



The Shirt Tailor: Modeling the future of virtual international business.

Application	Online custom shirt tailor store
Business Benefits	Projected profits of 19% from first-year sales; profitable in three to four months; model and reference for selling similar e-business solutions
Software	IBM® DB2® Universal Database (planned), IBM WebSphere™ Application Server, IBM VisualAge® for Java™
Hardware	IBM Netfinity®
Business Partner	Mainline Global Systems

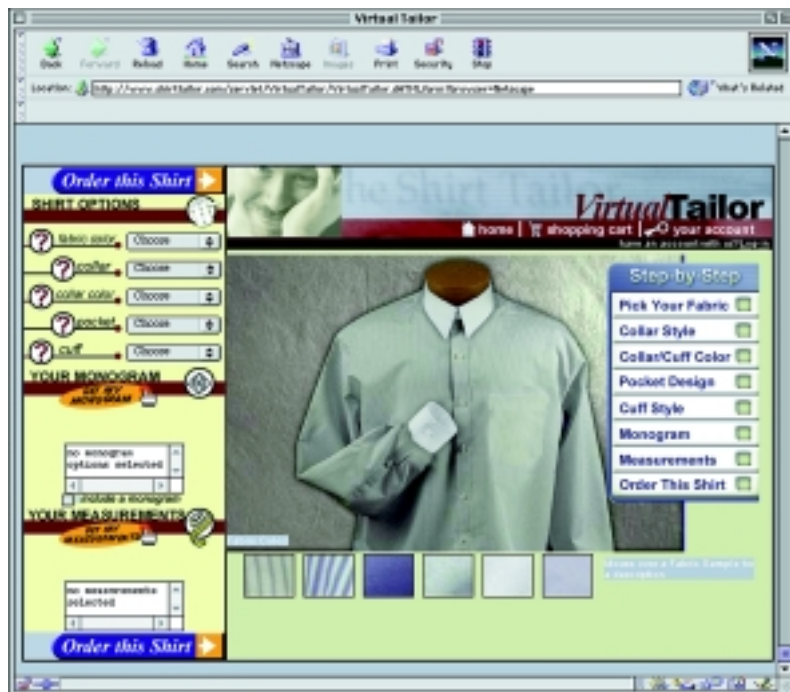
In today's hectic world, time and convenience are valuable commodities. On a personal level, you want to maximize your free time. As a businessperson, you want to maximize profits by simplifying business problems. Rick Kearney, President and CEO of Mainline Global Systems (Mainline), an IBM Business Partner, thought of a way to address both issues.

First, Kearney realized that many people don't want to spend their free time shopping for clothes. Clothes made by a custom tailor would be nice, but expensive. So Kearney came up with The Shirt Tailor, an innovative, international consumer-direct model. This online store offers consumers custom-tailored shirts, made in Korea,

using customers' exact measurements, color preferences, style tastes—even adding their monogram—all within a matter of days. They don't even have to leave their homes. At the same time, Mainline simplifies entrance into the international e-business space by using The Shirt Tailor as a model for selling a "packaged" e-business solution to customers looking for a tested solution.

Simple premise, complex solution

Kearney conceived the idea for The Shirt Tailor after returning from a Korean business trip in 1999. The attention he received for a shirt he purchased at a custom tailor shop in Korea sparked the



“There are no proprietary pieces of the Application Framework. WebSphere works great with DB2 or Oracle. It’s really a plug-and-play kind of framework, so if you’re not familiar with a certain piece, you can substitute one you know, and still leverage the other pieces.”

Shannon McWilliams, President,
Net Commerce Group—a Mainline
Information Systems subsidiary



idea. “People were asking me where I bought such a nice shirt and how much I paid for it,” Kearney says. Kearney realized the potential of selling this quality product with personalized service using the Internet. The Shirt Tailor’s premise and company motto are simple: “Custom-tailored shirts at department store prices.” Behind the scenes of this user-friendly Web site, however, is a complex, international virtual business built with the help of several sources. Using this consumer-direct model, customers set worldwide electronic transaction processes in motion by simply pressing “send” after completing an order form. A real tailor in Korea receives the electronic order. While the customer sleeps, the shirt is custom-tailored; within 48 hours, the shirt is completed and shipped via air.

For technology and technical strategy, Mainline turned to IBM. Mainline embraced the IBM Application Framework for e-business methodology and IBM’s commitment to remain an e-business leader. For the site, Mainline sought features such as system scalability, availability, security and flexibility. IBM and Mainline, together with PricewaterhouseCoopers, explored every element of the total business plan. Net Commerce Group, an experienced Internet solutions provider and the e-business arm of Mainline Information Systems, built and continues

to manage the site. The team, headed by Shannon McWilliams, President of Net Commerce Group, a Mainline Information Systems subsidiary, consists of five application development specialists and graphic designers.

Designing The Shirt Tailor’s “VirtualTailor”

The Shirt Tailor is a true virtual and international company. It has no physical establishment and no inventory. The contractors—real tailors from one of Seoul’s fashion districts—tailor all of the shirts, and the solution is built behind the scenes in multiple countries. “This is nothing like ordering a book online and having it shipped the next day,” says Kearney. Creating an e-business solution is complex. IBM created the Application Framework for e-business to give businesses a methodology, based on open standards, for creating e-business solutions. The Shirt Tailor site is built using the Framework strategy.

IBM’s WebSphere Application Server is the robust Java-based application environment used to build and deploy The Shirt Tailor. The Shirt Tailor currently runs on a smaller Intel®-based IBM Netfinity server using the Windows NT® operating system. It can, however, easily be ported to a more robust platform, such as IBM AIX®, with minimal alterations. Mainline uses IBM VisualAge for Java to write all of the code for The Shirt Tailor. The back end is a Java servlet application that runs beneath the WebSphere Application Server.

The Shirt Tailor
Custom Shirts at department store prices.

Orders are tracked and pulled from the Web in a standard browser environment. The Shirt Tailor uses CyberCash and Secure Socket Layer encryption for transaction processing and security. Currently, The Shirt Tailor's administrative features are housed on an Oracle database that captures all of the shirt orders. However, Mainline is standardizing on IBM technology, and employees are learning IBM DB2 Universal Database in preparation for migration.

The heart of The Shirt Tailor is the "VirtualTailor" application. Created with Dynamic HTML, VirtualTailor helps customers design their shirts by allowing them to drag and drop features such as collars or cuffs onto a shirt to see how it will look. Shirt customization includes several elements. "Site users can choose from four to five different pocket and collar types. Colors are customizable, and users choose between French cuffs and regular cuffs. Measurements are input down to the half-inch for shoulders and sleeve length, and a personalized monogram can be

added for a finishing touch," says Kearney. For the convenience of repeat customers, a "cookie" stores their information so they don't have to repeat their measurements on subsequent visits.

A world of benefits

Kearney projects that The Shirt Tailor site will receive 200 to 500 shirt orders per day when in full production. Mainline expects profits from the site in three to four months, and first-year sales are projected to exceed U.S. \$1.25M with a profit of 19% on revenue. Through The Shirt Tailor, Mainline demonstrates that it has the skills and competencies to create similar solutions for its customers. "We have so much rolled into this that it goes beyond a simple buyer-seller electronic transaction. Our site involves customs, manufacturing, marketing, banking and secure transactions," explains Kearney.

MAINLINE
GLOBAL SYSTEMS



The Definitive Model in Consumer-Direct Purchasing for the New Economy.

- You can order online at your convenience.
- Your order is received at our processing center and our tailors craft your custom-made shirt.
- Your order is then shipped from The Shirt Tailor directly to you.
- There is no middleman. This is customer-centered service.



Why IBM?

As a solutions provider, Mainline knew when building this site it needed more than just a product set from its technology vendor. Piecemeal solutions were explored, but IBM and the Application Framework for e-business emerged as the only complete solution with a road map for the future. Several factors influenced Mainline's decision:

- IBM's product quality and the open standards of the Application Framework for e-business
- IBM's commitment to be an e-business leader and visionary
- IBM's education provided on product sets
- IBM's investment in Mainline as both a customer and business partner.

Kearney and McWilliams see this e-business model, with its low overhead, open architecture and excellent scalability, as the way of the future for international electronic commerce. Mainline is considering creating an international shopping mall that would sell customizable, best-of-breed products from around the world. By using the methodology and unlimited scalability of the IBM Application Framework for e-business, even if the trade issues are multiplied, the IT side of the solution remains simple.

For more information

To learn more about the IBM Application Framework for e-business, visit www.ibm.com or contact your local IBM marketing representative or IBM Business Partner.

To learn more about The Shirt Tailor, visit www.shirrtailor.com.

To learn more about Mainline Global Systems, visit www.mainline.com.

To learn more about Net Commerce Group services, visit www.commercegroup.com.

To learn more about Mainline Systems Japan, visit www.mainline.co.jp.

To learn more about Mainline Systems Korea, visit www.mainline.co.kr.

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Route 100
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Produced in the United States of America
11-99
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