



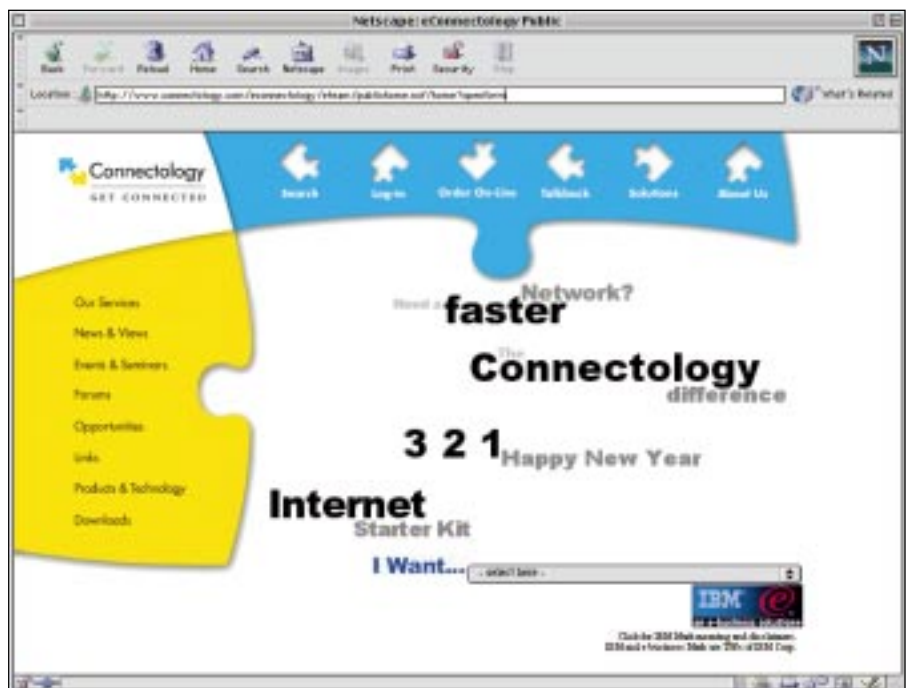
Connectology connects with its customers using B-to-B Web site.

Application	B-to-B e-commerce, project collaboration and tracking, customer self-service Web site
Business Benefits	100% est. payback in five months; minimum of \$570,000 saved annually; sales processing time reduced from days to minutes; lower prices online; enhanced customer service; improved operational efficiencies
Software	Lotus® Domino™ Lotus Notes®
Hardware	IBM Netfinity®
Business Partner	Digital Union

For a fast-growing network and Internet solutions developer like Connectology, the Web presents an avenue to new business opportunities worldwide. Founded in the U.K. in 1994, Connectology designs and implements networks, develops e-mail applications and sells networking equipment from Cisco and other vendors. Known for helping heavy-hitters such as Gillette, Ericsson and Reebok move into the Internet arena, Connectology has grown between 60 percent and 100 percent annually, with yearly revenue reaching U.S.\$9.2 million this year.

“Domino and Lotus Notes have delivered a powerful Web site that is helping us streamline the way we do business and provide better customer service.”

– Jonathan Wagstaffe, Managing Director, Connectology



Connectology consultants share network diagrams online with customers—speeding up the approval process for their networking solutions.

It's no surprise that managing this impressive pace of growth is one of Connectology's primary challenges. So, it was only natural that the company turned to the medium it understands so well—the Internet—for an e-business solution to help it manage its growth.

Working with Lotus Business Partner Digital Union, Connectology deployed Lotus Domino and Lotus Notes to create a business-to-business (B-to-B) Web site. Completing the solution are ezMerchant and eTeam, e-business software developed jointly by Digital Union and Binary Tree, a Lotus Premium Partner. Running on an IBM Netfinity 5500 server, www.connectology.com helps Connectology facilitate sales, collaboration and information-sharing with its customers. It has three main components: a product catalog and price list; an extranet providing individual customers personalized information and online ordering; and a public information area, where selected potential customers are given access to examples of Connectology's work and detailed technology papers.

"Lotus Domino, Lotus Notes and the Digital Union solutions enabled us to implement a solid, scalable Web application in just three months," notes Jonathan Wagstaffe, Connectology's managing director. "Now we're serving customers with a few clicks of a mouse—and saving \$570,000 annually in the process. We'll achieve 100 percent payback in under five months."

Creating customer loyalty

By far, the most active area is the extranet, where customers can set up meetings with Connectology consultants, book training sessions and access up-to-date diagrams of their in-progress network solutions. "The network diagrams enable our customers to get project updates whenever they need them, without having to call us or wait for faxes," says Wagstaffe.

Also popular is online ordering, which shaves the sales processing time from days down to minutes. Through the paper-based process, retrieving, faxing and responding to product specifications and purchase orders—and, for major sales, mailing bulky proposals—took considerable time. "Now, we simply upload the proposal to the customer's secure extranet page," says Wagstaffe. Since sales processing costs have been reduced, Connectology can offer lower prices online.

ezMerchant was used to build Connectology's electronic storefront and maintains the product catalogs, while eTeam powers the extranet. Both products are bundled with Lotus Notes, which stores data in its databases and features rich text fields for easy creation of Web pages, and Lotus Domino, which delivers data to the Web site. Says Patrick Lawton, chief executive of Digital Union, "Domino and Lotus Notes provide a robust and comprehensive Web application that enabled us to transform Connectology into an e-business expeditiously."

Leveraging its use of the Web

Over the next several months, Connectology will incorporate realtime sales support through e-mail and more extensive information-sharing features on its Web site.

Says Wagstaffe, "Domino and Lotus Notes have delivered a powerful Web site that is helping us streamline the way we do business and provide better customer service. With new ideas cropping up continually, our e-business opportunities are as boundless as the Web itself."

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