Secure Sockets Layer (SSL) encryption. In addition, Net.Commerce includes IBM Payment Server, which supports the SET Secure Electronic Transaction™ protocol, a collection of encryption and security specifications for making payments over the Internet. IBM eNetwork Firewall further protects business information from unauthorized access.

### **Tailored promotions**

Lagostina and ArTecnica are evaluating data mining tools, including IBM products, that will enable the company to analyze sales trends and customer profiles from Web site data. This will allow Lagostina to tailor promotions and advertising campaigns to individual shoppers. Later this year, Lagostina will incorporate a business-to-business e-commerce capability into the online store, enabling department stores and specialty shops to order items directly from the company through the Web site. By then, says Mantovani, Lagostina's back-end applications for billing and inventory residing on the company's IBM AS/400 server should be integrated with the site.

"With our new online store, powered by the versatile Net.Commerce and the robust DB2, Lagostina is poised to be a booming business serving the household needs of families around the world well into the next century," says Cerutti. "That's why ArTecnica chose IBM without considering the competition—IBM offered dependability and the best support we needed to get started."

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

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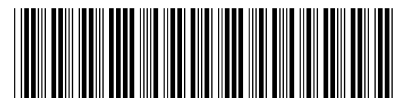
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