IBM `Information Management` software

Genus Technologies LLC
Store Communication Streamliner

Partner Solution

- **Target Industry**
  Retail

- **Business Application**
  Retail Store Communications

- **Products**
  IBM Content Manager Enterprise Edition
  IBM Content Manager OnDemand
  IBM FileNet Content Manager
  Lotus Connections
  Lotus Forms
  Lotus Sametime
  Lotus WCM
  WebSphere Portal

Genus Technologies LLC

Business Challenge

In the quest to keep retail enterprises operating in concert and efficiently for maximum profitability, timely communication with the store network is but one challenge management faces. Today, sales, orders, shipping and customer data are all handled well by proven systems.

Within the retail environment, it is essential that associate knowledge of the product and of the market is both extensive and current. Sales reports, paycheck stubs and benefits information are a few examples of personal content that must be delivered in a timely fashion and in a manner where the associate's privacy and security is assured.

Solution

The Genus Store Communication Streamliner solution leverages IBM's Enterprise Content Manager (ECM) suite of products, along with Genus Portal Application Builder and a set of pre-configured mashups, to create an ideal retail store communications network. With this solution, retail operations can easily and securely distribute information.

The real power of Store Communication Streamliner lies within its pre-configured series of mashups
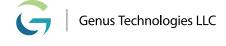
that enable data from multiple sources to be viewed side-by-side. Streamliner includes several out-of-the-box mashup options to meet a wide range of business needs. These include:

- Associate Training
- My Reports
- Network News
- Store News
- Operations Library

Store Communication Streamliner's training module manages the continuing stream of training content produced both within the organization and by suppliers – including rich media such as video. To ensure compliance, the Associate Training mashup integrates easily with a quiz mechanism, supplied by IBM Lotus Forms.

The My Reports mashup lists all of the unread, available content for an associate when they sign on to the system. A history search facility allows access to earlier items throughout their retention life cycle.

The Network News mashup enables management and marketing to deliver targeted, relevant news and information to the entire associate staff. Through the Store News mashup, a manager can quickly and effectively communicate information such as

local special events, exceptional opening hours and special work times with the entire associate staff. With a few minor adjustments, Store News can easily deliver news relevant to a region or to a group of stores.

Operations Library is a mashup to support longer-term operational documentation, such as employee handbooks, store procedures and accounting procedures. Within this mashup, documentation is organized in a way where associates can quickly and easily locate exactly what they need.

Value Proposition

When associates have the information they need, operational efficiency and profits are bound to improve. Beyond this, some of the hard, measurable gains realized from implementing the Genus Store Communication Streamliner solution include:

- Elimination of courier and postage costs for the transfer of operational paperwork.

- Elimination of printing, replication and delivery costs for documentation such as store layouts, operational manuals and training materials.

- Printing and deliver costs associated with documents required for store openings.

- Elimination of costs associated with publishing news and updating information for the network.

Store Communication Streamliner provides a store communications platform that will grow and change as rapidly as the business does, all at a cost that doesn't impact the bottom line. At the center of this solution is Genus Portal Application Builder (GPAB). Should changes be required to support your unique requirements, the high-level of configurability built in to GPAB makes the job incredibly simple. Designed to be configured by business analysts, many key needs are easily met by GPAB with only a few clicks and keystrokes.

While the preconfigured mashups will get Store Communication Streamliner up and running quickly for any retailer, the full extent of possible configurations that solve real business problems is limited only by the imagination and business savvy of the organization.

Company Description

Genus Technologies is a leader in enterprise content management capture, management/storage and delivery. Our solutions leverage IBM WebSphere Portal, Lotus Web Content Management, Lotus Forms, IBM Content Manager (including System i), Content Manager OnDemand, IBM FileNet Content Manager, IBM FileNet Business Process Manager, and Kofax scan/capture technologies to help organizations share information and work effectively.

For more information, please contact:

Alex Makovetsky

+1 952 844 2677

alexm@genusllc.com

LEARN MORE!

View a 6-minute Webinar of this solution:
www.ibm.com/software/ecm/partner/genus