



# The Station—the online destination for affordable luxury goods.

Finding luxury brands at affordable prices usually requires some sacrifice. To get the best deals, you have to be the early bird, do plenty of rummaging and, quite often, be satisfied with items marked “irregular”

or “discontinued.” But that’s not the case if you’re shopping at The Station, an online mall where shoppers are offered exclusive products at bargain prices.

The Station’s first store to go live is Now or Never, where shoppers can find Christian Dior jewelry, Benetton bags and Givenchy leather belts—all priced according to customer demand on the site. The company has also opened a brick-and-mortar version of Now or Never in Allschwil, Switzerland, hoping that the brick-and-mortar store and online presence will complement each other while driving sales.

*“Net.Commerce and DB2 give us a platform with which we can expand our mall—without any impact on response times to shoppers or catalog sizes we can support.”*

*—Rene Dafflon, Chief Executive Officer, The Station*

“In the past several months, Now or Never has been generating \$39,000 on average in online sales and recording 15,000 user

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|--------------------------|--|
| <b>Application</b>       | Online mall selling exclusive, brand-name goods  |
| <b>Business Benefits</b> | 100% ROI expected within two years; 15,000 user sessions each month; \$39,000 in online orders per month; 15% higher traffic than physical store |
| <b>Software</b>          | IBM Net.Commerce<br>IBM DB2® Universal Database™ for Windows NT®<br>IBM Net.Data®<br>IBM HTTP Server   |
| <b>Hardware</b>          | IBM Netfinity®   |
| <b>Business Partner</b>  | Novanet  |



The Station is off to a good start as a new online mall selling exclusive goods at reasonable prices.

sessions each month," notes Rene Dafflon, chief executive officer of The Station. "We're on track to earn 100 percent return on investment within two years." Enthused by this early success, the Swiss investors who founded The Station are working to grow their small business by developing more stores for their mall, including a gourmet delicatessen and other specialty shops.

Recognizing the potential of e-commerce, The Station's founders took care in selecting a scalable, robust e-business platform. Working with IBM Business Partner Novanet, a Zurich-based Web developer, The Station found its solution in IBM Net.Commerce PRO, deploying the powerful e-commerce development software with IBM DB2 Universal Database for Windows NT and IBM HTTP Server. "Net.Commerce and DB2 give us a platform with which we can expand our mall—without any impact on response times to shoppers or catalog sizes we can support," says Dafflon.

#### **Building an e-business**

The idea for The Station took root when the investors—who were running a duty-free retail business—sought a profitable means to offload extra inventory. "After talking with IBM representatives at a trade show, we knew they had the expertise to help even small ventures like ours succeed as e-businesses," says Dafflon. Rather than limiting themselves to one online store, the group opted to stake its vision on offering a mall full of true values on special products. Explains Dafflon, "We're replacing tedious bargain-hunting with exclusivity in our shops and in our product lines."

#### **Rapid development with Net.Commerce**

Located at [www.thestation.ch](http://www.thestation.ch) and available in German and English, The Station was built with Net.Commerce, software that provides the tools necessary to create a dynamic electronic storefront for advanced e-commerce organizations. DB2 Universal Database for Windows NT serves as the data store for the merchandise catalogs. Net.Data pulls information from DB2 to dynamically generate the Web pages, which are delivered to shoppers' screens by IBM HTTP Server.

Says Roland Pommer, chief executive officer of Novanet, which helped build the virtual mall, "Net.Commerce gave us an environment for very rapid development, which was important because The Station didn't want any delay in joining the e-commerce community. DB2 ensures that as the mall adds new stores, it will be able to manage a vast array of product lines, providing shoppers a rich experience." The mall resides on an IBM Netfinity 3500 server and is integrated with the company's back-end logistics system.

#### **More click traffic than foot traffic**

The Station has outsourced its logistics and warehousing tasks, and intends to leverage the efficiencies of the Internet to run a lean e-business, enabling it to offer the most competitive prices for the most exclusive goods. In the future, the company plans to enable customers to check order status online. It will also deploy IBM Intelligent Miner™ for Data to derive in-depth customer profiles.

"With one online store, we're experiencing 15 percent higher traffic and more spending than I experienced in my duty-free store," says Dafflon. "As we continue to enhance our virtual mall, we're pleased to have talented leaders like IBM and Novanet on our side."

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

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For information about Novanet, visit:  
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