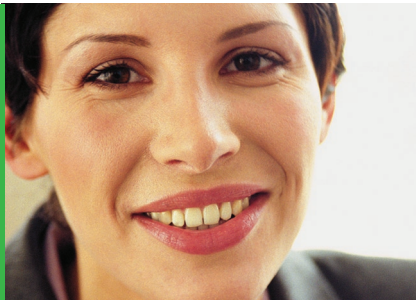IBM

IBM DB2 Information Management:
Committed to the retail industry.

Deep experience, new thinking

Customers are demanding more personalized service, and in today's global economy, your company must show true and rapid economic returns. On top of that, global expansion and industry consolidation are forcing retailers to differentiate themselves in new ways. The retailers that are remaining competitive have strategies for increasing efficiency and adaptatability that are backed by the right information technology (IT) foundation. IBM DB2® information management solutions are uniquely positioned to help retailers develop e-business solutions for creating value.

With a long history of supporting the retail industry, we have extensive experience that translates into deep industry knowledge and fresh strategic thinking to help you tackle today's challenges. This knowledge, combined with the IBM vision of on demand information, can help you respond faster to market demands and increase profits.

### e-business on demand for retail

IBM has identified what smart retailers can do to survive—and thrive—in today's business climate: focus on becoming an on demand business. IBM e-business on demand™ synthesizes business and information technology. It facilitates dynamic, realtime interactions across and beyond the enteprise. Retailers can leverage e-business on demand solutions to rapidly and efficiently adapt to changing requirements and the competitive environment. It can help you deliver a superior customer experience, improve store efficiency, collaborate with trading partners and speed time-to-market.

IBM DB2 information management solutions can help you deliver information on demand. You can leverage dynamic information on products, services and prices to better serve your customers. Employee performance is boosted through access to accurate, relevant and integrated business information. Through customized promotions, shoppers are motivated to purchase. Trading partners and consumers benefit from easy, multi-channel access to realtime information and personalized services on demand.

"DB2 demonstrated far greater scalability than we saw with Oracle. The technical support provided by IBM was far superior. And DB2 is considerably less costly."
—Jerald Rivkind, Senior Programming Analyst, Cabela's
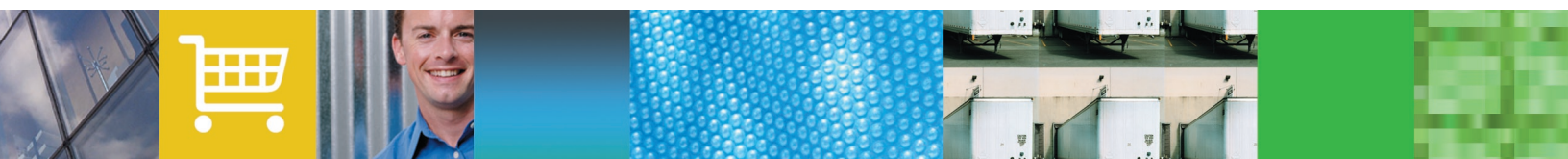
Why IBM?

Major retailers rely on IBM DB2 information management solutions

A commitment to on demand technology is a commitment to customer service. In the retail industry, that's reflected in the bottom line. Join these retail leaders in learning what IBM DB2 information management solutions can do for your business.

- *Bebe*
- *The Body Shop (Canada)*
- *Cabela's*
- *Columbia House*
- *Home Depot*
- *Lillian Vernon*
- *Mikasa*
- *Panasonic*
- *Raleys*
- *Sears*
- *Skechers*
- *Whirlpool Corporation*

IBM DB2 information management solutions can help you meet three strategic imperatives for on demand retailing:

1 Transform the customer experience

- *Build a differentiated market position by creating a unique identity based on a consumer's personalized shopping experience*
- *Re-invigorate customer relationships by luring shoppers to return; increase sales of existing customers through targeted promotions*
- *Influence customers during the shopping trip through realtime offers based on customer information and business rules*
- *Deliver on demand advertising and promotions, customized by location and time, and coordinated with other in-store events*
- *Efficiently execute marketing programs across stores and geographies.*

2 Streamline operations and take costs out

- *Strengthen supply chains and automate interactions with trading partners to drive down costs*
- *Create a common infrastructure, consolidate assets and integrate applications and data enterprisewide*
- *Offer online statement and bill presentment, and enable electronic bill payment*
- *Deliver online, integrated information access and service to trading partners*
- *Digitize communications between you and your suppliers and trading partners*
- *Automate across the enterprise, reducing duplication and outsourcing costs.*

3 Empower employees and enhance their performance

- *Maximize operating effectiveness by increasing employee productivity*
- *Deliver realtime information and powerful tools to associates and managers*
- *Capture, manage and securely deliver all forms of content—such as images, text and Web content—and integrate it across diverse business systems*
- *Deliver up-to-date training to employees via portals and e-learning solutions*
- *Protect and efficiently distribute merchandising assets to purchase touchpoints.*
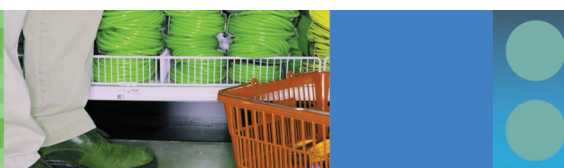
Our retail industry partnerships mean total solutions

IBM works with leading technology companies to develop solutions that address retailers' business needs. To find out more about IBM Business Partners in retail, contact your local sales representative. For information on becoming an IBM Business Partner, visit IBM PartnerWorld® at: **ibm.com**/partnerworld.

Open systems mean lower costs

By forging a foundation of open systems, IBM DB2 information management can help you reduce the cost of retail operations and improve productivity across your store chain. IBM DB2 Universal Database™ provides a scalable, cost-efficient data management platform to meet your business needs. IBM DB2 Content Manager manages all forms of content and provides built-in integration with core

systems. Robust, security-enhanced workflow helps ensure authorized access and distribution, while helping to lower printing, distribution and storage costs. IBM business intelligence solutions such as IBM DB2 OLAP Server can help seamlessly integrate decision support functions into your ERP, CRM and supply chain management systems. IBM DB2 Information Integrator allows applications to query or search across aggregated data sources as if they were in a single database.

Learn more

Find out what IBM DB2 information management solutions for retail can do for you. Contact your IBM sales representative, or visit:

ibm.com/software/data/dmsolutions/retail

> *"Since Ancept Media Server uses IBM DB2 Content Manager infrastructure, we are able to focus on building industry-leading applications for retail advertising production. Our customers know that their content is stored in a secure and scalable environment, backed by a company that will support them over the long-term."*
>
> *—Josh Bruhin, Vice President of Business Development, Ancept, Inc.*

business software

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