

**IBM Business Partners
and their customers
speak about success
with IBM software**

Business innovation





IBM Business Partners and customers

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Success with IBM software

IBM® software is at the heart of many successful business operations. Tens of thousands of companies, working closely with IBM Business Partners, are developing innovative ways to do better business everyday by extending, developing and tailoring IBM software products to fit their precise business needs.

IBM DB2® information management software provides access to diverse information easily and efficiently. Underlying the explosion in data collection and analysis, our information management portfolio focuses on managing that content - sharing and exploiting information to manage risk, inform decision-making, and achieve real business value, cost-effectively.

IBM Lotus® products focus on collaboration, teamwork, connectivity and learning, with advanced tools for organising workflows, publishing teamwork and creating communities.

IBM Rational® software is the development platform for advanced application development, designed to meet the need for rapid response to changing business conditions. Rational software enables new applications to be designed, built, tested and deployed, exploiting a high degree of automation, delivering cost-effective business solutions rapidly and reliably.

IBM Tivoli® solutions for growing businesses provides simple, fast, secure IT management assisting with the monitoring, management, protection, diagnosis and recovery of even the most diverse systems landscape. Take advantage of enterprise-class IT management on a midsize business budget with the IBM Tivoli® Express portfolio of storage, security, and availability IT management solutions which help ensure fast time-to-value for customer's most critical business needs. These solutions are built with practical experience from working with mid-sized customers, leading Business Partners and industry experts.

IBM WebSphere® software helps business achieve flexibility and integration through service oriented architecture (SOA). With the WebSphere toolset, customers can integrate voice, mobile, Web and commercial operations into highly cost-effective business systems serving the needs of shareholders and customers alike.

ibm.com/software

ibm.com/db2

ibm.com/lotus

ibm.com/rational/smb

ibm.com/tivoli/smb

ibm.com/websphere

ibm.com



Morley Fund Management works more effectively with IBM WebSphere solutions

Overview

■ The Challenge

Morley Fund Management wished to move to a more flexible cost base and improve efficiency; many diverse applications and data repositories had become so intertwined over the years that decoupling selected functions presented serious challenges

■ The Solution

Morley and IBM Premier Business Partner, Alphacourt, www.alphacourt.com, developed a 'hub and spoke' architecture based on the IBM WebSphere Business Integration product set

■ The Benefit

The IBM WebSphere solution is allowing Morley to change profoundly how it does business; Morley's people can gain access to more comprehensive, accurate and timely information which will sharpen the company's competitiveness by shortening its time to market with new products



Morley Fund Management is a London-based asset management business. Wholly owned by Aviva plc, the group was formed by the merger of two of the most famous names in British insurance: Norwich Union and CGU. Aviva is one of the world's largest financial services organisations and employs some 59,000 people worldwide.

Morley is a major force in the fund management sector. As of 30th June 2005, it had assets under management of £134 billion, with funds spread across equities, bonds and property. It has won numerous awards for its work, most recently when it was named Property Fund Manager of the Year by Property Week magazine.

Market-leading business practices

Although it is clearly a successful company, Morley is anything but complacent. It constantly reviews

and refines its business practices, seizing every opportunity to be more competitive, efficient and effective.

As part of this process, it decided in 2003 to refocus its resources to build upon its core strengths and sharpen its competitiveness by setting up a ground-breaking investment administration service with JPMorgan Investor Services (JPMIS), designed for fund managers and their clients. The services included fund accounting, securities administration, business analysis and client reporting.

At the same time, Morley identified three other areas in which it wished to improve its effectiveness. First, it wanted to improve the company's competitiveness by introducing a data repository which is destined to improve the accessibility, timeliness and reliability of information. Second, it needed to be able to react more quickly to challenges and

opportunities in its marketplace. And third, it had to be able to improve its ability to comply promptly with new regulatory requirements.

The company already knew that its IT systems were a major obstacle to the achievement of all these ambitions. Its applications and data repositories had been acquired over many years, and each had been chosen to meet a particular need at a particular time. There were compatibility problems and ensuring that they could interoperate with each other presented significant challenges.

This interdependence effectively prevented the decoupling of the applications and databases that would be a prerequisite of the outsourcing plan. It also made the process of adjusting the systems to accommodate new products and regulatory requirements complicated, potentially costly and drawn-out, greatly extending Morley's time to market.

Clearing obstacles

Morley's Darren Clegg, Head of IT Business Systems, along with his peers and colleagues, knew that the technology existed to resolve these issues. Based on his knowledge of the product set and his experiences with IBM, he settled on an IBM WebSphere solution. The principal components were IBM WebSphere MQ for the messaging transportation layer, and IBM WebSphere Business Integrator Message Broker for data transmission and routing.

Darren Clegg recalls how the

choice to use Alphacourt was made: "One of my senior colleagues had worked with Alphacourt in a fund management environment before and recommended the company very highly. He said that Alphacourt people had exceptional expertise in IBM WebSphere technologies, that they were quick to understand a customer's business needs, and that they delivered on their promises. Having now worked with them myself, I can say that he was not exaggerating."

Morley and Alphacourt worked as a single team to design the hub-and-spoke architecture and to develop a three-phase project plan. The first phase covered the construction of the operational data hub. The second involved the lifting out of non-strategic applications and data stores, most importantly to Morley's outsourcer.

The Outcome

Darren Clegg concludes, "Getting Alphacourt involved early on meant we hit the ground running – our development reduced and we saw real benefits earlier than we might have done had we attempted this on our own. Secondly, there are more intangible returns we have noticed in engaging Alphacourt. We have the confidence that our integration infrastructure is scalable and that, having already improved the overall end-to-end cohesion of our processes, we are now better placed to rationalise our application and licensing burden. It's true to say that this project will be making a positive and substantial contribution to the success of Morley for many years to come."

"Choosing IBM WebSphere software was the easiest part of the whole project. The fact that we already had a close, group-wide relationship with IBM made us even more comfortable about our decision."

*Darren Clegg,
Head of IT Business Systems,
Morley Fund Management*



DDV finds a winning combination with ARS, IBM and Linux

Overview

■ The Challenge

Replace time-consuming, costly, error-prone manual processing of registrations and submissions for annual competition

■ The Solution

Worked with ARS Computer and Consulting, www.ars.de, to implement a new Web-based registration and submission tool, based on IBM DB2 and WebSphere technologies, running under Linux

■ The Benefit

Faster, easier and more flexible submissions process, contributing to increase in competition entries; reduced internal administration, increased accuracy, enhanced productivity and improved information management



The German Direct Marketing Association (Deutscher Direktmarketing Verband e.V., DDV, www.ddv.de) is a non-profit trade association that acts as a point of liaison between the marketing industry and consumers. Representing the interests of almost 1,000 corporate members, DDV aims to strengthen the impact and acceptance of direct marketing.

DDV organises an annual competition for its member agencies, aimed at showcasing successful and innovative campaigns. Each year, an increasing number of agencies would manually complete and submit applications and supporting materials by post. DDV would then check each submission, chasing missing information by phone. It was also necessary to key all of the information into a central database, a time-consuming process that resulted in data-entry errors. Martina Rambach, Head of Public Relations

at DDV, comments: "We are a small organisation, so it was difficult to manage the enormous volumes of manual work involved. Materials were frequently damaged or lost in the post, and the agencies were frustrated by the difficulty of editing entries during the submission process.

"ARS built a new Web-based solution using IBM technologies, which has simplified the process, accelerated submissions and dramatically reduced administration both for DDV and the agencies. The new solution has really transformed our productivity!"

The right tools for the job

DDV needed a way to provide access to and collection of diverse, dispersed information, making competition entry and management easier and more efficient. DDV engaged IBM Premier Business Partner ARS Computer and Consulting GmbH (ARS, www.ars.de),

which chose IBM DB2 information management software to create a new Web-based submission solution. The result is a smarter, more responsive system, that offers efficient information flow, higher productivity and lower costs.

Unlocking the key requirements

The key requirements were: automated registration; simple, self-service Web forms with tools for uploading images; automatic validation and entry of submissions into a central database; ability to submit changes online.

The new solution is built around a robust central data store, managed by IBM DB2 Universal Database Express Edition V8.2 software. ARS designed and implemented the database, and used IBM Rational Application Developer for WebSphere and WebSphere Studio Application Developer for the Web aspects of the solution.

Joachim Gucker, Distribution and Marketing Manager at ARS, comments: "The entire manual process was successfully mapped to the new system in time for the 2005 competition. The IBM software was ideal, offering flexibility, high security and easy administration, at a price that made sense for DDV.

"Using the IBM development tools, we were able quickly to develop complex graphical interfaces, helping us to meet the tight deadline."

Martina Rambach adds, "ARS demonstrated excellent knowledge of the IBM technologies, and offered

support throughout the project, with a fixed contact person always available to assist us."

Boosting productivity

The new DDV online submission tool runs on WebSphere Application Server Express Edition V5.1, under SUSE LINUX Professional Server 9.1 on an Intel processor-based server.

All information submitted by registered users is automatically entered into the central database, with no need for manual validation or re-keying of data, saving significant amounts of time and effort for DDV. The total size of the DB2 database is 2GB, and the solution can serve 1,000 users concurrently.

DDV has already seen improved productivity and lower administration costs, and expects further benefits as familiarity with the new solution grows. In addition to significantly reducing paperwork

and manual data entry, the IBM and ARS solution makes structured information immediately accessible to internal users, for improved collaboration and communication.

Says Martina Rambach, "The solution has improved our productivity, freeing up valuable internal resources for other requirements. It also provides highly-secure access to information for both internal and external users, who can now interact with us anywhere and at any time."

Competition entries rise by 25 per cent

The online submission tool has been very positively received by

DDV's members, who can reuse digital materials gathered for other competitions – saving time and effort – and can easily refine submissions up to the final competition deadline.

Thanks to the new solution, competition entries increased by more than 25 per cent in 2005. Martina Rambach concludes, "The IBM and ARS solution has given DDV a highly professional tool to meet our members' requirements."

"The IBM and ARS solution has given DDV a highly professional tool."

Martina Rambach,
Head of Public Relations,
Deutscher Direktmarketing Verband e.V

ARS



SEAS-NVE sparks data storage revolution with IBM Tivoli Storage Manager

Overview

■ The Challenge

The merger of power companies SEAS and NVE effectively doubled the amount of business-critical data overnight. The challenge was to establish a new, high-capacity storage solution – quickly

■ The Solution

Expanded the IBM Tivoli Storage Manager® solution already in place at SEAS, to encompass the merged business; added two IBM TotalStorage® 3584 Tape Libraries; backs up data from 110 physical servers and more than 30 virtual servers; implemented TSM-Wizards software from IBM Business Partner B4Restore., www.b4restore.com

■ The Benefits

Automated processes allow twice the data to be managed with no staff increases; TSM-Wizards application offers user-friendly reporting tools and portal-based access to information on performance, usage and capacity



SEAS-NVE is the result of a merger between two Danish customer-owned power companies. The entire island of Sealand, including approximately 375,000 households, plus numerous businesses, schools, shops and hospitals is served by SEAS-NVE, which supplies electrical power and maintains the regional grid.

SEAS-NVE is highly dependent on its IT infrastructure for recording the power consumption of more than half a million customers and billing them accordingly. With around 200 maintenance employees, the IT department also controls resource allocation and new work assignments, as well as managing stocks of everything from high-power cables to screwdrivers.

“The IT infrastructure is the backbone of our business”, says Claus Larsen, Operations Manager at SEAS-NVE. “Data loss is not an option for us, and

that is why we ran IBM Tivoli Storage Manager at SEAS for a number of years. When the total data volume jumped from 1 TB to 2 TB overnight due to the merger, we knew that Tivoli Storage Manager was also the right choice for our new requirements.”

Double everything

When the storage and backup solutions at each of the two merging companies were assessed, it was clear that NVE’s solution did not offer the quality, functionality or scalability of the IBM Tivoli Storage Manager solution in place at SEAS. It was decided to expand the solution with two IBM TotalStorage 3584 Tape Libraries.

The sheer size of the main database and the vast number of associated files represent an ongoing challenge for the IT team at SEAS-NVE – and the amount of data just keeps growing. In order to control the new storage

environment and backup procedures, Claus Larsen and his team deployed TSM-Wizards, a software solution for Tivoli Storage Manager, developed by IBM Business Partner B4Restore.

“TSM-Wizards gives us a graphical presentation of key issues regarding the performance and capacity of our Tivoli Storage Manager solutions,” says Claus Larsen. “It helps us make decisions faster and better, and thus to avoid problems before they arise. Currently, we have around 1.5 TB of absolutely critical data, and we have a complete copy on our tape drives as well. TSM-Wizards gives us a precise understanding of the condition of these valuable assets”.

Extending the power of Tivoli Storage Manager

Tivoli Storage Manager (TSM) provides centralized, automated data protection that can help reduce the risks associated with data loss while also helping to reduce complexity, manage costs and address compliance with regulatory data retention requirements.

TSM uses Web-based management, intelligent data move-and-store techniques and comprehensive policy-based automation, that work together to help increase data protection and potentially decrease time and administration costs.

TSM-Wizards extends the highly reliable Tivoli Storage Manager software by adding easy-to-use and easy-to-understand graphical presentations of system performance, potential bottlenecks and available

disk capacity. TSM-Wizards also offers automated monitoring of backup and data storage processes, with early warning to the relevant IT staff via e-mail or SMS.

Henrik Hansen of IBM Business Partner B4Restore comments, “By using IBM Tivoli Storage Manager and TSM-Wizards, SEAS-NVE has chosen excellent technology to protect its business-critical information.

“Thanks to the high level of automation, the company now needs to spend considerably less time on routine backup and storage procedures, freeing up resources for other tasks.”

Lighting up life

By extending the proven IBM solution across its expanded IT infrastructure, SEAS-NVE has gained a reliable, high-performance storage management solution, helping the company to protect business-critical data without incurring high administrative costs.

Claus Larsen concludes: “SEAS-NVE delivers an extremely important resource – electrical power – to more than half a million customers. To offer a reliable service, it is of the utmost importance that we utilise the best technological solutions available to us in all areas of our business.

“The combination of IBM Tivoli Storage Manager and TSM-Wizards gives us the protection we need for data, and frees us from many routine data management tasks.”

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Claus Larsen, Operations Manager, SEAS-NVE



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OKI Europe cuts warranty claim costs with IBM Lotus Domino

Overview

The Challenge

OKI Europe wanted to handle customer support and warranty calls more effectively, enable call-centre staff to find existing information more easily, and automate warranty and inventory reporting to head office

The Solution

Working with IBM Premier Business Partner Conexus, www.conexus.co.uk, OKI Europe created a single access point to handle customer support calls, built using IBM Lotus Domino Express running on IBM @server iSeries servers, and Lotus Enterprise Integrator software

The Benefits

Call-centre staff productivity has risen, as the single environment has eliminated screen-hopping and cut-and-paste actions on data; monthly inventory and warranty claims reporting is faster and more accurate



OKI Europe is a division of OKI Electric Industry Co, a global corporation employing more than 21,000 people and generating over \$6.5 billion in sales. Represented in more than 120 countries worldwide, from Brazil to the Ukraine, OKI is renowned for its business printing solutions.

Responsible for sales, distribution and support, OKI Europe handles thousands of customer calls daily. Operators assist customers in learning to use new OKI equipment, handle support questions and on occasion manage warranty claims.

Christian Chung, Infrastructure and Architecture Programme Manager, explains the business requirement: "We wanted to be able to track warranty-related calls in order to analyse product performance. The costs of warranty services incurred by OKI Europe are reclaimed from OKI manufacturing, so it is important to us

to have a clear audit trail. Managing the paper trail of warranty calls was not effective, and we wanted a much more productive system that would capture information and cut our costs."

Finding the right partner

OKI Europe turned to IBM Premier Business Partner Conexus for advice. Key solution objectives included a system that would be easy to duplicate in other European locations, which had a low training requirement and maintenance costs, and which would integrate with the SAP solutions.

Conexus built the new solution for OKI Europe using IBM Lotus Domino Express on IBM @server iSeries servers, integrating with SAP through Lotus Enterprise Integrator software.

Christian Chung comments, "We had a particularly ambitious timescale, because we wanted the solution to be designed and built before the end of

the end of that budget half-year and rolled out to all OKI Europe offices.

"The new Lotus Domino solution meets all of our objectives. When call-centre staff take a customer warranty call, they are now able to track all the relevant data from a single location without cutting-and-pasting from multiple screens. We can report on claims by product type and serial number, and support staff can use the same data to search the knowledge base for existing solutions to the same products.

Scalable, robust, easy-to-use

Conexus specialises in the design and implementation of IBM WebSphere and IBM Lotus Domino solutions. OKI Europe was already using Lotus Domino as its mail, calendaring and groupware solution, and it made sense to capitalise on the considerable power of the software to build the new system.

Ed Bersey, Managing Director at Conexus, comments, "OKI Europe in Spain had a similar application handling the sale and distribution of parts, both replacement and warranty. After looking at the business logic, using Lotus Domino we were able to build a scalable, robust, easy-to-use system in super-quick time.

"The business pain for OKI Europe was extracting the warranty data for reporting to head office, while the customer service pain was storing and exploiting solutions to problems. Building a Europe-wide solution has cut application development costs, standardised reporting and reduced

OKI Europe's administration costs, in particular by providing a more accurate statement of spare parts availability."

Championing the business

OKI Europe is developing new ways to access its data, including browser-based access to all its business applications.

Ed Bersey remarks, "Lotus Domino software enables new applications to be developed very quickly, including embedded workflow such as notification of process exceptions. Using Lotus Enterprise Integrator has enabled OKI Europe to exploit the customer-focused advantages of the Lotus solution and provide the data required for reporting from its SAP solutions."

Christian Chung concludes, "Working with IBM and Conexus, OKI Europe has been able to build on the Lotus Domino technologies that we already trust. We can now capture data on the performance of OKI products in terms of warranty calls, parts replacements and costs, and deliver this straight to the SAP software.

"The Lotus Domino interface enables call centre staff to deal effectively and quickly with customer requests, following embedded workflows and best-practice procedures. The service from Conexus was excellent, with great access to IBM technical resources, and we felt that OKI Europe had found a true champion for our business objectives, as well as an organisation that had superb technical knowledge of the IBM products."

"Working with IBM and Conexus, OKI Europe has been able to build on the IBM Lotus Domino technologies that we already trust."

*Christian Chung,
Infrastructure and Architecture Programme
Manager, OKI Europe*



German shoe retailer keeps staff in step with WebSphere technology

Overview

■ The Challenge

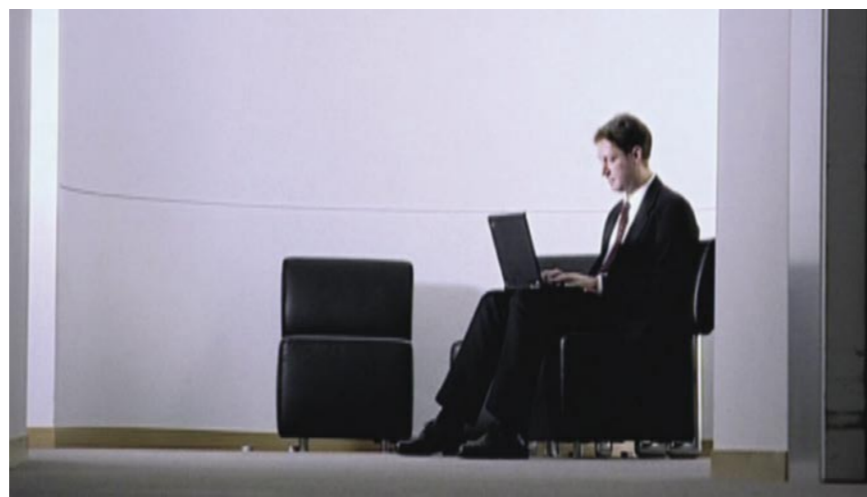
To provide secure dial-up access to the corporate network and mobile access to all mission-critical business data for Görtz employees wherever they happen to be working around the globe.

■ The Solution

The IBM WebSphere Everyplace Connection Manager (WECM) establishes a simple, secure and stable connection between mobile devices and central corporate IT systems, working with IBM Business Partner Ethalon, www.ethalon.de

■ The Benefit

Notebook and PDA users, home-office and teleworkers will be able to access the Görtz IT network via a single, central solution. WECM takes care of all connection stability, security and data compression aspects.



With 240 outlets and 3,000 staff, Ludwig Görtz is one of Germany's leading shoe retailers. The family-run business has been in existence for over 128 years. Görtz shops offer a complete range of shoes and sports footwear for women, men and children, as well as leather goods.

International designs

Selling shoes has been an international business at Ludwig Görtz GmbH for some time. "It is quite common for our buyers to be working around the globe," reports Görtz IT Director Thomas Koopmann, "and we have become increasingly active in Asia over the past couple of years." Görtz management now wants its employees to be reachable and have easy mobile access to company data wherever they happen to be.

Until now, Görtz buyers accessed distributor data, product information and sales figures via their notebooks

using analogue or ISDN dial-up connections. In addition, branch offices outside Germany wanted connections that promised them stable data transmission.

"This usually occurred during the evenings from hotel rooms," says Koopmann. "More often than not this resulted in problems and lengthy discussions with night receptionists about the configuration of the hotel telephone exchange. It was invariably too late in the evening for our staff to get any technical support from Hamburg."

In short, this state of affairs was untenable and a simple connection solution that works anywhere was called for.

Becoming more mobile

The range of requirements was diverse. Besides UMTS connections for notebooks, it was also necessary

to support a range of other mobile devices such as PDAs and smartphones. Beyond this broad remit, teleworker access also needed optimising. In parallel, a wireless network (WLAN) was established at company HQ in Hamburg in order to ease and encourage mobile device use within the building.

Sure-footed cost savings

Working with ETHALON GmbH – a specialist in secure, mobile access to data and the development of portal and enterprise content management solutions – Görtz drew up a long-term solution for connecting the 240 branch outlets.

By deploying IBM WebSphere Connection Manager, ETHALON replaced the multi-product network dial-up approach and reduced connection costs, with volume-linked tariffs declining by 30-70% with data packet compression.

Up and running with ease

ETHALON's IT architect Sebastian Hölken, explains: "Getting connected with WECM is really simple. All the user has to do is open the mobility client installed on their mobile device, enter a password and click 'connect' – that's all there is to it."

Thomas Koopmann agrees, "When our buyers are working on the move they want to be able to get on with the tasks at hand. Now they no longer need to worry."

The WECM mobility client is available for all mobile devices. It offers network independence and establishes a

secure VPN connection. In addition, WECM provides a WAP gateway, http and https access, and a messaging service for sending SMS messages to all mobile devices.

A multi-layered architecture on the server-side helps reduce complexity for the end user. "By integrating IBM Trust Association Interceptors (TAI) we established single-sign-on for the Görtz WebSphere Portal Server and its associated backend systems in connection with the internal company LDAP server," Hölken continues.

WECM is currently being piloted in Görtz branch outlets, with the ultimate objective of replacing existing ISDN dial-up connections with VPN connections via DSL lines from all stores. Branch staff will not only be able to access up-to-date corporate information by replicating the current Lotus Domino system, but they will also be able to access the company's WebSphere Portal on demand, and actively participate in cross-system processes. The solution deployed includes IBM WebSphere Everyplace Connection Manager 5.1, IBM WebSphere Everyplace Access 5, IBM WebSphere Portal Server 5 and IBM Lotus Domino 6.5.

High degree of polish

Görtz staff are enthusiastic about the new solution in practice. "Not only does my notebook automatically switch from WLAN to UMTS when I leave the building, the connection is automatically restored when I travel by train and the signal is interrupted," Thomas Koopmann reports.

"Not only does my notebook automatically switch from WLAN to UMTS when I leave the building, the connection is automatically restored when I travel by train and the signal is interrupted"

*Thomas Koopmann
IT director, Ludwig Görtz GmbH*

ETHALON



Sofia rides easy with IBM integrated information solution

Overview

■ The Challenge

Build an integrated information system that would integrate data from different sources and provide updated travel information to staff and passengers

■ The Solution

Working with IBM Business Partner IBS Bulgaria, www.ibs.bg, designed a new consumer-focused service that manages all information from a central point of control, using e-Gate TIS based on IBM WebSphere software and IBM DB2 Express information management software

■ The Benefits

Removed layers of complexity and paperwork; improved employee productivity and customer experience; reduced operational costs



The Central Bus Station in Sofia, Bulgaria, is a busy national and regional road transport hub, with tens of thousands of travellers passing through each week. Bus companies from throughout Europe operate services through the station, reaching destinations in every corner of the continent, from Alicante to Zurich. The station is open seven days a week, 24 hours a day.

With tens of different bus operators, thousands of routes and pricing combinations, and dozens of arrival and departure gates to manage, the Central Bus Station was struggling to manage and share information efficiently.

Daily timetables and prices were published in numerous different reference booklets, making it difficult for staff and passengers alike to plan journeys. Furthermore, without a single, integrated source of scheduling

information, bus arrival and departure gates had to be allocated manually, on an ad hoc basis.

The challenge for the central management function was to bring together all the scheduling and pricing information into an integrated whole, and share it effectively with employees and travellers. Unal Kerimov, Station Manager, says, "It was clear that if we could integrate the schedule information from the different bus companies into a single place, then that would be a great help for customers. If we could also use the same information to manage the bus arrival and departure locations and times, we expected to be able to reduce costs and administration."

Integrated information services

The Central Bus Station Sofia turned to IBS Bulgaria, an IBM Business Partner, to build an integrated information system. IBS selected e-Gate Travel

Information System to provide the core travel management functionality, on IBM @server xSeries servers running the Linux operating system. IBM DB2 Universal Database – Express Edition V8.2 software stores and manages core data, and IBM WebSphere Application Server – Express software provides Web-based access, search and publishing capabilities.

"Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly," Unal Kerimov. "IBS Bulgaria was able to build the integrated travel information service rapidly, complete with data store and Web-based enquiries for both arrivals and departure timetabling, using e-Gate, IBM DB2 and WebSphere Application Server - Express. This kept our costs low, providing a highly effective solution with no additional components required."

e-Gate: a total travel solution

The e-Gate Travel Information Solution is designed to provide a comprehensive, integrated system for bus stations, railway stations and small airports. Designed by IBS Bulgaria, e-Gate TIS manages all arrival and departure information, automatically assigns platforms or gates, and feeds information to public address systems.

IBM DB2 UDB Express, a low-priced full function relational database, featuring self-tuning and self-configuring autonomic capabilities, and WebSphere Application Server - Express, a tightly integrated development tool and application server, are part of the IBM Express middleware solution. IBM Express middleware offers an easily

affordable entry point to e-business for small to mid-size companies creating dynamic Web sites. The WebSphere and DB2 solutions are helping Central Bus Station Sofia to create a faster, more responsive business. Productivity is increased through the easy availability and rapid exchange of information, and simplified infrastructure contributes to lower operating costs. The solution enables multiple bus companies to store and manage information collectively, and communicate with central control personnel to enable them to announce late departures and arrivals, route changes and other travel-related data. e-Gate TIS is built on a three-tier model and is optimised for IBM WebSphere and DB2 middleware Express offerings.

Goran Angelov at IBM Business Partner IBS Bulgaria says, "By building our software on core IBM technologies, we are confident that we can offer our customers the highest standards in availability, reliability and interoperability. The close integration between the IBM components makes it easier for us to deliver integrated information services, which is precisely what companies in our target marketplace need."

Travelling into tomorrow

The next steps for Central Bus Station Sofia will be to offer integrated online ticket purchasing. The prices for each trip are already available from the core system, so providing Web-based transactions and ticketing is a logical next step. Unal Kerimov concludes, "The e-Gate TIS system and IBM technologies have reduced our costs

and made it a great deal easier for travellers at the station. The great advantage of the IBS and IBM solution is that we can expand it so easily, making this an excellent choice for our long-term success."

"Choosing IBM has enabled us to provide an integrated solution with the minimum of effort, very quickly."

Unal Kerimov,
Manager,
The Central Bus Station Sofia



Danske Fragtmaend solves logistics paperchase with IBM Lotus Domino solutions

Overview

■ The Challenge

Share live consignment information securely with customers; unlock the business value of data previously locked away in electronic archives; boost productivity and reduce administration throughout the value chain

■ The Solution

Worked with IBM Business Partner INOPI, www.inopi.dk, to provide live track-and-trace services via the Web, using IBM Lotus Domino and WebFrame running on IBM @server iSeries systems

■ The Benefits

Customers can check the exact location of any consignment in real-time, and can share this information seamlessly with their customers in turn; customers can access full archives of all relevant business documentation without any administrative effort for Danske Fragtmaend



Danske Fragtmaend (www.fragt.dk) is a logistics company, specialising in the transport of packages rather than bulk goods. The company has 23 distribution terminals located throughout Denmark, operates around 2,500 trucks and transports up to 50,000 separate consignments a day. With more than 3,000 employees, Danske Fragtmaend has an annual turnover of approximately €270 million.

The company was facing growing competition both from smaller Danish freight carriers and from international transport companies operating in Denmark. Customer service had become a key competitive differentiator, and Danske Fragtmaend saw a clear opportunity to gain an advantage by providing better information to its customers.

Carsten Appelt, IT Director of Danske Fragtmaend, comments, "We wanted

to offer real-time track-and-trace services to our customers via the Web, and also to give them easy access to all the relevant documentation – from scanned waybills and receipts to statements of account and invoices."

Cutting out paper costs

Each day, Danske Fragtmaend scans more than 100,000 paper documents and makes between 250,000 and 300,000 track-and-trace enquiries. The challenge was to take all of this important information and make it easily available to customers – at low cost and with high security.

Working with IBM Business Partner INOPI, Danske Fragtmaend used WebFrame and IBM Lotus Domino software to enable customers to access real-time information via the Internet about any consignment, anywhere in the delivery cycle.

Says Carsten Appelt, "It was important

for us that our existing Lotus Domino infrastructure and iSeries based track and trace application could be re-used, and this was an excellent opportunity to extend the track-and-trace system to the Web."

Providing easy track-and-trace

The solution built by INOPI on IBM @server iSeries servers, using IBM Lotus Domino as the application development suite and the java based WebFrame software as the presentation layer, takes existing data and allows customers, using nothing more than a Web browser, to conduct full consignment searches. The components handle the user access, security control and presentation.

Some of Danske Fragtmaend's customers are sub-contracting delivery companies. The IBM Lotus Domino based applications allows those companies to present the Danske Fragtmaend data within their own Web sites, so it looks as if they actually operate their own track-and-trace system. This ties the subcontracting companies more closely to Danske Fragtmaend and provides much better, paperless, service.

A typical request might be for the location of a given consignment or waybill anywhere on its route from the sender to its destination. During the shipment, drivers put the freight bill through a barcode reader at a number of points, including the following: on collection from customer, on arrival at terminal, on departure from terminal, arrival at/departure from new terminal, and not least when the consignment

has been delivered at its destination.

On final delivery, the recipient signs for the consignment, and Danske Fragtmaend scans this document to PDF format – which on a typical day involves more than 100,000 scans.

Carsten Appelt comments, "The IBM and INOPI solution shows an icon for a PDF document in the query result for any waybill number where a scanned, signed waybill exists. When the user clicks this icon, the PDF of the signed waybill is displayed for the customer – with additional drill-down features for part-consignments and palletised deliveries. This rapid information delivery saves us costs and provides outstanding service to customers."

People productivity pays off in parcels

The IBM Lotus Domino solutions has dramatically reduced administrative overheads for Danske Fragtmaend. Because customers can now track-and-trace their shipments with nothing more than a Web browser, phone call queries have declined significantly. Staff no longer spend time digging out paper-based information and calling, faxing or e-mailing reports to customers.

Danske Fragtmaend employees, customers, suppliers and business partners now have rapid, secure access to information, from almost any place at any time. The technical framework is also in place to allow access to documents relating to customer complaint handling, or the customer sales support system, which will bring additional customer service and people productivity benefits.

Carsten Appelt concludes, "The WebFrame Portal and Lotus Domino solutions places Danske Fragtmaend at the forefront of customer service, helping preserve the company's reputation for logistics excellence while reducing our operational costs into the bargain."

"The WebFrame Portal and Lotus Domino solutions places Danske Fragtmaend at the forefront of customer service, helping preserve the company's reputation for logistics excellence while reducing our operational costs into the bargain."

Carsten Appelt,
IT Director of Danske Fragtmaend



Bacardi-Martini takes control of invoices with Intec and IBM Lotus Notes and Domino

Overview

■ The Challenge

Replace an out-dated manual supplier invoice processing system – to free up valuable staff resources, reduce delays and errors, and provide greater transparency

■ The Solution

Worked with IBM Premier Business Partner Intec Systems Ltd., www.intec.co.uk, to implement its SEAS solution – a fully automated electronic invoice management system based on IBM Lotus Domino

■ The Benefits

Freed up more than seven man-days per week in accounts payable department; improved visibility of invoices throughout processing cycle; automatic workflow from entry to approval to archival



Bacardi-Martini Ltd. bottles, markets and distributes Bacardi rums, Martini vermouths, Bombay Sapphire gin, and several other premium spirit brands in the UK market. Headquartered in Southampton, the company has been ranked in the top ten of The Sunday Times Best Companies To Work For Award for the last four years.

Bacardi-Martini had a manual system for handling incoming invoices that was difficult to manage and time-consuming. Supplier invoices were hand-coded in the accounts payable department, then distributed through the internal mail system for approval by the relevant manager. Once signed, the invoices would be returned to the accounts department for entry into the central financial system.

Rob Horlock, Business Solutions Manager at Bacardi-Martini, explains the issues: “We estimated that the accounts team was spending one

day in five tracking paper invoices. Workflow would frequently break down when documents were mislaid or when one of the signatories was not in the office, and there were problems with transcription errors.

“To boost internal efficiency and accountability, we worked with Intec to implement a new electronic invoice management system.

“The new system, based on our existing Lotus Domino infrastructure, has freed up more than seven man-days a week for reallocation to other tasks – a significant improvement in our productivity.”

Building on Lotus Domino

Bacardi-Martini receives hundreds or even thousands of invoices each month from suppliers – for goods and services ranging from office stationery and IT equipment to travel expenses and raw materials for manufacturing.

Under the previous paper-based system, the invoices were processed by a team of four people, who would distribute them for internal approval. There was no easy way to see the status of a particular invoice, and there were frequently delays in the approval cycle when the relevant manager was out of the office or had left the company.

Says Rob Horlock, “We had invoices getting lost in the system or going to the wrong person, and the approval status was not at all transparent to the accounts payable team. Aside from the inefficiency of the old system, there was a real risk of failing to pay suppliers on time.”

Bacardi-Martini had built its corporate messaging platform on IBM Lotus Notes and Domino, including several custom-made workflow applications. “Lotus Notes and the Domino infrastructure are core technologies for us,” comments Rob Horlock.

“We therefore engaged Intec to adapt its Lotus Domino-based SEAS solution [Scanning Electronic Approval System] for our specific requirements.”

The SEAS solution was originally built using IBM Lotus Domino Designer V5 and since upgraded to V6.5.1, and uses IBM Lotus Enterprise Integrator V6.5.1 to exchange data with Bacardi-Martini’s ERP system.

Rob Horlock comments, “Intec provided very flexible services, helping us to adapt the solution as the scope changed. Their consultants have excellent knowledge of Lotus

Domino, and as an IBM Premier Business Partner, Intec offers a very high level of support.”

Taking full control

Using the SEAS solution, Bacardi-Martini scans all invoices, then codes them with the supplier name and the internal approver (both selected from drop-down menus). The solution validates the invoices, then uses a workflow application to automatically email the internal approver, providing a link to an image of the invoice. The approver codes the invoice and the system automatically notifies the accounts payable department.

Says Rob Horlock, “The SEAS solution keeps a full track of events associated with each invoice, and automatically chases up overdue approvals. Accounts payable can see an overview of the exact status of all invoices, and have full control over all the documents in the electronic system – which will help us to ensure Sarbanes-Oxley compliance.”

He concludes, “In addition to freeing up resources in the accounts team, the IBM and Intec solution has given us a clear view of our obligations to suppliers, and has saved us the additional cost of digitising and archiving historical invoices.”

“The new system, based on our existing Lotus Domino infrastructure, has freed up more than seven man-days a week.”

*Rob Horlock,
Business Solutions Manager,
Bacardi-Martini Ltd*



Tesco cuts costs with IBM WebSphere and DB2 Universal Database

Overview

The Challenge

Unify diverse internal communications channels; reduce paperwork and cut the volume of internal emails; tailor communications to suit the needs of each employee

The Solution

Worked with IBM Business Partner ITS, www.its.cz, to create a single source of corporate news and information, using IBM WebSphere® Portal and IBM DB2 Universal Database, running under Linux on an IBM @server xSeries® server

The Benefit

Elimination of paper-based newsletter; faster, easier communication, managed without any specialist IT support; better targeting of information; improved internal productivity; lower communications costs



Tesco (www.tesco.com) is one of the world's leading international food and general retailers. Founded in the 1920s in the UK, the group has expanded into different formats, different markets and different sectors – and its principal activity remains supermarkets and food retailing, with more than 2,000 stores worldwide.

In the Czech Republic and Slovakia, Tesco has more than 90 outlets, with a total sales area exceeding four million square feet.

To keep store managers and employees fully informed about corporate strategy, news, promotions and products, Tesco has a busy internal communications department. Previously, the department would send out regular newsletters and ad-hoc paper-based communications, together with up to 100 different daily emails. With 800 employees on the mailing list, communication was costly

and put a heavy strain on the email infrastructure.

Roman Hajek, Operation Support Specialist at Tesco, comments: "Getting the right news to the right people is an important part of our strategy. It is vital that our managers and employees have clear information at all times, so that we can maintain the highest possible standards for our customers. The challenge we faced was that our existing communications channels were slow, difficult to manage, costly and untargeted."

Business-driven portal

Based on previous experience, Tesco selected IBM Business Partner ITS (www.its.cz) to design and deploy a new portal for internal communications. ITS selected IBM WebSphere Portal and DB2 Universal Database as the core of the new solution, and handled every aspect of the project, from the installation and

tuning of the server hardware through to employee training.

The new WebSphere Portal solution runs under Red Hat Linux on an IBM @server xSeries machine, and acts as a single source of up-to-the-minute information for Tesco employees. ITS integrated the solution with the existing LDAP server for user authentication, so employees can simply visit the portal without any further need to maintain separate user profiles.

The IBM Business Partner also developed several specialised portlets in WebSphere Portal, including an editorial system that enables the communications team to easily create, edit and publish information to the portal.

"With the IBM WebSphere Portal solution we now have all our corporate news and information in a single place," says Roman Hajek.

"We have eliminated all paper-based communication – making significant cost-savings – and dramatically reduced the number of internal emails. The great thing about the solution is that we require no specialist IT knowledge to update information or create new content – so it's very easy and cost-effective to manage."

Raising productivity

Prior to the deployment of WebSphere Portal DB2 Universal Database, managers at Tesco would receive up to 100 internal emails each day, many with large attachments, of which only a handful might be relevant to their specific needs. Now, they can

tailor their personal portal pages to show only the news that they need to see, saving time and ensuring that important news is not hidden in a mass of other information.

"We now provide our employees with simple, highly secure access to the information they need to perform their role," comments Roman Hajek. "With the right news at their fingertips, our managers and staff can react more quickly to new developments and can make better decisions more quickly – helping to boost our internal productivity. Improved productivity translates into better customer service."

The right partner

During the design and deployment of the portal, ITS co-operated closely with IBM, ensuring that the optimum solution was delivered rapidly. "The fact that ITS is an accredited IBM Business Partner is important to Tesco," comments Roman Hajek. "We know that they have access to the right people in IBM, and that they have excellent knowledge about the WebSphere and DB2 technologies."

Now that the portal is in place, serving up to 800 users in two countries, Tesco is considering extending the coverage to both Poland and Hungary. Says Roman Hajek, "ITS did a great job in designing, building and training us to use the portal. The solution is very stable and offers good performance, so it will be a useful foundation for expansion."

"With the IBM WebSphere Portal solution, everyone gets critical corporate news plus information tailored to their role in the company -all from a single place."

Roman Hajek,
Operation Support Specialist,
Tesco



AGORA plus boosts sales and customer management with IBM Lotus Notes

Overview

The Challenge

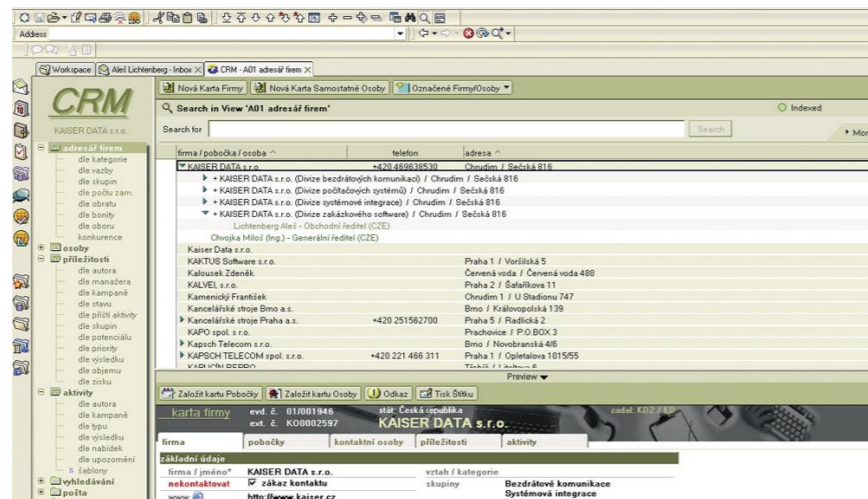
To remove paper-based sales processes and extract meaningful business information without disrupting a highly successful sales team; integrate sales, CRM and financial controls.

The Solution

IBM Business Partner KAISER DATA, www.kaiser.cz, implemented a bespoke CRM system to integrate with an existing Lotus Notes® email and calendaring solution, providing single-source records of customer contact details, completed sales and financial data.

The Benefits

On-the-road and office-based sales people have access to shared customer data, managers are able to extract reports by customer, product, geography, sales value and more without disrupting the team, and almost all paperwork has been eliminated.



AGORA plus a.s., based in Brno, Czech Republic, distributes electronic components and products, data storage systems, mobile phones, peripherals, digital cameras and flat-screen monitors. Established in 1997, AGORA plus has annual sales of about €40 million and employs 45 people.

The 14-strong sales force works both in the office and on the road, using Lotus Notes on GPRS-enabled notebook PCs to collect and send email and check their calendars.

Although Agora had a company database, most of the sales reporting and management was paper-based, and as the company grew opportunities were being missed.

Additionally, analysing sales by product and customer type was slow and labour intensive, and AGORA plus managers wanted to address the situation.

Petr Sušila, Account Manager at AGORA plus, comments, "We were not happy with our processes: we wanted a quick, easy way to produce accurate revenue reports by customer, by sales person, by product and by geography. With half of the sales force out of the office, we also wanted to support existing remote working and systems."

Agora engaged KAISER DATA, an IBM Business Partner, to consider the introduction of a customer relationship management solution (CRM) to capture missing data and to eliminate, as far as possible, the paper-based systems.

Choosing Lotus for growth

In the spring of 2004 Agora requested tenders for its new CRM solution, with five different proposals to consider, and chose the Sales Support (CRM) solution from KAISER DATA. This offering fully met AGORA plus's

business targets, at an attractive price/performance ratio, and above all was very flexible, particularly in light of future company expansion. Petr Sušila comments, "After not even one full year of using the Lotus Notes Sales Support (CRM) from KAISER DATA, I can say that we have chosen well and we are very happy with the system."

"The new solution is stable, reliable and easy to manage, and most of all it has matched our business vision. The solution has helped us to meet our commercial targets, and the quality of data on sales, customers and projects has improved dramatically."

Using the new Lotus Notes CRM solution, AGORA plus gains structured access to sales data from a single source. Powerful sorting and reporting features, all standard elements of the Lotus Notes environment, enable managers to extract information directly from the salesperson's reports. The new solution provides a single, company-wide source of information for pricing, notes of customer interactions, email marketing initiatives and responses, and more.

Tailored solutions faster, at lower costs

A central customer record card contains links to related email, price estimates, and completed sales including products and prices. Salespeople are able to work both on- and off-line, with Lotus Notes automatically handling replication when a connection next becomes available. Aleš Lichtenberg, Software Division Sales Director at KAISER DATA, comments, "Implementing the ready-made solution in the Lotus

Domino environment for AGORA plus offered a much faster time to market, and resulted in lower costs, too.

"The solution enables AGORA plus to grow its sales volumes with no additional IT investments, and the sales reporting is now largely automated, which cuts costs and improves control."

The Lotus Notes solution has enhanced AGORA plus management's ability to make informed decisions, faster, and is helping them learn about their own sales processes and how to improve them. The AGORA plus sales team has secure, reliable access to customer information, whether they are on the road or in the office, providing a considerable boost to their personal productivity.

Gaining greater control of sales data

An additional benefit of the IBM Lotus solution provided by Kaiser Data is that revenue control is much tighter, with reports on a per-person basis, enabling revenue by different criteria to be calculated quickly and accurately.

By choosing a ready-made solution, AGORA plus achieved its business goal with a familiar, highly reliable and low-cost extension to its existing IT infrastructure. Petr Sušila says: "Communication with KAISER DATA is excellent – the company listens closely to our needs and requirements. Based on personal experience, I can strongly recommend both Kaiser and the Lotus Notes solution to other companies."

"After not even one full year of using the Lotus Notes sales support (CRM) from KAISER DATA, I can say that we have chosen well and we are very happy with the system."

Petr Sušila,
Account Manager,
AGORA plus a.s.



Fujifilm pictures its customers more clearly with IBM

Overview

■ The Challenge

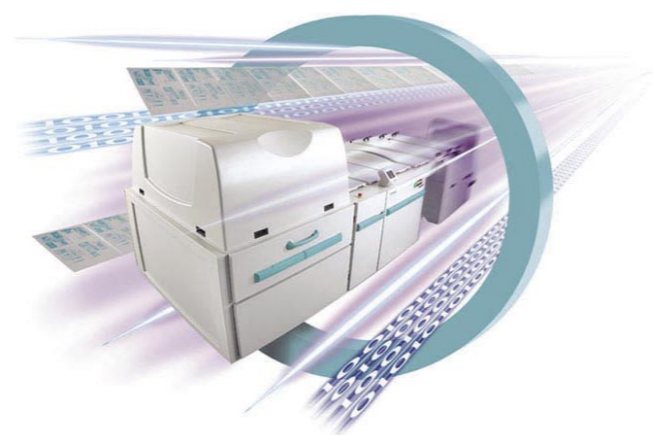
Capture valuable customer feedback, comments and suggestions in a systematic manner, report on product reliability and usage statistics, manage more customer calls with the same staffing levels

■ The Solution

An integrated messaging, workflow, and statistical reporting system based on IBM Lotus Notes® and Domino® 6, and two Lotus Domino-based sales and support applications from IBM Business Partner Kelros, www.kelros.co.uk

■ The Benefits

Enhanced capture of customer suggestions; better delivery of management information; improved people productivity with ability to handle more calls using the same call-centre team



Fujifilm Electronic Imaging (FFEI, www.ffei.co.uk) designs and builds high-end pre-press solutions, such as image scanning, colour management and workflow software. Established in 1997, the company employs more than 330 staff within the UK and sells worldwide via Fujifilm subsidiaries and third-party distributors. FFEI is Fujifilm's only subsidiary which designs, manufactures and markets products for Fujifilm outside Japan.

Primary technical support for customers is provided by distributors, reinforced by the Product Quality and Technical Support Team based in Hemel Hempstead, UK. The knowledge-base built from interaction with customers provides insight into how products are being used and what future developments might be required. FFEI had adopted Lotus Notes and Domino for its messaging environment, and a Lotus Notes and Domino application developed for

tracking communications between customers, distributors and technical support teams was working well. However, there was no systematic way to report on, collate and distribute the valuable comments and suggestions that arose in these communications.

Bob Willis, Product Quality and Customer Support Manager, comments, "We had to adapt our processes to fit the system. For example, engineers were having to cut and paste information from e-mails into the system. Reporting was not adequate and the solution didn't handle attachments at all well. Too much time was being spent managing the system, rather than getting on with our real task – solving people's technical support issues."

Brighter image with IBM

FFEI reviewed a total of seven possible alternatives, and opted to work with Kelros, an IBM Premier Business

Partner, choosing to deploy its Lotus Domino based kelros.sales and kelros.support solutions.

Bob Willis explains: "The high quality of training that FFEI provides to its distributor community means that most technical issues can be solved in the field without recourse to the head office support facility. Those that require second- or third-line support are generally quite complex, and we deal with a relatively small number of problems, requiring extensive communication between distributor and support engineers.

"These cases can generate long text fields on which a support system would need to be able to carry out full text searches, and only Lotus Notes and Domino could provide that level of capability."

Picture-perfect people productivity

The key to the new solution is the integration of customer and sales interactions with Lotus Notes and Domino workflows and advanced search facilities. The solution has significantly boosted FFEI's people productivity. The technical support team has been able to increase the number of support calls it fields without adding more staff, and to track all correspondence for use in future development activities.

FFEI's distributors can now access higher-quality information, gain easier access to technical expertise and receive more timely responses from FFEI support personnel. The system improves tracking and monitoring of service requests,

with statistical analysis of time-to-resolution for support calls. This enables reporting on service level agreement performance, with auditing and monitoring of assistance request suggestions and responses.

Highlighting the contrasts

"The knowledge and understanding showed by Kelros gave us confidence that they could make significant changes to their solution to meet our needs." Bob Willis continues, "They gave us guidance about which areas of our specification could be improved, which might prove a risk and what could realistically be altered to deliver a better return on our investment."

With more than 1,000 users able to access the system and a core of 150 key users, extensive training could have been costly and intrusive, reducing the take up of the system and removing the benefits of implementing it. The Kelros solutions were modified to deliver full functionality to technical support staff via both Lotus Notes clients and Web browsers, while providing distributors with a subset of the view and functionality via Web browsers only.

"We wanted to provide information our way, and only Lotus Notes and Domino gave us the flexibility to do that," comments Bob Willis. "We wanted the history of the call, with the direction of the communication, to be clear from a single main page. With help from Kelros, we have achieved a solution that matches our business processes, rather than having our software define the way we work."

He continues, "It's a testament to the system that we're now handling more calls – support performance has increased because of efficiencies in the system, but also because our distributors are realising its value and ease of use. We believe that our support offering is the best in the industry, and we're determined to maintain that lead. The Kelros team and IBM software are helping Fujifilm Electronic Imaging to achieve that goal."

"We wanted to provide information our way, and only Lotus Notes and Domino gave us the flexibility to do that."

*Bob Willis,
Product Quality and Customer Support
Manager, Fujifilm Electronic Imaging*



EuroChem finds the right chemistry for collaboration with IBM

Overview

■ The Challenge

Improve collaborative capabilities; introduce corporate document management; unify business processes; boost personal productivity

■ The Solution

Worked with Concern of Information Technologies, www.kit.ru, an IBM Premier Business Partner, to build a new strategic platform for communication and document management based on IBM Lotus Notes® and Domino® technologies

■ The Benefits

Automation of business processes; accelerated production and management of documents; access to full document history; increased productivity through collaboration; high security, reliability and scalability



EuroChem is the largest agrochemical company in Russia, accounting for a third of the entire country's production of fertilizers. EuroChem is also one of the top three fertilizer producers in Europe, and one of the top ten in the world. The company is headquartered in Moscow, and exports 80 per cent of its output.

In order to maintain its very high production levels, EuroChem is committed to continually increasing its internal efficiency, both in production and in administration. As part of a top-level programme to knit together more closely its disparate regional production centres, the company aimed to introduce a new common technology platform.

The key requirements were to facilitate cooperation and collaboration between geographically dispersed operational units and to enable automated document management and control.

Bringing the business together

Dmitry Shevchenko, Chief of Information Technologies at EuroChem, says, "The fact that our organisation is spread across the entire country – which is far bigger than Western Europe – and the absence of a single corporate standard for communication and document exchange made it difficult to grow our business. We aimed to create a single IT landscape, enabling employees to work together efficiently, regardless of their location."

EuroChem engaged Concern of Information Technologies, a Moscow-based IBM Premier Business Partner, to design and build its new IT architecture.

This major, ongoing project includes a number of different stages and objectives, from the implementation of a new corporate email system to the introduction of online collaboration.

At the heart of the new architecture is IBM Lotus Notes and Domino software, which provides highly secure email, automatic document exchange, and workflow management capabilities, plus a stable, scalable platform for the rapid development of new applications. Dmitry Shevchenko says, "Working with Concern of Information Technologies, we have already achieved excellent results with Lotus Domino technologies, and this software is now the basis for many future projects. The IBM Lotus technologies are helping us to communicate and work together, increasing productivity and shortening production cycles."

Full document control

One of the first steps was the replacement of EuroChem's existing Microsoft Exchange email systems with IBM Lotus Notes and Domino 6. The key requirements were that the new solution should be deployed rapidly and with minimum disruption. Concern of Information Technologies helped to achieve these goals by creating automated procedures for migrating existing email and address book data from Microsoft Outlook to Lotus Notes, and by providing distance learning services for remote users.

With Lotus Domino Enterprise Server supporting both Lotus Notes clients and Web browsers, EuroChem now has a highly secure and stable platform for the exchange and management of information. The new solution offers centralised access to shared corporate information resources, and can be scaled out across the entire organisation. Dmitry Shevchenko says, "The Lotus technologies enable us to

register and control all documents – whether incoming, outgoing or internal – and to maintain a full history of all movements and changes. We can also define standard routes along which documents should move towards approval, which Lotus Domino then controls automatically."

The new solution includes personalised work environments for each user, and provides centralised role-based security, preventing unauthorised users from accessing sensitive information.

A catalyst for future change

EuroChem now has a single, standard platform for communication and document management, with clearly defined communication channels, facilitating the introduction of unified business processes across the entire organisation. The improved document management capabilities offered by Lotus Domino are helping to accelerate decision-making, particularly in purchasing and sales of goods and services, and the new collaborative functions have boosted personal productivity.

Ivan Zamula, Head of IT Introduction Department at Concern of Information Technologies, comments: "The Lotus technologies enable us quickly to create new solutions that support EuroChem's business processes. Lotus Domino was chosen as the foundation for the new architecture because it offers high levels of reliability and security, easy administration, and excellent interoperability with other enterprise platforms."

A recent solution developed by Concern of Information Technologies for EuroChem in the Lotus Domino environment helps to automate the submission, processing and approval of claims for payment – increasing productivity while improving security. Ivan Zamula concludes, "Concern of Information Technologies is now building on these robust foundations, creating new collaboration and document-control solutions that continually improve our productivity."

"The IBM Lotus technologies are helping us to communicate and work together, increasing productivity and shortening production cycles."

*Dmitry Shevchenko,
Chief of Information Technologies,
EuroChem*



КОНЦЕРН
ИНФОРМАЦИОННЫХ
ТЕХНОЛОГИЙ



Paintmaker captures customer service with its own search engine

Overview

■ The Challenge

Find answers to customer support questions and other corporate knowledge quickly and easily; eliminate wasted time locating, copying and storing company data and documents

■ The Solution

A search-engine based knowledge management application called *Wörhoo*, developed by IBM Business Partner Kressner Consulting, www.kressner-consulting.de, using IBM Lotus Domino Designer, running on IBM Lotus Notes and Domino

■ The Benefits

Staff members save around two hours a day each by being able to find the right information more quickly, and can serve customers more effectively; IBM Lotus Notes and Domino support collaborative work, enabling faster response to changing market conditions



Based in Germany and with offices in China, South Africa, Spain, France, Poland, Switzerland and the USA, Karl Wörwag Lack- und Farbenfabrik GmbH & Co KG (Wörwag) develops and manufactures specialist paints and coatings for the industrial and automotive sectors. The company employs around 600 people, of which about 200 are dedicated to research, development, application technology and quality management.

With international expansion and the increasing importance of quality control and environmental audits, capturing and storing process and control data was becoming increasingly important. To fulfil this requirement, Wörwag personnel were spending more and more time trying to find both paper-based and electronically stored information.

Not only is it important to capture and store the knowledge generated when

dealing with technical requests from customers and sales representatives, but Wörwag employees must be able to find and exploit that knowledge efficiently. The inability to do so was hindering company productivity.

Stefan Welte, IT Director, Wörwag, comments, "To continue to thrive and grow in the highly competitive paints market, it is essential to learn from customers, develop new products and reduce costs. This means capturing customer feedback, responding quickly to changing market conditions, and streamlining business practices. Without the ability to access our corporate information quickly, Wörwag was prevented from fully exploiting new opportunities."

Wörwag realised that a search-engine environment would have little or no training requirement and would provide a simple way for employees to locate stored knowledge. Wörwag

engaged Kressner Consulting, an IBM Business Partner, to design and build the new facility, called Wörhoo (reflecting its similarities to Yahoo!), based on the IBM Workplace strategy.

Saving two hours per person per day

Wörwag had already adopted IBM Lotus Notes and Domino for its messaging platform, using the IBM Lotus Domino Designer tool to develop the Wörhoo foundation, which appears on users' desktops as a portal. Wörhoo can be accessed by either a standard Web browser or a Lotus Notes client.

Lotus Domino contains the Wörhoo databases, documents and process information that controls user access authorisation. Lotus Notes delivers the search application to users as well as providing them with integrated e-mail, document management and collaboration tools. Kressner customized the Lotus Notes templates specifically for Wörwag's e-mail, discussion groups and other collaborative workspaces. IBM Domino Web Access provides access to the environment for the remote users, such as mobile employees and customers.

Stefan Welte says, "Wörwag estimates that the IBM Lotus software-powered Wörhoo solution saves each employee one to two hours of work every day by enabling the easy, rapid location of shared knowledge."

Portal to productivity

The Domino-based Wörhoo system has rapidly become the centre of Wörwag's collaborative activities, with various applications and tools available through this portal. The

searchable databases include content, documents, customer data, sales and internal information. Approximately 450 internal users now use Wörhoo to find people and content within the company faster and more reliably.

"Wörhoo has delivered a strategic advantage to the company, making it easier for staff to be aware of product requirements and any reported problems. Information from nearly all of the company's operations are included in the Wörhoo databases, helping it to streamline practices, improve productivity and enable progress monitoring," says Stefan Welte.

Foundation for success

Kay Kressner, Chief Information Officer at Kressner Consulting, comments, "IBM Domino provides an excellent foundation for knowledge and information management. With Domino Designer we can tailor forms, templates and interfaces to meet the exact needs of the users, helping them to capture and organise the raw data. The result for Wörwag is a solution that speeds decision-making and boosts productivity."

Customers help build the future

By selecting a search-engine approach based on Lotus Domino, Wörwag has removed the need to purchase complex document management or relational database systems. The Wörhoo system delivers the right information to the right people with the minimum of effort, and as more customer interactions are entered in the CRM applications, the Wörhoo search responses become more useful.

Stefan Welte concludes, "IBM Domino and Lotus technologies have provided an elegant, high-productivity solution that has cut Wörwag's costs and improved our corporate knowledge capture. Customers are served faster and we learn more rapidly, helping us to build on our success."

"Wörwag estimates that the IBM Lotus software-powered Wörhoo solution saves each employee one to two hours of work every day."

Stefan Welte,
IT Director,
Wörwag



German Chamber of Commerce pushes information to the Web with IBM

Overview

■ The Challenge

Cut the time to publish new data to the Web; reduce administrative costs and dependence on technical staff

■ The Solution

Working with KUMATronik, www.kumagroup.de, an IBM Business Partner, IHK Bodensee-Oberschwaben implemented up2date content management solutions on an IBM @server xSeries® model 345 server running Red Hat Linux V8.0 and IBM WebSphere® Application Server Express V5.01 software

■ The Benefits

Time taken to publish new Web catalogues cut from more than one month to around two weeks; non-technical personnel can now make Web site changes, leaving the IT team free



The Association of German Chambers of Industry and Commerce (DIHK) is made up of 81 separate Chambers, which represent the interests of commercial organisations to local, state and regional authorities. Among the 81 Chambers is the IHK Bodensee-Oberschwaben, in the south of Germany near the Swiss and Austrian borders, which represents around 27,000 companies.

Providing information is an essential part of a Chamber's role, and with such a large number of members the Web provides an excellent low-cost channel. Frequent site updates were difficult and costly to manage, as they required a technical specialist using Microsoft Frontpage to capture, key and load new content. It was not possible for non-specialists to add content, and there were no capabilities to manage scheduled changes.

Mr Klaus Burkhardt, Head of IT

Department at the Chamber of Commerce states, "Providing news, notices of legal changes, business opportunities, training courses and much more means that the Web content changes frequently. Seminars and courses are published as online catalogues, and it was taking more than a month to publish completed new versions. We wished to remove this delay, and reduce the costs of running the service."

Accelerating information

The Chamber turned to IBM Premier Business Partner KUMATronik Software GmbH, a subsidiary of KUMAGroup Holding GmbH (www.kumagroup.de). KUMATronik proposed a content management solution designed to let authorised Chamber users publish content directly without the need for technical personnel, thus reducing costs and dramatically speeding publication cycles.

KUMATronik implemented its up2date Content Management Server software, which is used to maintain the portal infrastructure; up2date Eventshop software, used to offer online booking services for seminars; and up2date CatalogCreator software, to create and publish comprehensive seminar catalogues.

The entire system has been implemented on a single IBM xSeries model 345 server running the Red Hat Linux V8.0 operating system. The x345 server supports IBM WebSphere Application Server - Express software, which manages the publication of pages to the Web and the underlying transactions generated by seminar and training course bookings.

KUMATronik completed the entire installation in a short period of time, and was able to pass the new system over to the Chamber's IT administrators after only one day of training.

Klaus Burkhardt, Head of IT Department adds, "By allowing various employees to update the Web site – not just technicians fluent in HTML – the new content management solution from KUMATronik has simplified our site maintenance and update processes. Using the up2date CatalogCreator software, we have shortened the production time for its seminar catalogues from 40 days to 15 days."

Up to speed with Express

IBM WebSphere Application Server - Express, a simplified application server with a development environment based on IBM Rational

Web Developer allows organisations to create and manage a Web presence rapidly and at low cost. Combined with content management software such as up2date, IBM WebSphere software enables even small, non-technical teams to publish to the Web and retain the ability to scale up if demand increases.

Joachim Bruck, Director of Sales and Partner Management up2date, KUMATronik Software GmbH, comments: "IBM WebSphere software allows organisations to start with a small investment, and then build up as the solution develops, without the need to buy additional components. With the up2date content management solution, Bodensee-Oberschwaben has eliminated costs and is able to create a more timely service for members. By deploying the new solution on the Linux operating system, the Chamber benefits from lower costs and higher security for its Web site. The IBM @server xSeries model 345 server offers high performance, quality and reliability, and we expect the Chamber will experience less downtime and reduced maintenance costs with it."

Answering the call of duty

Klaus Burkhardt says, "Chambers have a duty to provide services as efficiently as possible. With the IBM and KUMATronik solution we are confident that members of the Bodensee-Oberschwaben Chamber have up-to-date information, delivered on a highly reliable system that has reduced our costs and made it easier and faster for the Chamber team to operate."

"The up2date CatalogCreator and IBM WebSphere Express solution has shortened the production time for our seminar catalogues from 40 days to only 15 days."

Mr. Klaus Burkhardt,
Head of IT Department, Bodensee-Oberschwaben Chamber of Commerce



Inverclyde Council puts a smile on students' faces with IBM and Nexus Technology

Overview

■ The Challenge

To enable a low-cost, reliable, young-student-friendly email system with educational objectives in mind, minimise the administrative burden for schools

■ The Solution

IBM Business Partner Nexus Technology, www.enexus.co.uk, developed SmileeMail using IBM DB2 and Lotus Domino® technologies on IBM @server xSeries® model 336 servers, delivered to 13,000 students and staff

■ The Benefit

Reliable, secure teacher-monitored email for students, with integrated curriculum assessment capabilities; central implementation and management combine to deliver lower costs



Inverclyde Council on the west coast of Scotland provides public services for approximately 85,000 citizens. The Council's Education Services are responsible for some 13,000 students and staff from preschool to high school.

Under the Scottish government's National Attainment Guidelines, Early Learners from ages 5 to 14 are required to learn email skills. The existing student email system was relatively hard to use and not at all reliable, and the Council wanted to find a safe, secure and manageable replacement.

The challenge was to ensure that the new system was easily accessible, and capable of being managed by non-IT personnel. Finally, total costs must be kept low. Tom Reid, Head of Service at Inverclyde Council, comments, "It is important that we provide teachers time to teach and

must remove the burden of looking after ICT equipment and networks from their day to day tasks. Therefore, our objective was to implement a central system that could be supported and maintained by our Central ICT Services, this should also allow us to reduce the costs of ownership."

Building SmileeMail with IBM

Inverclyde Council selected Nexus Technology, an IBM Business Partner, to develop an unique email solution: a centralised, highly robust, secure and safe system, with a learning-friendly low-maintenance user interface in the schools.

Nexus, in partnership with Inverclyde Council and following extensive consultation with staff in school, developed a new solution, SmileeMail, based on IBM Lotus Domino Enterprise Server and IBM DB2 UDB Enterprise Edition information

management software. Four IBM @server xSeries model 336 servers support more than 5,000 primary school users, and IBM Lotus Team Workplace supports collaborative sharing of curriculum and training materials, as well as ideas and comments.

Tom Reid says, "SmileeMail requires no more than a web browser for the student PCs, which results in very low local costs of operation. Lotus Domino, DB2 and the x336 servers provide a robust, scalable infrastructure for the Council, and offer industry leading price-performance."

Scoring top marks with Lotus and DB2

As well as providing fully functioning email, SmileeMail is also an educational tool, which allows the teachers to mark students' use of language, grammar and related learning points.

Using the team review principles included in Lotus, the SmileeMail system requires that staff approve all email before students can access their accounts, providing a high level of security and control over content.

Comprehensive management features developed using Lotus Domino offer teachers and administrators an auditable track of new mail, sent mail, approvals and comments. DB2 offers highly reliable, highly secure data management, and provides the ideal foundation for the Inverclyde solution.

"Domino and DB2 provide us with a system that has low ownership costs and can be supported centrally, as

well as providing a flexible integrated solution," says Tom Reid.

Using IBM software to cut costs

Robin Saunders, Product Director at Nexus Technology, explains, "Domino is the perfect solution to meet Inverclyde Council's need for low total cost of ownership combined with tight central control.

"Domino offers much more than an email server, and includes the teamworking environment with powerful central administration. Rather than deploy multiple products, Domino and DB2 are great development environments, based on open standards.

"IBM software enables us to develop integrated solutions that offer value throughout the life-cycle. SmileeMail demonstrates how IBM software allows Nexus to deliver reliable, business-driven solutions rapidly and cost-effectively."

Tom Reid adds, "Working with Nexus to develop the new email system has been both enjoyable and challenging. Their knowledge of the product was excellent, and it was their ability to transfer the verbal statements of needs from schools into a practical reality that impressed me."

Making people productivity happen

The new Lotus and DB2-based SmileeMail service has removed the administration and frustration of email from students and teachers, and allows them to focus on education. SmileeMail gives them secure access to information, in the context of their

own role, managed easily and cost-effectively by Inverclyde Central ICT Services.

Tom Reid concludes, "We now have a reliable email system that has been developed by educationalists for educationalists. This process has been enhanced by standardising IBM equipment across our network and infrastructure provision. In doing so we have been able to simplify our support structures as well as making more support available from a central location."

"Domino and DB2 provide us with a system that has low ownership costs and can be supported centrally, as well as providing a flexible integrated solution."

*Tom Reid,
Head of Service, Education Services,
Inverclyde Council*



Blue Star Ferries sets sail for success with IBM voice response solution

Overview

The Challenge

Manage seasonal peaks in call-centre workload, while providing unrivalled customer service; use advanced technology to overcome staff availability issues; provide detailed information quickly to customers

The Solution

Worked with IBM Advanced Business Partner Omilia, www.omilia.com, to create a new interactive voice response solution to handle customer calls, using IBM WebSphere® Voice Response for AIX, running on an IBM® server pSeries® model 615 server

The Benefits

Self service customers can now access prices, timetables, and arrival/departure information on all Blue Star Ferry routes quickly and without queuing, driving out significant costs



Blue Star Ferries, part of the Attica Group of shipping companies, is one of the largest ferry operators in Greece. Headquartered in Athens, Blue Star employs 606 people and averages €130 million in revenues annually.

To compete in an increasingly competitive market, the company focuses on customer service and on constant innovation to drive costs out of the business.

Dionysis Theodoratos, Commercial Director of Internal Services at Blue Star Ferries, comments: "Blue Star Ferries services up to 4 million customers every year, across multiple lines and different routes.

"The scope of our operations had resulted in a high volume of calls from customers who needed simple information on routes, dates, times, ships, prices and so on. Only a few

of these types of calls would result directly in bookings, leading to delays for those customers who actually wanted to book tickets."

Blue Star Ferries decided to implement an Interactive Voice Recognition (IVR) system in order to service customers better and relieve the pressure on call-centre staff.

Low cost, low footprint, high availability

Blue Star needed an IVR solution that would meet its demands for near-zero downtime, and offer high scalability to meet extreme seasonal demands. Dimitris Vassos, Managing Director of IBM Advanced Business Partner Omilia, explains how the Omilia Voice Services Hosting Platform (VSHP) solution won the bid in the face of tough competition:

"Blue Star decided that every call would go through the IVR, making it imperative that the platform be

resilient, have high availability and have near-zero down time. Omilia's VSHP is integrated with the IBM WebSphere Voice Response solution, both running under IBM AIX on a pSeries server, and it offers excellent resilience within a single physical footprint. The competing solutions made use of five or six separate Intel®-based servers – a far more complicated infrastructure that would be harder to manage and scale."

Combining the WebSphere Voice Response software with a Greek-language solution from Nuance, Blue Star gained a robust automated telephone response system, enabling many basic enquiries to be handled more quickly and cost-effectively. The solution frees up skilled human resources and enables them to be deployed for more complex customer queries and booking requests.

Dionysis Theodoratos comments, "Working with Omilia on this WebSphere solution is part of a long-term strategy to grow the company by helping us to cut costs, raise our production efficiency, and enhance our customer service."

Minimise staff work, maximise service

To handle peaks in demand at its call centre, Blue Star previously had to hire and train temporary staff, especially during July and August, which account for up to a third of all annual calls. This meant higher employment costs and the risk of directing calls to relatively inexperienced staff.

With the new VSHP and WebSphere

Voice Response solution in place, Blue Star can serve up to 60 concurrent customers, or up to 10,000 calls a day. The solution can easily be scaled up to 120 calls, giving Blue Star plenty of headroom for growth.

Following a successful pilot project for the new solution, Blue Star was able to make a strategic decision not to hire temporary staff, and tackle the summer peak with just half of the personnel it had the previous year.

Says Dionysis Theodoratos, "During the pilot phase, we found that 70% of all calls were enquiries about such things as timetables, which the IBM and Omilia solution was able to handle with ease. With WebSphere managing much of the workload, our staff deal directly with fewer calls than before, giving them more time to focus on excellent service. Customers with simple queries can get the information they need more quickly than before, and those with more complex queries spend less time waiting for a response."

"Working with Omilia on this WebSphere solution is part of a long-term strategy to grow the company by helping us to cut costs, raise our production efficiency, and enhance our customer service."

Dionysis Theodoratos
Commercial Director of Internal Services,
Blue Star Ferries



Mercatone Uno finds e-commerce success with IBM WebSphere Express Edition

Overview

The Challenge

Mercatone Uno wished to expand sales to the Web quickly and with the least possible business risk. At the same time the company wished to drive costs out of the supply chain and improve cross- and up-selling opportunities

The Solution

Working with IBM Premier Business Partner Tecla, www.tecla.it, Mercatone Uno implemented IBM WebSphere® Express Edition on IBM @server xSeries® model 345 servers, running Red Hat Linux Enterprise Server. The solution connects with the company Enterprise Resource Planning (ERP) solution on IBM @server iSeries servers.

The Benefits

Sales have risen by approximately 5 per cent and customer satisfaction scores are up by 20 per cent. Customers are able to browse, buy and place delivery instructions online, as well as check stock status at stores before making a visit. Supply chain costs have reduced by around 3 per cent.



Mercatone Uno is one of Italy's leading non-food hypermarket chains, founded in 1978 and now with 90 stores in the group. The company sells an enormous variety of goods, from cycles to hi-fi, saucepans to chainsaws, and every conceivable home furnishing product. Mercatone Uno differentiates itself by maintaining product quality and keeping costs as low as possible, with a network of stores throughout Italy.

As more consumers switch to shopping online, the company recognized that its store-only sales model was becoming a limiting factor. With outlets located mainly out-of-town, high-value urban sales to young professionals were being missed, yet an online sales channel could reach these new markets and avoid the expense of opening new stores.

Emanuele Robba, Project Manager for the e-commerce programme,

comments, "The company had limited information technology expertise, and was wary of making large technology and manpower investments: Mercatone Uno needed a way to enable e-commerce with relative ease, and turned to Tecla for advice. Our request was to build an online supermarket where customers complete the total purchase, right through to delivery. We wanted a low-cost, high-performance system that did not require costly maintenance."

Browse and buy, cut your costs

Tecla, an IBM Premier Business Partner (www.tecla.it), designed and implemented a complete e-commerce solution that would allow customers to browse and buy online. Most importantly, the new solution integrated with stock and retail systems, to assist with an ongoing drive to reduce supply chain costs.

Tecla selected IBM WebSphere

Commerce Express 5.6 for Linux, on two IBM eServer xSeries model 345 servers, running Red Hat Enterprise Linux 3.0 Enterprise Server. Orders placed on the customer web site are transacted on the Web servers, which then hands stock, delivery and payment details to the company's Enterprise Resource Planning system, based on an IBM @server iSeries server.

Costs down, sales up, satisfaction high

Emanuele Robba comments, "The site allows the customer to have the traditional shopping experience they would enjoy in the actual shop itself, despite them being on a website - so all the stock, promotions, payment methods are displayed exactly as they would be in the shop.

"We chose the IBM WebSphere solution because it allows us to offer choice to customers in exactly the same way as we do in the stores. The combination selling and discount management facilities are excellent, and we felt re-assured that we could offer every type of client equal levels of guarantee in terms of service, goods availability and delivery."

The new web site collects transaction information from customers, which is then used to create targeted offers and discounts, designed to boost sales.

Some 16,000 online customers are served daily, and Mercatone Uno estimates that around 5 per cent of its recent sales increases have come from the new e-commerce operations, and customer satisfaction scores have improved by 20 per cent.

IBM WebSphere Commerce Express software features pre-built product catalogues, searches and shopping carts, as well as advanced functionality designed to enable discounts, cross-selling, up-selling and targeted marketing campaigns. Easy-to-use administration tools facilitate effective site management with a limited support staff, a key business driver for Mercatone Uno.

IBM WebSphere Express Edition

Tecla leveraged the out-of-the-box Web commerce capabilities of IBM WebSphere software to deliver advanced customer service offerings without a lengthy, costly development period. IBM technologies enabled Mercatone Uno to quickly and affordably establish an online sales channel that provides convenient services to customers in existing and new territories.

When customers browse for products, they are searching data from Mercatone Uno's enterprise resource planning (ERP) system, effectively allowing customers to view inventory from their homes. For larger items where people wish to see the furniture in-store, rather than visiting several stores to find the right product, customers can locate the items online ahead of time. At the back-office, this online location facility has reduced the need to ship products between stores, reducing supply costs by an estimated 3 per cent.

Carlo Visani, Senior Software Engineer at Tecla, comments, "Deploying the Web site on the open and affordable Linux operating

system ensures a secure, reliable e-commerce environment, while the IBM WebSphere solution's open-standards technology enables a seamless integration into the company's backend systems."

Emanuele Robba concludes, "As the site's success grows, with IBM solutions Mercatone Uno can offer more products online, converting the company into a true multichannel retailer."

"As the site's success grows, with IBM solutions Mercatone Uno can offer more products online, converting the company into a true multichannel retailer."

Emanuele Robba,
Project Manager for the e-commerce programme, Mercatone Uno



Morphy Richards integrates its global supply chain with IBM Lotus Domino

Overview

■ The Challenge

Replace existing Microsoft email systems with a single, security-rich solution for a global workforce; add workflow functionality; integrate email and shared data with back-end ERP systems

■ The Solution

Worked with IBM Premier Business Partner ThroughBox IT, www.throughboxit.com, to implement IBM Lotus® Domino® for email, workflow and collaboration; the solution runs under Red Hat Linux® on two IBM @server™ xSeries® servers

■ The Benefit

Improved security features and greater stability for email; integrated environment for sharing information and fast, flexible building of applications and workflows; potential for reduced costs and accelerated times-to-market

Founded in 1936, Morphy Richards Ltd (www.morphyrichards.com) is the UK's leading supplier of small appliances for the home. Each year, the company sells more than five million products across its range of irons, kettles, coffee makers, toasters, vacuum cleaners, hair dryers, audio systems and more.

Since 1985, Morphy Richards has been owned by the Glen Dimplex Group (www.glendimplex.com), which employs 8,500 people and generates more than €1.5 billion in annual revenues. In order to support its supply chain efficiently, Morphy Richards is introducing new collaboration and workflow capabilities, using IBM Lotus Domino software.

Trevor Burrows, IT Director, explains: "We needed to upgrade our email infrastructure, to get a secure and resilient global platform, and we also wanted to introduce workflow processes. By selecting Lotus Domino, we have achieved both aims in a single, integrated environment. Financially, Lotus Domino and Microsoft Exchange were very similar propositions for Morphy Richards. But with Lotus Domino, we got not just email, but an entire strategic toolset for developing collaborative solutions."

Switched-on choice

When selecting the new email and collaboration solution for Morphy Richards, Trevor Burrows considered



three key aspects: security features, workflow capabilities, and integration with back-end systems.

He comments, "We had general concerns about the vulnerability of other applications on the market where there is a shared platform between business and home users. We also had reservations about the future direction of these offerings. With IBM Lotus Domino, there is the security of a clear platform roadmap, so we felt that it was the right choice strategically."

Decision factors

Following a site visit to a company of similar size using IBM Lotus Domino, Morphy Richards engaged ThroughBoxIT (www.throughboxit.com),

an IBM Premier Business Partner and Lotus Domino specialist, to implement its new architecture.

All of Morphy Richards 200 mail users have now been migrated to Lotus Domino, which is running under Red Hat Linux on two IBM @server xSeries servers. When the solution is complete, Morphy Richards will use IBM Lotus Enterprise Integrator to integrate Lotus Domino information with its back-end ERP system, GEAC System21, which runs on an IBM @server iSeries server.

Integrated world

All Morphy Richards products are now manufactured by partners in the Far East, enabling the company to offer its consumers excellent quality goods at low prices. To ensure adherence to quality standards, the company has traditionally relied on the exchange of hundreds of documents – including product specifications and test data sheets – between its offices in the UK and those in Hong Kong and China.

Says Trevor Burrows, "Rather than relying on groups of employees emailing each other, we are putting in place a business application through which documents will formally flow – to improve the efficiency of the supply chain and create more transparent working practices. Working with ThroughBoxIT, we are building workflows in IBM Lotus Domino that will enable us to manage thousands of documents throughout their full lifecycle."

He continues, "Had we simply upgraded our Microsoft Exchange

environment, we would have needed to buy and integrate third-party collaboration tools. Since there is a fully-integrated solution available at virtually the same cost – Lotus Domino – we saw no reason to re-invent the wheel."

Working with IBM

Trevor Burrows comments, "ThroughBoxIT offered an excellent service, with experienced personnel prepared to roll their sleeves up. The IBM Premier Business Partner status gives them fast access to IBM resources, which enables them to address problems effectively."

Malcolm Venn, Director of Marketing at ThroughBoxIT, adds, "Lotus Domino provides a powerful solution with a clear business strategy, and the product runs on all the major operating systems. For integrated business operations such as Morphy Richards, IBM software products offer a significant advantage."

Looking ahead with Lotus Domino

With IBM Lotus Domino, Morphy Richards now has a flexible environment in which to develop powerful workflow functionality, and to take advantage of collaborative technologies such as IBM Lotus QuickPlace for virtual meetings and SameTime for instant messaging. Trevor Burrows concludes, "The experience of ThroughBoxIT with the Lotus Domino toolset will help us cut costs and accelerate time-to-market."

"With Lotus Domino we got not just email, but an entire strategic toolset for developing collaborative solutions."

Trevor Burrows,
IT Director,
Morphy Richards



Vernon Carus transforms its branding with IBM Lotus Notes and Domino

Overview

■ The Challenge

Provide reliable email for field sales teams, enabling consistent communications with customers and sharing of valuable sales data

■ The Solution

Implemented IBM Lotus® Notes® and Domino® for 120 office and 40 field staff, with complete email, calendaring and customer data sharing; worked with IBM Premier Business Partner ThroughBoxIT, www.throughboxit.com, to build additional Domino-based workflow control applications

■ The Benefit

Field salespeople use corporate-branded email, shared calendars and customer data, presenting a unified face to customers



Vernon Carus Limited, based in Preston, England, manufactures peri-operative, infection control and wound healthcare products. With a subsidiary company in Malta, the group employs approximately 400 people and has an annual turnover of around £43 million.

Business managers at Vernon Carus were aware of the need to capture more accurate data on customer interactions, and present a stronger brand image. The 40-strong field sales team, the face of the company, had largely stopped using the corporate email system, complaining of unreliability, and were using personal email accounts with no corporate branding. Worse, there was no way to capture or share customer data between teams or with head office.

Martin Smith, IT Manager, comments, "Salespeople were using their own paper diaries or record cards for capturing customer data, and a few

were using spreadsheets. Even simple data such as customer personnel changes was not available centrally. We wanted to make email, calendaring and information sharing easy and reliable for the salesforce, and start using their pooled information effectively at head office to help meet our growth targets."

Selecting a solution – out of the box

Working with ThroughBoxIT, an IBM Premier Business Partner, Vernon Carus set about identifying a solution which would cure the practical issues of reliability and remote access, be easy for non-IT-literate sales people to use, and centralise and share essential customer data.

"We considered adding related components to Microsoft Exchange, and also looked at IBM Lotus Notes and Domino, which effectively offers the whole solution in one product. We wanted to enable workflow

management and data sharing, and ThroughBoxIT was able to demonstrate how the Lotus solution met our immediate needs as well as providing the basis for future development," says Martin Smith.

A brand new image

The ThroughBoxIT and Vernon Carus teams migrated data from the former Microsoft Exchange system to Lotus Domino over one weekend, "without losing a single email," says Martin Smith. The sales team was given a morning's training on the LotusNotes client software, as well as demonstrations of Web-browser access and an introduction to customer management.

"Lotus Notes and Domino met our immediate needs right out of the box. We have information coming back from the salespeople; we can see what they are doing and look at metrics, such as numbers of calls or appointments, sales results and more.

"All email to customers is now presented with the correct branding from corporate accounts, and we have a complete record held at head office. Salespeople and office staff share calendars and customer data direct from the Lotus Domino databases, and the company philosophy has shifted towards that of a collaborative enterprise with a collective aim to succeed," remarks Martin Smith.

Reduced costs, greater productivity

Malcolm Venn, Director of Marketing at ThroughBoxIT, comments, "Lotus Notes and Domino provides everything Vernon Carus requires,

without the need for additional components. For companies with relatively slim IT departments, Lotus Notes and Domino gives them just one product to learn and manage, which reduces complexity and cuts costs.

"With Lotus Notes and Domino, Vernon Carus has provided simplified, highly secure and reliable access to email, calendaring and collaborative tools for both office-based and field staff. The Lotus solution makes the same information available to everyone, and the company is now better able to react and adapt to customer needs. The IT staff are no longer firefighting reliability or access problems, and can instead focus on developing the next stages for the business itself."

Martin Smith comments, "ThroughBoxIT demonstrated complete technical knowledge of the Lotus Notes and Domino products, from data conversion through to application development and training support. Assistance with planning and migration was superb, and the IBM software has proved to be an excellent recommendation. Domino provides a complete solution in a single product, so our IT skills costs have been reduced and our total costs of ownership are lower."

Capturing customers with Domino

"Ultimately, our plan is to capture every single customer touch in the Lotus Domino system: an invoice query to the accounts team, a delivery schedule enquiry, or a sales call would all be logged and shared. With Domino, this is all possible," concludes Martin Smith.

"ThroughBoxIT was able to demonstrate how Lotus solutions met our immediate needs as well as providing the basis for future development."

*Martin Smith,
IT Manager, Vernon Carus Ltd.*



Oxford Instruments makes a precision choice for IBM WebSphere and Triangle

Overview

■ The Challenge

Enable information to be shared across the entire organisation, for improved efficiency and reduced costs; facilitate common business practices without requiring a complete overhaul of existing technology

■ The Solution

Working with IBM Premier Business Partner Triangle, www.triangle-group.com, implemented IBM WebSphere Portal Server Extend on IBM @server xSeries model 445 servers, and IBM @server xSeries model 336 servers controlling a Storage Area Network, integrating MS Exchange email and in-house ERP systems running on a variety of platforms

■ The Benefits

Simplified systems; common data and knowledge store; reduced costs; enhanced ability to collaborate on shared projects



Oxford Instruments plc (www.oxford-instruments.com) is a global company, specialising in the provision of hi-tech tools and systems for industry, research, education and healthcare.

Oxford Instruments has annual group sales approaching £200 million and employs around 1,200 people. It operates as one company, with up to seven business units focusing on specific product groups and technologies.

Historically, these businesses functioned as a self-contained unit which resulted in many work practices, processes and research being duplicated. Oxford Instruments was using a variety of different IT systems, which meant that information was effectively locked up in operational silos, making it difficult and potentially costly to share. With a new strategy focusing on a one-company approach, there was an

urgent requirement for a system that could unify the group and support the emerging culture change.

Bora Beykont, CIO at Oxford Instruments, comments "We needed to be able to provide our employees with an environment that enabled them to communicate information to their peers and to other businesses within Oxford Instruments. We have diverse businesses and laying your hands on relevant information quickly or finding the person who knows where that specific information is has never been easy."

Choosing IBM WebSphere solutions

While sharing or portal technologies seemed to be the right answer, Bora Beykont was keen to select a solution that would provide the best business and strategic fit for its growing business, and selected IBM WebSphere software running on Windows on IBM @server xSeries

model 445 servers. "We selected WebSphere software because it gave us the ideal platform to base all of our existing and future web-based applications on. Oxford Instruments is safe in the knowledge that Open Standards now govern our Internet strategy, meaning that we can be completely pro-active to all web-based demands for Intranet, Internet or Extranet functionality. This should make my job easier!"

Working with Triangle, an IBM Premier Business Partner, Oxford Instruments chose IBM WebSphere Express technology, IBM WebSphere Portal Server Extend and IBM WorkPlace Web Content Management software.

These two technologies allow the company to present all its key applications and data, including shared data, documents, policies and workflow practices, to users throughout the group without the need to re-engineer any of the underlying applications. "Providing a single software architecture helps to reduce our training costs, our administration overheads and centralise our Internet-based security. WebSphere software provides a solution architecture that ensures our software platform decisions are not affected by our choice of hardware," says Bora Beykont.

Working with Triangle

Triangle provided IBM WebSphere Portal through its 1stStep services solution that provides low-risk entry into the world of portals. The Triangle 1stStep programme includes a two-day project definition workshop to select the right product components.

In this case, these included Lotus SameTime and QuickPlace, enabling Oxford Instruments employees to use secure instant messaging and set up virtual meeting rooms, for improved inter-company communication. Commenting on the choice, Matt Leighton, Head of WebSphere at Triangle, says, "The great thing about IBM WebSphere software is that it adheres to open standards. Customers can choose the operating system they want to use today, knowing that if they change platform tomorrow they can take their WebSphere software solution with them."

Successful partnership

During the review stage, Oxford Instruments eliminated various solution options that were either not true portals or were tied to specific operating systems and technologies. IBM WebSphere software offers a pure browser-only client environment with all applications running centrally, offering greater flexibility and lower operational costs.

Bora Beykont says, "Triangle's expertise with WebSphere software and their relationship with IBM helped deliver what has been a truly culture changing experience to Oxford Instruments, both with the Portal implementation and the training of our staff. Any questions I had on any aspect of the software or the project were dealt with honestly and professionally, essential elements to any successful partnership."

Matt Leighton adds, "Triangle takes continual advantage of the training

and development offered by IBM, and has access to the best minds in IBM, all of which helps us deliver the best possible technical solution service to customers."

Self-managed success with IBM

As Bora Beykont remarks, "Oxford Instruments now has an intranet that is owned by its staff. It is no single department's responsibility to keep the content up-to-date, but the responsibility of each department to look after their area. With bulletin boards and instant messaging, this is far more than an intranet. People can find people and, in turn, the information they need. IBM WebSphere Portal has delivered a solution that ticks all the right boxes and does what it was purchased for."



David Ormerod Hearing Centres manages rapid growth with self-service Linux solution

Overview

■ The Challenge

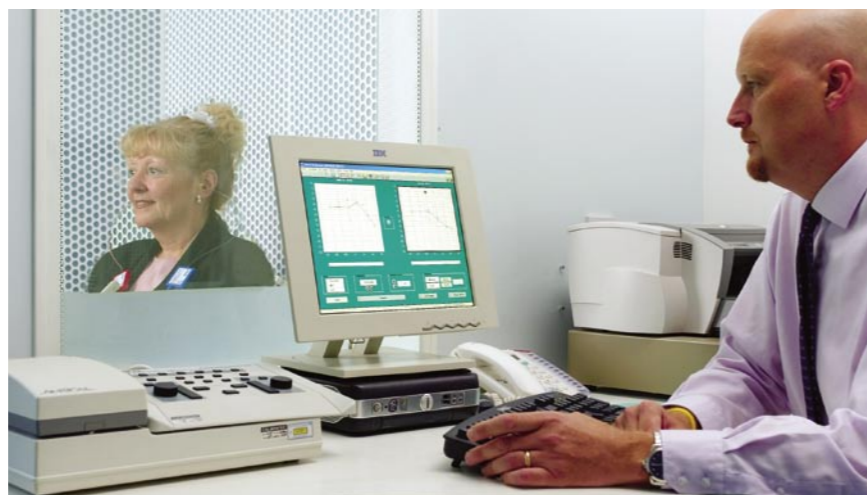
New business acquisition caused a more-than-doubling of administrative workload; the aim was to implement central patient, financial and marketing information control

■ The Solution

Working with IBM Business Partner Versko, www.versko.com, David Ormerod Hearing Centres implemented IBM WebSphere® Application Server 5.1 and DB2 Universal Database 8.2 on IBM @server xSeries™ model 345 servers, running Red Hat Linux Enterprise 3, with IBM Tivoli® software for remote management

■ The Benefits

Real-time access to shared data on customers and finance; robust infrastructure; low cost and easy deployment; better response to customer needs, centralised patient management based on nothing but a Web browser at local branches.



Operating from the seaside resort of Llandudno, north Wales, David Ormerod Hearing Centres has been one of the UK's leading specialists in hearing care for over 40 years. The company provides professional hearing assessments and offers a comprehensive range of modern hearing aid technology.

The acquisition of a larger chain of hearing centres made it necessary for the company to restructure its IT infrastructure. The existing systems were already struggling to keep pace with growth, and would not have been able to manage the additional workload.

Debby Goodband, Special Project Manager with David Ormerod Hearing Centres, explains: "With the purchase of Boots Hearing Care in October 2003, David Ormerod Hearing Centres tripled the size of its business operations. We had to improve our

record keeping, improve our back office information systems and improve our customer relations management, all in the shortest time possible."

Customer service the focus of attention

Through an existing relationship with Boots plc, IBM Business Partner Versko was approached to undertake a thorough audit of David Ormerod's IT systems. The newly acquired Boots Hearing Centres used a customer management solution, while the David Ormerod Hearing Centres relied principally on manual systems.

Debby Goodband comments, "David Ormerod Hearing Centres puts customer service high on the list of priorities: we wanted to make our customer interface as efficient and friendly as possible. The options were to redevelop the systems or create a new system that would incorporate the latest technology and provide a specific solution tailored

to David Ormerod's needs." The key requirements were to implement central diary control in conjunction with a call-centre operation, to improve financial and customer data management, and to enable proactive use of customer information for marketing purposes.

New systems deliver business benefits

David Ormerod Hearing Centres opted for a new customer relationship management solution, developed by Versko using IBM WebSphere software, IBM DB2 Universal Database, and IBM Tivoli remote management solutions on IBM @server xSeries servers running the Linux operating system.

Managing Director Peter Ormerod says, "The overnight increase in the size of our business and the complete overhaul of the IT systems has not been without some challenges, but the benefits are already apparent. We are able to access live data from 120 locations, manage our diaries centrally and provide the call centre operation with real-time data, which provides a responsive customer service, giving us an edge on our competition. "The feedback from staff has been very positive and the system has had a huge impact on the business. Amongst other positives is the fact that with the IBM solution the day-to-day management and marketing strategy is now far more targeted as a result of instant management information."

A central instance of DB2 manages all patient information including appointments and medical details. Head Office, the call centre and the

branches are able to access and modify records using a Web browser interface, generated by WebSphere software. By using this simple yet powerful combination, the IT footprint required in each branch is low cost and easily maintained, and the head office has full control of the security and integrity of the patient data – and is able to analyse the entire business financially and for marketing purposes.

Award-winning business partnership

The solution was developed over six months and was a 2005 Beacon Awards Finalist in the "Hot Linux Solution" category. The Versko project team also developed a simple, self-assembly style IT package. The PCs were shipped with pre-installed software to each David Ormerod Hearing Centres outlet accompanied by a comprehensive instruction sheet, and non-IT staff were able to set up and launch the new system themselves! John Anderson, Versko's Director of Operations, comments, "The excellent and well-established working relationship with IBM, and our knowledge of and confidence in the IBM products, meant Versko was able to complete the project within very short timescales."

Debby Goodband concludes, "The DB2 and WebSphere solution gives David Ormerod Hearing Centres a robust information infrastructure that is able to deal with the vastly enlarged business and with future growth. We can now capture, organise and analyse our operations as a whole, from a single ultra-reliable source. With IBM and Versko, David

Ormerod Hearing Centres now has the insight needed to deliver competitive advantage and become more responsive to the needs of our customers."

"With IBM and Versko, David Ormerod Hearing Centres now has the insight needed to deliver competitive advantage and become more responsive to the needs of our customers."

*Debby Goodband,
Special Project Manager,
David Ormerod Hearing Centres*



Fischer Italia boosts productivity by 10 per cent with IBM

Overview

■ The Challenge

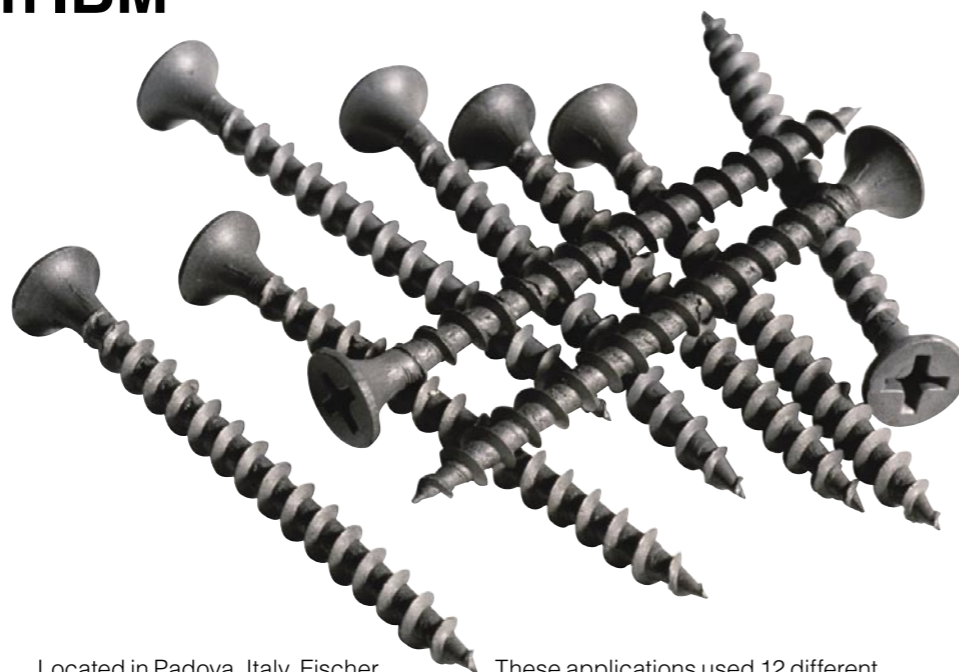
Valuable company process and workflow knowledge was being lost through the use of diverse business applications. Fischer Italia wished to capture information and share it throughout the company, enabling greater people productivity and reducing costs

■ The Solution

Working with IBM Business Partner Wintech, www.wintech-italia.com, Fischer implemented a new enterprise-wide management system based on IBM Lotus Notes® and Domino®

■ The Benefit

From a single place, employees can reach all their business-critical applications and access stored knowledge on workflow and processes. Diverse applications are now embedded in the Lotus Domino® system, and rules-based workflow can be applied to assist in standardisation and cost reduction



Located in Padova, Italy, Fischer Italia SRL is the Italian office of the international Fischer Group. Founded in 1948 by Artur Fischer, the Fischer Group has grown from a small workshop into a global company, with subsidiaries in 18 countries and 3,400 employees worldwide.

Fischer holds rights to more than 1,800 different inventions, protected by over 8,700 internationally registered patents. The group has sales of more than €400 million, from construction accessories, automotive fittings, and construction systems.

Fischer Italia has been using Lotus Notes and Domino 5 software as its primary email and calendaring platform for many years, and had developed a number of solutions to manage and track specific internal processes, such as employee productivity, sales productivity and customer satisfaction.

These applications used 12 different databases and a variety of address books, with no integration among them.

Fischer Italia's Technical Director, Matteo De Angelis, comments, "As long-term users of Lotus Notes and Domino, we understood what was possible. Our ambition was to create an integrated way to view all our data, so we could identify and manage processes at a group level for greater efficiency."

Single point of information access

Working with IBM Business Partner Wintech, Fischer chose to build a new enterprise-wide management system based on IBM Lotus Notes and Domino client and server software respectively.

This single solution provides a single point of access for all the company's applications and messaging systems.

Fischer Italia's Technical Director, Matteo De Angelis, says, "Fischer Italia estimates that employee productivity has increased by approximately 10 percent.

"Simplified access to the system has resulted in improved efficiency and an ability to maximize the effectiveness of each and every employee. In the long-term, the company expects the new solution to improve its ability to track important business information."

High productivity with IBM solutions

With the Lotus Domino solution, Fischer Italia employees benefit from simple, secure access to information and business applications. The company is better able to capture valuable knowledge about workflow and processes, and share it for all employees throughout the new system. This in turn helps drive employee productivity, and allows the company to react and adapt more quickly to changing market conditions.

The solution involved an upgrade to Lotus Notes and Domino 6.5. The new IBM Lotus software is the foundation for the company's integrated application, called TdB, which encompasses all of the company's existing custom applications. The Lotus Domino server provides the collaborative application platform to support all of the applications, while the Lotus Notes client provides user-based access to the TdB system as well as standard messaging tools.

Michele Morosin, Solution Provider at Wintech, states, "We would not have been able to deliver such a good,

well-tailored solution to Fischer Italia without IBM's advanced technology and software to rely upon."

Wintech was responsible for developing and customizing the solution for the client and also provided consultancy, implementation and training services throughout the engagement.

Building a new future

Matteo De Angelis enthuses, "The IBM platform and applications meet our specific needs perfectly, working reliably with the system we had in place, and supporting our previous applications as necessary."

"The IBM platform and applications meet our specific needs perfectly, working reliably with the system we had in place, and supporting our previous applications as necessary."

*Matteo De Angelis,
Technical Director, Fischer Italia*



Deutscher Direktmarketing Verband e.V. mit gewinnbringender Kombination aus ARS, IBM und Linux

Überblick

■ Die Herausforderung

Ablösung der zeitaufwändigen, kostenintensiven und fehleranfälligen manuellen Bearbeitung der Anmeldungen und eingereichten Unterlagen für den jährlichen Wettbewerb

■ Die Lösung

Zusammenarbeit mit ARS Computer and Consulting zur Implementierung eines neuen, webbasierten Tools zur Registrierung und Einreichung der Daten auf der Basis von IBM DB2 und WebSphere-Technologien – unter Linux®

■ Die Vorteile

Schnellerer, einfacherer und flexiblerer Einreichungsprozess für eine größere Teilnehmeranzahl, weniger interner Verwaltungsaufwand, geringere Fehleranfälligkeit, mehr Produktivität und ein verbessertes Informationsmanagement



Der Deutsche Direktmarketing Verband e.V. (DDV, www.ddv.de) ist ein gemeinnütziger Wirtschaftsverband, der als Bindeglied zwischen Marketingbranche und Verbrauchern fungiert. Als Interessenvertreter seiner knapp 1.000 Mitgliedsunternehmen will der DDV die Wirkung und Akzeptanz des Direktmarketings verstärken.

Der DDV führt einen jährlichen Wettbewerb für seine Mitgliedsagenturen durch, in dem erfolgreiche und innovative Kampagnen vorgestellt werden. Im Laufe der letzten Jahre stieg die Zahl der teilnehmenden Agenturen kontinuierlich an. Diese stellten die Materialien manuell zusammen und sandten sie per Post ein. Der DDV prüfte anschließend jede Einsendung und erfragte telefonisch die fehlenden Angaben. Zudem mussten sämtliche Informationen manuell in eine zentrale Datenbank eingegeben werden – ein zeitaufwändiger und fehleranfälliger Prozess.

Martina Rambach, Referentin Öffentlichkeitsarbeit des DDV, erläutert: „Wir sind eine eher kleine Organisation, daher war es schwierig, den gewaltigen Umfang der anfallenden manuellen Arbeit zu bewältigen. Die Unterlagen wurden häufig beim Transport beschädigt oder gingen verloren, und die Agenturen waren frustriert, weil eine nachträgliche Bearbeitung ihrer Unterlagen im Teilnahmeprozess extrem schwierig war. ARS entwickelte eine neue webbasierte Lösung mit IBM-Technologie, die den Prozess vereinfacht, die Einreichung beschleunigt und den Verwaltungsaufwand sowohl für den DDV als auch für die Agenturen deutlich senkt. Die neue Lösung hat unsere Produktivität somit enorm gesteigert!“

Die passenden Werkzeuge

DDV suchte eine Möglichkeit, die unterschiedlichen, verteilten Informationen zugänglich zu machen und zu erfassen, um die Teilnahme und

Verwaltung des Wettbewerbs einfacher und effizienter zu gestalten.

DDV engagierte dazu den IBM Premier Business Partner ARS Computer and Consulting GmbH (ARS, www.ars.de), der mit Hilfe der Informationsmanagementsoftware IBM DB2 eine neue, webbasierte Einreichungslösung entwickelte. Das Ergebnis ist ein intelligenteres, reaktionsschnelleres System mit einem effizienten Informationsfluss, höherer Produktivität und geringeren Kosten.

Lösung der zentralen Anforderungen

Die zentralen Anforderungen waren: automatische Registrierung, einfache Webformulare inklusive Tools zum Upload von Bildern, automatische Überprüfung und Erfassung der Anmeldungen in einer zentralen Datenbank sowie die Möglichkeit, Änderungen online vorzunehmen. Die neue Lösung basiert auf einer stabilen, zentralen Datenbank, die von IBM DB2 Universal Database Express Edition, Version 8.2 verwaltet wird. ARS konzipierte und implementierte die Datenbank und verwendete den IBM Rational Application Developer for WebSphere sowie den WebSphere Studio Application Developer für den Internet-Teil der Lösung.

Joachim Gucker, Vertriebs- und Marketingleiter bei ARS, erläutert: „Rechtzeitig zum Wettbewerb 2005 war der gesamte, ehemals manuelle Prozess erfolgreich im neuen System abgebildet. Die IBM-Software mit ihrer Flexibilität, hohen Sicherheitsqualität und einfachen Administration war die ideale Lösung zu einem für den DDV vernünftigen Preis. Mit den IBM-

Entwicklungstools waren wir in der Lage, selbst komplexe grafische Benutzerschnittstellen schnell fertig zu stellen und so die knappen Terminvorgaben einzuhalten.“

Martina Rambach fügt hinzu: „ARS bewies sein herausragendes Know-how der IBM-Technologien und stellte uns über das gesamte Projekt Unterstützung zur Verfügung, indem uns eine feste Kontaktperson jederzeit mit Rat und Tat zur Seite stand.“

Produktivitätsschub

Das neue Online-Einreichungstool von DDV läuft auf WebSphere Application Server Express Edition V5.1, unter SUSE LINUX Professional Server 9.1 sowie auf einem Intel®-basierten Server. Sämtliche von den Anwendern eingereichten Informationen werden automatisch in der zentralen Datenbank erfasst, ohne dass eine manuelle Prüfung oder Eingabe der Daten notwendig ist. Der zeitliche Aufwand bei DDV konnte somit drastisch gesenkt werden. Die Gesamtgröße der DB2-Datenbasis beträgt 2 GB, und die Lösung unterstützt bis zu 1.000 Anwender gleichzeitig.

DDV verzeichnet bereits jetzt eine verbesserte Produktivität und geringere Verwaltungskosten. Weitere Vorteile sind zu erwarten, je vertrauter die Anwender mit der Lösung werden. Neben der deutlich gesenkten Papierflut und manuellen Dateneingabe sorgt die IBM/ARS-Lösung für die schnelle Bereitstellung strukturierter Informationen an interne Anwender für eine verbesserte Zusammenarbeit und Kommunikation.

Martina Rambach erklärt dazu: „Die Lösung hat unsere Produktivität entscheidend verbessert, so dass wertvolle interne Ressourcen für andere Aufgaben zur Verfügung stehen. Außerdem bietet sie sowohl internen als auch externen Anwendern einen sehr sicheren Zugriff auf die Informationen, so dass eine Interaktion mit uns an jedem Ort und zu jeder Zeit möglich ist.“

Teilnahmen um 25 Prozent gesteigert

Dank der neuen Lösung stieg die Anzahl der Teilnehmer für den Wettbewerb 2005 um mehr als 25 Prozent. Martina Rambach zieht das Fazit: „Die neue Lösung von IBM und ARS verschaffte DDV ein höchst professionelles Werkzeug, das die Anforderungen unserer Mitglieder uneingeschränkt erfüllt.“

ARS



SEAS-NVE tænder data-storage-revolutionen med IBM Tivoli Storage Manager

Overview

Udfordringen

Sammenlægningen af elseskaberne SEAS og NVE fordoblede rent faktisk mængden af forretningskritiske data fra den ene dag til den anden. Udfordringen var at etablere en ny storage-løsning med stor kapacitet - hurtigt

Løsningen

Udvidelse af den allerede eksisterende IBM Tivoli Storage Manager®-løsning hos SEAS til at omfatte de sammenlagte virksomheder, tilføjelse af to IBM TotalStorage® 3584 båndbiblioteker, sikkerhedskopiering af 110 fysiske servere og over 30 virtuelle servere, implementering af TSM-Wizards®-software fra IBM Business Partner B4Restore

Fordelene

Automatiserede processer giver mulighed for at håndtere dobbelt så mange data uden ansættelse af flere medarbejdere, og TSM-Wizards-programmet indeholder brugervenlige rapporteringsværktøjer og portal-baseret adgang til oplysninger om ydelse, forbrug og kapacitet



SEAS-NVE er resultatet af en sammenlægning mellem to danske kundeejede elseskaber. Hele Sjælland, herunder ca. 375.000 hjem, samt adskillige virksomheder, skoler, forretninger og hospitaler, betjenes af SEAS-NVE, som forsyner området med elektricitet og vedligeholder det regionale lysnet.

SEAS-NVE er utrolig afhængigt af sin IT-infrastruktur til registrering af strømforbruget hos mere end en halv million kunder og tilsvarende fakturering. Med ca. 200 vedligeholdelsesmedarbejdere kontrollerer IT-afdelingen også ressourceallokering og tildeling af nye opgaver samt lageradministration af alt fra højspændingskabler til skruetrækkere.

"IT-infrastrukturen er ryggraden i vores virksomhed," udtaler Claus Larsen, driftschef hos SEAS-NVE. "Tab af data er ikke acceptabelt

hos os, og det er derfor, at vi i en årrække har kørt IBM Tivoli Storage Manager hos SEAS. Da det samlede datavolumen fra den ene dag til den anden gik fra 1 TB til 2 TB på grund af sammenlægningen, vidste vi, at Tivoli Storage Manager også var det rigtige valg til de nye krav".

Dobbelt af alt

Da løsningen til lagring og sikkerhedskopiering for begge de to sammenlagte virksomheder var undersøgt, stod det klart, at NVE's løsning ikke havde den kvalitet, funktionalitet eller skalérbarhed som den allerede eksisterende IBM Tivoli Storage Manager-løsning hos SEAS. Det blev besluttet at udvide løsningen med to IBM TotalStorage 3584 båndbiblioteker.

Selve størrelsen af hoveddatabasen og det store antal af tilknyttede filer er en fortsat udfordring for IT-teamet hos SEAS-NVE - og mængden af

data fortsætter med at vokse. Til styring af det nye lagringsmiljø og sikkerhedsprocedurer installerede Claus Larsen og hans team TSM-Wizards, som er en softwareløsning til Tivoli Storage Manager, udviklet af IBM Business Partner B4Restore.

"Med TSM-Wizards får vi en grafisk fremstilling af de vigtigste spørgsmål om ydelsen og kapaciteten i vores Tivoli Storage Manager-løsninger," udtaler Claus Larsen. "Det hjælper os med at tage hurtigere og bedre beslutninger, og således undgå problemer, før de opstår. Aktuelt har vi ca. 1,5 TB absolut kritiske data, og vi har ligeledes en komplet kopi på vores tapedrev. TSM-Wizards giver os en præcis forståelse af tilstanden af disse værdifulde aktiver".

Udvidelse af styrken i Tivoli Storage Manager

Tivoli Storage Manager (TSM) leverer centraliseret, automatisk databeskyttelse, som kan være med til at reducere de risici, der er knyttet til tab af data, og hjælper os samtidig med at nedsætte kompleksiteten, administrere omkostningerne og overholde de lovmæssige krav til bevarelse af data.

TSM anvender webbaseret administration, intelligente flyt-og-gem-teknikker samt omfattende og politikbaseret automation, som arbejder sammen, for at øge databeskyttelsen og eventuelt reducere tid og administrationsomkostningerne.

TSM-Wizards udvider den yderst pålidelige Tivoli Storage

Manager-software ved at tilføje let anvendelige og let forståelige grafiske fremstillinger af systemets ydelse, potentielle flaskehalse og ledig diskkapacitet. TSM-Wizards har også automatisk overvågning af sikkerhedskopiering og lagringsprocesser med tidlig advarsel til den relevante IT-medarbejder via e-mail eller SMS.

Henrik Hansen hos IBM Business Partner B4Restore udtaler: "Ved at købe IBM Tivoli Storage Manager og TSM-Wizards har SEAS-NVE valgt fremragende teknologi til beskyttelse af deres virksomhedskritiske oplysninger.

Takket være det høje niveau inden for automation er det ikke nødvendigt, at virksomheden bruger så meget tid på rutinebackup og lagringsprocedurer, hvilket frigiver ressourcer til andre opgaver".

Lysere tider

Ved at udvide den veldokumenterede IBM-løsning på tværs af den udvidede IT-infrastruktur, har SEAS-NVE opnået en pålidelig, højtydende storage management-løsning, der hjælper virksomheden med at beskytte virksomhedskritiske data uden at pådrage sig høje administrative omkostninger.

Claus Larsen konkluderer: "SEAS-NVE leverer en utrolig vigtig ressource – elektricitet – til mere end en halv million kunder. For at kunne tilbyde en pålidelig service er det yderst vigtigt, at vi bruger den bedste teknologiske løsning, der er tilgængelig for os på alle områder i vores virksomhed.

Kombinationen af IBM Tivoli Storage Manager og TSM-Wizards yder os beskyttelse af data og befrier os for mange rutineprægede opgaver med datastyring".

"Kombinationen af IBM Tivoli Storage Manager og TSM-Wizards yder os beskyttelse af data og befrier os for mange rutineprægede opgaver med datastyring".

Claus Larsen, driftschef, SEAS-NVE



Ludwig Görzt GmbH: Unterwegs mit IBM WebSphere Everyplace Connection Manager

Überblick

■ Die Aufgabe

Sichere Einwahl in das Firmennetzwerk und mobiler Zugriff auf alle relevanten Daten für die Mitarbeiter der Görzt Gruppe weltweit

■ Die Lösung

Der IBM WebSphere Everyplace Connection Manager (WECM) sorgt für eine einfache Einwahl und eine sichere, stabile Verbindung zwischen mobilen Geräten und den zentralen Systemen des Unternehmens

■ Die Vorteile

Über eine einzige zentrale Lösung können Notebook- und PDA-Besitzer, Mitarbeiter mit Heimarbeitsplätzen und zukünftig auch Filialen international auf das Netzwerk der Görzt Gruppe zugreifen. Alle wesentlichen Aspekte hinsichtlich Stabilität, Sicherheit und Datenkomprimierung werden dabei berücksichtigt



Mit 240 Filialen und 3.000 Mitarbeitern gehört die Ludwig Görzt GmbH zu den führenden Schuhhandelshäusern in Deutschland. Das inhabergeführte Traditionsunternehmen besteht seit 130 Jahren. Die Görzt-Filialen bieten das gesamte Schuh-Vollsortiment für Damen, Herren, Jugendliche und Kinder sowie Lederwaren und Sportschuhe.

Einfach einwählen

Der Handel mit Schuhen ist für die Ludwig Görzt GmbH längst ein internationales Geschäft. „Dass unsere Einkäufer weltweit unterwegs sind, ist bei uns gang und gäbe“, berichtet Thomas Koopmann, IT-Leiter bei Görzt. „Was in den letzten Jahren jedoch zugenommen hat, sind besonders Aktivitäten im asiatischen Raum.“ Auch dort, so die Anforderung der Geschäftsführung, wolle man mobil erreichbar sein und auf einfachem Wege auf Unternehmensdaten zugreifen können.

Bislang nutzten die mit Notebooks ausgestatteten Einkäufer des Unternehmens eine Analog- oder ISDN-Wählverbindung, um von unterwegs auf Lieferantendaten, Artikelinformationen und Verkaufszahlen zugreifen zu können. „In der Regel also abends im Hotel“, beschreibt Koopmann die Situation in der Vergangenheit, „was häufig zu Verwirrungen und Diskussionen mit dem Nachtportier über die Konfiguration der Telefonanlage führte. Für einen Anruf in der Technik war es um diese Zeit meistens zu spät.“ Eine neue Lösung musste her, mit der man sich einfach einwählen konnte, am besten von überall.

Überall erreichbar

Die Summe der Anforderungen war vielfältig. Neben der Anbindung von Notebooks über UMTS sollten zukünftig auch andere Mobile Devices wie PDAs und Smartphones unterstützt werden.

Darüber hinaus sollte der Zugriff von Heimarbeitsplätzen optimiert werden, die bislang über analoge Telefonleitungen mit der Zentrale verbunden waren. Auch in unseren Auslandsbüros wurde der Wunsch nach einer stabilen Datenverbindung laut. Parallel dazu sollte in der Unternehmenszentrale in Hamburg ein WLAN etabliert werden, um die Arbeit mit mobilen Geräten im eigenen Hause zu erleichtern.

Gemeinsam mit der ETHALON GmbH, die neben Portal- und ECM-Lösungen auf die mobile und sichere Verfügbarkeit von Daten spezialisiert ist, konzipierte man bei Görzt eine Lösung, die neben der Ablösung bisheriger Einwahlverfahren langfristig auch die Anbindung der 240 Filialen mit einschließen soll. Durch Einsatz des IBM WebSphere Connection Managers gelang es ETHALON, mehrere bestehende Produkte zum Verbindungsaufbau in das Netzwerk abzulösen und gleichzeitig mit der Komprimierung der Datenpakete um 30–70 % die Kosten bei volumenabhängigen Tarifen erheblich zu senken.

Hinter den Kulissen

„Für den Benutzer ist die Bedienung denkbar einfach. Er startet den Mobility Client auf seinem Gerät, gibt sein Passwort ein und klickt auf ‚Verbinden‘ – das war’s“, erläutert Sebastian Hölken, IT-Architekt bei ETHALON, die Zielsetzung. „Wenn ein Einkäufer bei Görzt unterwegs ist, will er seinen Aufgaben nachgehen und sich nicht mit der Frage beschäftigen müssen, wie er an seine Daten herankommt. Und das muss er auch

nicht.“ Der WECM Mobility Client, der für alle mobilen Geräte verfügbar ist, bietet Netzwerkunabhängigkeit (WLAN, UMTS, GPRS, etc.) und dient zum Aufbau einer gesicherten VPN-Verbindung. Hinzu kommen das WAP-Gateway, der HTTP Access Service für HTTPS und der Messaging Service zum Versand von SMS-Nachrichten auf alle Mobile Devices.

Serverseitig sorgt eine vielschichtige Architektur für die Reduzierung der Komplexität beim Anwender. „Durch die Integration des Trust Association Interceptors (TAI) von IBM konnten wir in Verbindung mit dem firmeninternen LDAP ein Single Sign-On mit dem WebSphere Portal Server des Unternehmens und den angebotenen Backend-Systemen realisieren“, beschreibt Hölken die Lösung. Mit zunehmender Integration der Backend-Systeme im Portal müsse sich der User so in Zukunft nur noch ein einziges Mal beim Aufbau der Verbindung authentifizieren. „Ein solches Verfahren setzt selbstverständlich den Einsatz moderner Verschlüsselungsstandards wie AES256 voraus.“ Die Datenverschlüsselung des Connection Managers erwies sich schließlich als stärker als die Bedenken. Auch zur Absicherung des internen WLANs kommt WECM zum Einsatz.

Mit WECM unterwegs

In der Praxis zeigen sich die Mitarbeiter bei Görzt von der neuen Lösung begeistert. „Nicht nur, dass mein Notebook beim Verlassen des Hauses automatisch von WLAN auf UMTS umschaltet, auch in der

Bahn wird die Verbindung nach Unterbrechungen automatisch wiederhergestellt“, berichtet Koopmann von den ersten Erfahrungen mit WECM. Bei den geschilderten Effekten zeigen sich weitere Stärken des Connection Managers: Die Roaming-Funktionalität stellt automatisch eine Verbindung in das optimal verfügbare Netz mit der bestmöglichen Verbindungsrate her, während per Crash Recovery die Verbindung bei Unterbrechungen gehalten und ohne ein Datenpaket zu verlieren wieder aufgebaut wird.

ETHALON



Danske Fragtmænd løser logistisk papirjagt med IBM Lotus Domino løsninger

Overview

Udfordringen

Del forsendelsesoplysninger sikkert med dine kunder. Frigør den forretningsmæssige værdi af data, der tidligere var låst inde i elektroniske arkiver. Øg produktiviteten, og reducer administrationen i hele forløbet

Løsningen

Samarbejdede med IBM Business Partner INOPI om at levere sporingstjenester i realtid via Internettet ved hjælp af IBM Lotus Domino og WebFrame kørende på IBM @server iSeries systemer

Fordelene

Kunderne kan lokalisere enhver forsendelse i realtid og dele oplysningerne problemfrit med deres kunder. Kunderne har adgang til komplette arkiver med al relevant forretningsdokumentation uden nogen administrative anstrengelser for Danske Fragtmænd



Danske Fragtmænd (www.fragt.dk) er en logistikvirksomhed med speciale i transport af pakker snarere end bulk-gods. Virksomheden har 23 distributionsterminaler fordelt over hele Danmark, anvender ca. 2.500 lastbiler og transporterer op til 50.000 separate forsendelser om dagen. Med mere end 3.000 medarbejdere har Danske Fragtmænd en årlig omsætning på ca. 270 millioner euro.

Virksomheden står over for voksende konkurrence fra såvel mindre danske fragtmænd som internationale transportvirksomheder, der opererer i Danmark. Kundeservice er blevet nøglen til succes i konkurrencen, og Danske Fragtmænd så en klar mulighed for at opnå fordele ved at forsyne sine kunder med bedre information.

Carsten Appelt, IT-direktør hos Danske Fragtmænd har følgende kommentar: "Vi ønskede at tilbyde

vores kunder sporingstjenester i realtid via Internettet og samtidig give dem nem adgang til al relevant dokumentation – fra scannede fragtbrev og kvitteringer til kontoudtog og fakturaer."

Fjerne omkostningerne til papir

Udfordringen bestod i at tage alle relevante oplysninger og gøre dem tilgængelige for kunderne – med lave omkostninger og høj sikkerhed. Hver dag scanner Danske Fragtmænd mere end 100.000 papirdokumenter og foretager mellem 250.000 og 300.000 sporing forespørgsler.

I samarbejde med IBM Business Partner INOPI brugte Danske Fragtmænd WebFrame og IBM Lotus Domino softwaren til at give kunderne adgang til information i realtid via Internettet om alle forsendelser hvor som helst i leveringsforløbet.

Siger Carsten Appelt. "Det var vigtigt

for os, at vores eksisterende Lotus Domino infrastruktur og iSeries baserede sporingssystem gav os en fremragende mulighed for at udvide sporingssystemet til Internettet."

Nem sporing

Løsningen, der blev fremstillet af INOPI på IBM @server iSeries servere ved hjælp af IBM Lotus Domino som programudviklingsplatform og den java-baserede WebFrame software som præsentationslag, tager de eksisterende data og giver kunderne mulighed for fuld søgning efter forsendelser udelukkende ved hjælp af en webbrowser. Komponenterne håndterer brugeradgang, sikkerhedskontrol og præsentation.

Nogle kunder hos Danske Fragtmænd er underleverandører til forsendelsesfirmaer. IBM Lotus Domino baserede programmer giver disse firmaer mulighed for at præsentere data fra Danske Fragtmænd på deres egne websteder, så det ser ud som om, de faktisk driver deres eget sporingssystem. Dette knytter underleverandørerne tættere til Danske Fragtmænd og giver en meget bedre, papirløs service.

En typisk forespørgsel kan være om, hvor en given forsendelse eller et givet fragtbrev befinder sig på vejen fra afsenderen til destinationen. Under forsendelsen fører chaufførerne fragtbrevet gennem en stregkodelæser på en række steder, heriblandt: ved afhentning hos kunden, ved ankomst til terminalen, ved afgang fra terminalen, ankomst til/afgang fra en ny terminal og ikke

mindst, når forsendelsen er blevet afleveret til destinationen. Ved den afsluttende levering kvitterer modtageren for forsendelsen, og Danske Fragtmænd scanner dette dokument til PDF-format – hvilket på en normal dag drejer sig om mere end 100.000 scanninger.

Carsten Appelt udtaler: "Løsningen fra IBM og INOPI viser et ikon for et PDF-dokument i forespørgselsresultatet for ethvert fragtbrevnummer, hvor der findes et scannet, underskrevet fragtbrev. Når brugeren klikker på dette ikon, vises PDF-filen med det underskrevne fragtbrev – sammen med mulighed for at få vist flere detaljer om delforsendelser og palleleveringer. Disse hurtige leveringsinformationer sparer os for omkostninger og giver kunderne en enestående service."

Medarbejderproduktiviteten betaler sig i form af pakker

IBM Lotus Domino løsningen har givet en væsentlig reduktion af administrationen hos Danske Fragtmænd. Da kunderne nu kan spore deres forsendelser udelukkende ved anvendelse af en webbrowser, er antallet af telefoniske forespørgsler faldet betydeligt. Personalet behøver ikke længere at grave papirbaserede oplysninger frem og ringe, faxe eller sende e-mails til kunderne.

Danske Fragtmænd's medarbejdere, kunder, leverandører og forretningspartnere har nu hurtig, sikker adgang til information, fra næsten ethvert sted når som helst. De tekniske rammer er også på plads, så der er adgang til dokumenter

i forbindelse med håndtering af kundeklager eller kundesalgstøttesystemet, der giver yderligere kundeservice og større medarbejderproduktivitet.

Carsten Appelt konkluderer: "WebFrame Portal og Lotus Domino løsningerne bringer Danske Fragtmænd i front, når det drejer sig om kundeservice, og hjælper med at bevare virksomhedens ry for fremragende logistik, samtidig med at driftsomkostningerne oven i købet reduceres."



Společnost Tesco Stores ČR, a.s. snižuje náklady díky portálovému řešení IBM WebSphere a DB2

Vize

■ Výzva

Sjednotit různé interní komunikační kanály; snížit objem papírování a objem interní elektronické pošty; uzpůsobit komunikaci tak, aby odpovídala potřebám každého zaměstnance

■ Řešení

Spolupráce s obchodním partnerem IBM, společností ITS, na vytvoření jediného zdroje firemních zpráv a informací s využitím portálu IBM WebSphere a databáze IBM DB2 Universal Database, pracující na serveru IBM @server xSeries se systémem Linux

■ Výhody

Eliminace papírových informačních bulletinů; rychlejší a snazší komunikace, řízená bez jakékoliv podpory odborníků IT; lepší cílení informací; zlepšená interní produktivita; nižší náklady na komunikaci



Společnost Tesco (www.tesco.com) je jedním z předních světových prodejců potravin a maloobchodního zboží. Společnost byla založena ve dvacátých letech 20. století ve Velké Británii a pak expandovala v různých formách, na různých trzích a v různých sektorech – hlavní činností však zůstává provozování supermarketů a prodej potravin, přičemž firma má k dispozici více než 2 000 obchodů na celém světě. V České republice a na Slovensku má Tesco více než 90 obchodů, které dosahují celkové prodejní plochy přes 370 tisíc čtverečních metrů.

Tesco Stores ČR, a.s. má frekventované oddělení interní komunikace, které zajišťuje úplnou informovanost manažerů a zaměstnanců o firemní strategii, novinkách, propagacích a produktech. Dříve toto oddělení rozesílalo pravidelný informační bulletin a jednorázové informační letáky, společně s každodenní dávkou asi 100 různých e-mailových zpráv.

Na seznamu adres je více než 800 zaměstnanců a proto byl tento způsob komunikace poměrně nákladný a velmi zatěžoval infrastrukturu elektronické pošty.

Roman Hájek, manažer podpory IT ve společnosti Tesco Stores ČR, k tomu říká: „Doručení vhodných zpráv správným osobám je důležitou součástí naší strategie. Je velmi důležité, aby manažeři a zaměstnanci měli vždy jasné informace tak, abychom pro naše zákazníky dokázali udržovat nejvyšší možnou úroveň standardu. Výzvy, před kterými jsme stáli, spočívaly v tom, že naše stávající komunikační kanály byly obtížně zvladatelné, nákladné a nedostatečně přesně zaměřené.“

Obchodní portál

Na základě předchozí zkušenosti si společnost Tesco Stores ČR, a.s. vybrala obchodního partnera IBM, společnost ITS (www.its.cz), aby navrhla a zavedla nový portál pro interní

komunikaci. Společnost ITS si vybrala portál IBM WebSphere a databázi DB2 Universal Database jako jádro k novému řešení a zvládla každý aspekt projektu, od instalace a vyladění hardwaru serveru až po výškolení zaměstnanců.

Nové řešení portálu WebSphere pracuje s operačním systémem Red Hat Linux na serveru IBM @server xSeries a pro všechny zaměstnance Tesco plní funkci jednotného zdroje aktuálních informací. ITS integrovala řešení do stávajícího serveru LDAP pro ověřování uživatelů, takže zaměstnanci mohou portál navštěvovat bez toho, že by si museli vytvořit další samostatné uživatelské profily. Obchodní partner IBM rovněž vyvinul v portálu WebSphere několik specializovaných portletů, včetně systémů editace, který umožňuje komunikačnímu týmu vytvářet, upravovat a publikovat informace na portálu.

„Pomocí řešení na bázi portálu IBM WebSphere každý dostane ty nejdůležitější interní informace, uzpůsobené jeho roli ve společnosti – to vše z jednoho zdroje,“ tvrdí Roman Hájek. „Eliminovali jsme veškerou papírovou komunikaci – to je výrazná úspora nákladů – výrazně snížili počet interních zpráv elektronické pošty. Dokonalostí tohoto řešení je to, že pro aktualizování informací nebo vytvoření nového obsahu nevyžaduje žádné speciální znalosti IT – takže je velmi snadné a nákladově efektivní jej spravovat.“

Zvyšování produktivity

Před zavedením portálu WebSphere a databáze DB2 Universal Database manažeři v Tesco Stores ČR, a.s. každý

den dostávali do svých poštovních schránek asi 100 interních emailových zpráv, mnoho z nich bylo s velkými přílohami, ale pouze několik jich bylo skutečně k jejich specifické potřebě. Nyní si mohou uzpůsobit svůj osobní portál tak, aby zobrazoval pouze to, co skutečně potřebují vědět. Spoří tím svůj čas a zajišťují, že jim žádná důležitá informace nezůstane skryta v hromadě dalších zbytečných zpráv.

„Nyní poskytujeme našim zaměstnancům jednoduchý a vysoce zabezpečený přístup k informacím, které potřebují k realizaci jejich úlohy ve společnosti,“ pokračuje Roman Hájek. „Protože mají správné informace na dosah ruky, mohou naši manažeři a další personál reagovat rychleji na nový vývoj a svá rozhodnutí mohou provádět rychleji – to pomáhá zvyšovat naši interní produktivitu. Vyšší produktivita se pak promítne v lepších službách poskytovaných zákazníkům.“

Správný partner

Během návrhu a zavádění portálu společnost ITS spolupracovala úzce s IBM proto, aby zajistila rychlé poskytnutí optimálního řešení.

„Skutečnost, že ITS je akreditovaným obchodním partnerem IBM je pro Tesco Stores ČR, a.s. důležitá,“ tvrdí Roman Hájek. „Víme, že mají přístup ke správným osobám ve společnosti IBM a že mají dokonalé znalosti o technologiích WebSphere a DB2.“

Nyní je portál zaveden a slouží až 800 uživatelům ve dvou zemích - Tesco proto zvažuje pokrytí i pro Polsko a Maďarsko. Roman Hájek k tomu říká: „ITS udělala skutečně dobrou práci

při návrhu, výstavbě a školení použití portálu. Řešení je velmi stabilní a nabízí dobrý výkon, takže to bude dobrý základ pro další rozšiřování.“



AGORA plus podporuje řízení prodeje a kontaktů se zákazníky

Přehled

Výzva

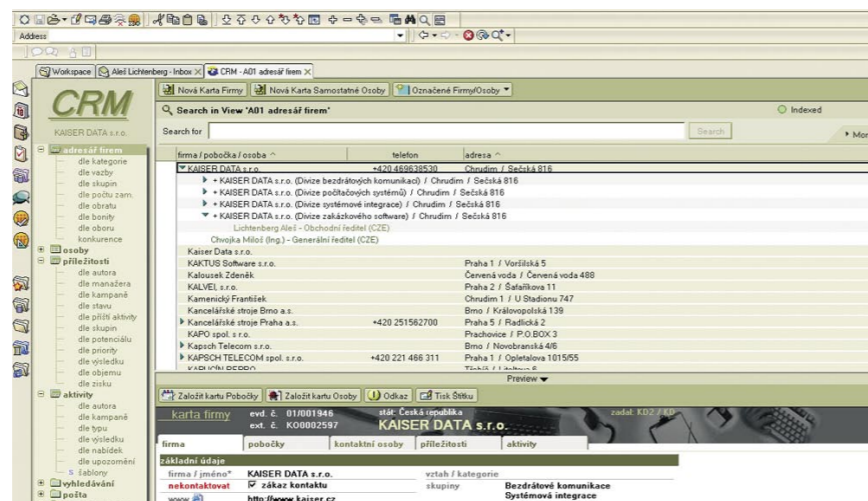
Odstranit proces prodeje založený na papírových dokumentech a extrahovat důležité obchodní informace bez narušení vysoce úspěšného prodejního týmu; integrování kontrolních prvků prodeje, CRM a financí

Řešení

Obchodní partner společnosti IBM, firma KAISER DATA, implementovala systém CRM integrovaný se stávajícím řešením emailu a kalendáře založeném na Lotus Notes a poskytla tak jednotný zdroj informací o kontaktech se zákazníky, dokončených prodejích a finančních datech

Výhody

Prodejní personál pracující v terénu i z kanceláří má přístup ke sdíleným datům o zákaznících, manažeři jsou schopni extrahovat hlášení podle zákazníka, produktu, zeměpisné polohy, hodnoty prodeje – tak byla eliminována téměř veškerá administrativa



Společnost AGORA plus a.s., která má sídlo v Brně v České republice, je distributorem elektroniky, převážně systémů pro ukládání dat, mobilních telefonů, periférií, digitálních fotoaparátů a monitorů. Společnost AGORA plus byla založena v roce 1997 a dosahuje ročního prodeje v hodnotě 40 milionů EUR a zaměstnává 45 osob.

Pracovní tým 14ti zaměstnanců pracuje v kancelářích i přímo v terénu a používá přitom systém Lotus Notes, na přenosných počítačích s GPRS připojením, jehož prostřednictvím zaměstnanci přijímají a odesílají elektronickou poštu a kontrolují svůj kalendář.

I když má Agora svou firemní databázi, většina hlášení a managementu zajišťovaná prodejním personálem, byla založena na papírových dokumentech a při dalším růstu společnosti docházelo k úniku obchodních příležitostí. Kromě toho

byly analýzy prodeje podle produktů a typu zákazníka zdlouhavé a pracovně náročné, proto manažeři společnosti AGORA plus chtěli tuto situaci řešit.

Petr Sušila, account manažer ve společnosti AGORA plus, k tomu dodává: „Nebyli jsme spokojeni s našimi procesy: chtěli jsme rychlý a snadný způsob, jak vyprodukovat přesná hlášení o výnosech podle zákazníka, podle prodejce, podle produktu a podle zeměpisného rozložení. Protože polovina prodejního personálu se pohybuje mimo kanceláře, rovněž jsme chtěli, aby systém podporoval práci na dálku a stávající systémy.“

Společnost Agora se dohodla s obchodním partnerem IBM, společností KAISER DATA, na zvážení a zavedení řešení pro řízení vztahu se zákazníky (CRM), které by umožnilo zachytit chybějící data a v co největší míře eliminovalo papírovou administrativu.

Volba dalšího rozvoje pomocí Lotus Domino

Na jaře roku 2004 společnost Agora vypsala výběrové řízení na nové řešení CRM, a z pěti různých nabídek si po zvážení vybrala řešení podpory prodeje (CRM) od společnosti KAISER DATA. Tato nabídka skutečně splňovala obchodní potřeby AGORA plus, měla atraktivní poměr cena/výkon a kromě jiného také nabízela flexibilitu, obzvláště vzhledem k budoucímu rozvoji společnosti.

Petr Sušila k tomu dodává: „Ani ne po jednom roce používání systému podpory prodeje v Lotus Notes (CRM) od KAISER DATA mohu říci, že jsme si vybrali dobře a že jsme se systémem spokojeni. Aplikace Podpora prodeje – CRM v Lotus Notes je stabilní, spolehlivý a snadno ovladatelný systém, ale co je hlavní, splňuje naše představy a obchodní vize. Řešení nám pomohlo splnit naše obchodní cíle a kvalita dat o prodeji, zákaznících a projektech se výrazně zvýšila.“

Díky používání řešení Lotus Notes CRM získává společnost AGORA plus strukturovaný přístup k prodejním datům z jednotného zdroje. Výkonné funkce třídění a tvorby sestav, standardní prvky prostředí Lotus Notes, umožňují manažerům extrahovat informace přímo ze zpráv od prodejního personálu. Systém CRM poskytuje jediný celopodnikový zdroj informací pro tvorbu cen, poznámky k interakci se zákazníky, informace o emailových marketingových akcích, jejich odezvách a mnoho jiného.

Uzpůsobená řešení rychleji a za nižší náklady

Centrální kartotéka záznamů o

zákaznících obsahuje odkazy na související emaily, cenové odhady a dokončené prodeje, včetně produktů a cen. Prodejní personál je schopen pracovat online i offline, přičemž aplikace Podpora prodeje – CRM v Lotus Notes automaticky zvládá replikaci v okamžiku, kdy je dostupné připojení.

Aleš Lichtenberg, ředitel divize zakázového softwaru ve firmě KAISER DATA, k tomu dodává:

„Implementace řešení v prostředí Lotus Domino pro firmu AGORA plus nám umožnilo nabídnout mnohem kratší dobu dodání a vedlo samozřejmě i k nižším nákladům. Řešení umožňuje společnosti AGORA plus zvyšovat objem prodeje bez dodatečných investic do IT a hlášení o prodeji je nyní z velké části automatizované, což vede ke snížování nákladů a zlepšení kontroly.“

Aplikace Lotus Notes vylepšila schopnosti managementu AGORA plus v oblasti rychlejšího a informovaného rozhodování a pomáhá společnosti získávat lépe informace o vlastním procesu prodeje a o tom, jak jej vylepšit. Prodejní tým AGORA plus má zabezpečený a spolehlivý přístup k informacím o zákaznících ať už je na cestách nebo v kanceláři, což zaručuje významné posílení osobní produktivity jeho členů.

Získání větší kontroly nad daty o prodeji

Další výhodou řešení firmy KAISER DATA je to, že kontrola nad výnosy je mnohem dokonalejší, protože hlášení jsou podávána na základě jednotlivých osob, což umožňuje rozlišovat a vypočítávat výnosy podle jednotlivých kritérií, rychle a přesně.

Volbou tohoto řešení dosáhla společnost AGORA plus svého obchodního cíle, využitím známého, vysoce spolehlivého a cenově výhodného rozšíření své dosavadní IT infrastruktury. Petr Sušila uzavírá: „Komunikace s KAISER DATA je vynikající – firma pozorně naslouchá našim potřebám a požadavkům. Na základě osobní zkušenosti mohu dalším firmám jak společnost KAISER DATA, tak i řešení na bázi Lotus Notes, jednoznačně doporučit.“

„Ani ne po jednom celém roce používání systému podpory prodeje Lotus Notes (CRM) od KAISER DATA mohu říci, že jsme si vybrali dobře a že jsme se systémem spokojeni.“

Petr Sušila, account manažer ve společnosti AGORA plus



ЕвроХим нашел оптимальную формулу сотрудничества с IBM

Обзор

■ Задачи

Улучшение возможностей сотрудничества отдельных географически разрозненных подразделений предприятия; внедрение корпоративного управления документооборотом и контроля за ним; унификация бизнес-процессов, ускорение производственного цикла и повышение продуктивности работы сотрудников

■ Решение

Работа с Концерном Информационных Технологий, премьер-партнером IBM, с целью создания новой стратегической платформы коммуникации и документооборота на основе технологий IBM Lotus Notes и Domino и серверов IBM @server xSeries

■ Преимущества

Автоматизация бизнес-процессов, ускоренное создание документов и управление документооборотом, доступ к полной истории документации, повышение продуктивности посредством сотрудничества, быстрое внедрение новой корпоративной системы электронной почты, высокий уровень безопасности и надежности, а также масштабируемость



ЕвроХим – самая крупная агрохимическая компания России, производящая третью часть всех удобрений страны. ЕвроХим также является одним из трех ведущих производителей удобрений в Европе и одним из десяти – в мире. Головной офис находится в Москве, 80% продукции компании идет на экспорт.

Для поддержания высокого уровня производства компания вынуждена постоянно повышать внутреннюю эффективность, как в производстве, так и в управлении. В рамках программы высшего уровня по объединению различных региональных производственных центров компания поставила своей целью введение новой общей технологической платформы. Основными требованиями были облегчение сотрудничества и взаимодействия между географически

разрозненными операционными единицами, а также возможность автоматического документооборота и контроля документации.

Интеграция подразделений

Дмитрий Шевченко, директор ИТ-службы компании ЕвроХим: «Тот факт, что филиалы нашей компании разбросаны по всей территории страны, которая намного больше Западной Европы, а в компании отсутствует единый корпоративный стандарт коммуникации и обмена документацией, затрудняет развитие бизнеса. Мы ставили цель создания единого информационного ландшафта, который бы позволил сотрудникам компании эффективно сотрудничать независимо от их местонахождения».

Создание новой ИТ-архитектуры

компания ЕвроХим поручила Концерну Информационных Технологий, премьер-партнеру IBM в Москве. Этот масштабный проект состоит из нескольких различных этапов и имеет несколько целей, от внедрения новой корпоративной системы электронной почты до онлайн-сотрудничества.

Основой новой архитектуры станет программное обеспечение IBM Lotus Notes и Domino, позволяющее обеспечить надежность электронной почты, предоставляющее возможность автоматического обмена документацией и управления трудовым процессом, а также стабильная расширяемая платформа для быстрой разработки новых приложений.

Дмитрий Шевченко:
«Сотрудничество с Концерном Информационных Технологий

уже позволило достичь отличных результатов с помощью технологий Lotus Domino; данное программное обеспечение будет являться основой многих будущих проектов. Технологии IBM Lotus помогают обеспечить коммуникацию и сотрудничество, что позволяет повысить производительность и сократить производственные циклы».

Полное управление документооборотом

Одним из первых шагов стала замена имевшихся систем электронной почты Microsoft Exchange на IBM Lotus Notes и Domino 6. Основным требованием было быстрое внедрение с минимальными негативными последствиями.

Концерн Информационных Технологий помог достичь поставленных целей путем



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автоматизированного перемещения электронной почты и данных адресной книги из Microsoft Outlook в Lotus Notes, а также предоставил услуги по дистанционному обучению удаленных пользователей.

Сервер Lotus Domino Enterprise Server, поддерживающий клиенты Lotus Notes и веб-браузеры, стал для компании ЕвроХим надежной и стабильной платформой обмена и управления информацией.

Новое решение предоставляет централизованный доступ к общим корпоративным информационным ресурсам и может быть распространено на всю организацию.

Дмитрий Шевченко: «Технология Lotus позволяет регистрировать и контролировать всю документацию – входящую, исходящую и

внутреннюю, а также сохранять полную историю изменений и перемещений документации. Также возможно определить стандартные маршруты перемещения документации до ее утверждения, которые затем автоматически контролируются Lotus Domino».

Новое решение включает в себя индивидуализированную рабочую среду для каждого пользователя, а также предоставляет ролевую систему безопасности для предотвращения получения неавторизованными пользователями доступа к важной документации.

Катализатор будущих изменений
В данный момент компания обладает единой стандартной платформой для коммуникации и управления документооборотом с четко определенными коммуникационными каналами, что

позволяет облегчить внедрение унифицированных бизнес-процессов в масштабах всей организации.

Усовершенствованные функции управления документооборотом, предоставленные Lotus Domino, способствуют быстрому принятию решений, особенно при приобретении или продаже продукции и услуг, а новые функции совместной работы позволили повысить продуктивность персонала.

Иван Замула, руководитель отдела внедрения ИТ Концерна Информационных Технологий, комментирует: «Технологии Lotus позволили нам быстро найти новые решения для поддержания бизнес-процессов компании ЕвроХим. Мы выбрали Lotus Domino в качестве основы новой архитектуры потому, что данная технология позволяет

обеспечить высокий уровень надежности и безопасности, легкое администрирование и отличную совместимость с другими платформами предприятий».

Решение, разработанное Концерном Информационных Технологий для компании ЕвроХим в среде Lotus Domino, помогает автоматизировать передачу, обработку и утверждение документов на оплату, одновременно повысив производительность и безопасность.

Подводя итоги, Иван Замула сказал: «Концерн Информационных Технологий создает новые решения для улучшения сотрудничества и контроля документации на основе данных надежных платформ, что позволяет постоянно повышать производительность».

Технология Lotus позволяет регистрировать и контролировать всю документацию – входящую, исходящую и внутреннюю, а также сохранять полную историю изменений и перемещений документации.

Дмитрий Шевченко, директор ИТ-службы компании ЕвроХим



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Farbenhersteller verbessert Kundenservice mit eigener Suchmaschine

Überblick

■ Die Herausforderung

Schnelles Beantworten von Kunden-Supportanfragen und Auffinden unternehmensinterner Informationen; schnelleres und einfacheres Suchen, Kopieren und Speichern von Unternehmensdaten und Dokumenten

■ Die Lösung

Eine Suchmaschine (Wörhoo) auf Basis einer Wissensmanagement-Anwendung, die unter IBM Lotus Notes und Domino läuft und vom IBM Business Partner Kressner Consulting mithilfe von IBM Lotus Domino Designer entwickelt wurde.

■ Die Vorteile

Das Personal spart dank des schnelleren Informationszugriffs täglich zwei Stunden Arbeitszeit ein und leistet so einen besseren Kundenservice; IBM Lotus Notes und Domino unterstützen die Teamarbeit, sodass das Unternehmen schneller auf neue Anforderungen reagieren kann



Die deutsche Karl Wörwag Lack- und Farbenfabrik GmbH & Co KG (Wörwag) entwickelt und produziert Spezialfarben und -beschichtungen für Industrie- und Automobilanwendungen. Die Firma hat Niederlassungen in China, Südafrika, Spanien, Frankreich, Polen, der Schweiz und in den USA. Das Unternehmen beschäftigt 600 Mitarbeiter, 200 davon in Forschung und Entwicklung, Verfahrenstechnik und Qualitätssicherung.

Internationales Wachstum und die zunehmende Bedeutung von Qualitätssicherungsmaßnahmen und Umweltaudits hatten zur Folge, dass immer mehr Prozess- und Steuerungsdaten erfasst und gespeichert werden mussten. Einen Großteil der Arbeitszeit verwandte das Personal der Wörwag auf die Suche nach Informationen in gedruckter oder elektronischer Form.

Das Erfassen und Speichern von Informationen, die aus der Bearbeitung technischer Anfragen von Kunden und Vertriebsmitarbeitern stammten, war aber nicht das einzige Problem, denn es gab keine Möglichkeit, dieses Wissen effizient zu finden und auszunutzen. Die Produktivität hatte unter diesem Umstand stark zu leiden.

Stefan Welte, IT-Leiter der Wörwag, hierzu: „Beständiges Wachstum im hart umkämpften Farbenmarkt lässt sich nur erreichen, wenn man von seinen Kunden lernt, neue Produkte entwickelt und Kosten senkt. Dazu muss man Kundenfeedback in auswertbarer Weise erfassen, schnell auf geänderte Marktbedingungen reagieren und Geschäftsprozesse rationalisieren. Ohne die Fähigkeit zum schnellen Zugriff auf Firmendaten war die Wörwag in ihrem Wachstum stark gehemmt.“

Die Wörwag erkannte, dass eine Suchmaschinen-ähnliche Anwendung wenig oder gar keine Schulung erforderte und für alle Mitarbeiter die beste Lösung zum Auffinden gespeicherter Unternehmensinformationen darstellte. Die Wörwag beauftragte den IBM Business Partner Kressner Consulting mit der Entwicklung einer Suchmaschine, die aufgrund ihrer Ähnlichkeit zu Yahoo! „Wörhoo“ genannt wurde. Als Grundlage diente die IBM Workplace-Strategie.

Zwei Stunden Arbeitszeit täglich eingespart

Die Wörwag nutzte bereits IBM Lotus Notes und Domino als Messaging-Plattform. Die grundlegende Funktionalität von „Wörhoo“, das auf den Benutzerdesktops als Portal angezeigt wird, wurde mit dem IBM Lotus Domino Designer erstellt. Der Zugriff auf Wörhoo erfolgt entweder über einen Webbrowser oder einen Lotus Notes-Client.

Die Datenbanken, Dokumente und Prozessinformationen, die den Zugriff auf Informationen in Wörhoo regeln, sind in Lotus Domino gespeichert. Lotus Notes stellt Benutzern die Suchanwendung bereit sowie integrierte Funktionen für E-Mail, Dokumentenmanagement und Zusammenarbeit. Die Lotus Notes-Vorlagen wurden von Kressner speziell für die E-Mail-Funktion, Diskussionsgruppen und andere Team-Workspaces von Wörwag angepasst. Der Fernzugriff auf die Umgebung, zum Beispiel für Außendienstmitarbeiter oder Kunden, erfolgt über IBM Domino Web Access.

Stefan Welte erläutert: „Schätzungen der Wörwag haben ergeben, dass die IBM Lotus-getriebene Wörhoo-Lösung durch die einfache und schnelle Informationsbereitstellung täglich bis zu zwei Stunden Arbeitszeit pro Mitarbeiter einspart.“

Produktivitätsportal

Das Domino-basierte Wörhoo-System hat sich schnell zur Zentrale für alle Teamaktivitäten in der Wörwag gemauert. Zahlreiche Anwendungen und Tools werden bereits darüber zur Verfügung gestellt. Die durchsuchbaren Datenbanken enthalten Dokumente, Kundendaten sowie Vertriebsinformationen und Firmeninterna. Fast 450 interne Benutzer nutzen Wörhoo, um Personen und Daten im Unternehmen schneller und einfacher aufzufinden.

„Wörhoo ist ein strategischer Vorteil für unser Unternehmen geworden, da Produktdaten und Problemmeldungen jetzt jederzeit verfügbar sind. Die Wörhoo-Datenbanken enthalten Informationen aus fast allen Geschäftsbereichen. Prozessoptimierung, Produktivitätssteigerung und Projektüberwachung werden dadurch endlich möglich“, so Stefan Welte.

Erfolgsgrundlage

Kai Kressner, CIO bei Kressner Consulting, kommentiert: „IBM Domino ist eine ideale Grundlage für Lösungen rund um das Wissens- und Informationsmanagement. Mit Domino Designer lassen sich Formulare, Vorlagen und Masken erstellen, die exakt den Anforderungen des Benutzers entsprechen und

die Erfassung und Organisation der Rohdaten erleichtern. Die Lösung der Wörwag beschleunigt Entscheidungsprozesse und führt zu einem wahren Produktivitätsschub.“

Kunden bauen an der Unternehmenszukunft

Die Entscheidung für eine Suchmaschine auf Basis von Lotus Domino hat der Wörwag den teuren Kauf einer komplizierten Dokumentenmanagement- oder relationalen Datenbanklösung erspart. Wörhoo gewährt den richtigen Personen mit minimalem Aufwand Zugriff auf die gesuchten Informationen. Je mehr Kundeninteraktionen in die CRM-Anwendungen eingegeben werden, desto nützlicher werden die Suchergebnisse von Wörhoo.

Stefan Welte resümiert: „Dank IBM Domino und Lotus konnten wir eine elegante und äußerst produktive Lösung entwickeln, die der Wörwag Kosten spart und die Erfassung und Bereitstellung von Unternehmenswissen wesentlich verbessert hat. Kunden werden schneller bedient und wir lernen schneller, was uns hilft unser Geschäft voranzubringen.“



Die IHK Bodensee-Oberschwaben stellt mit IBM Informationen schneller online

Überblick

■ Die Herausforderung

Schnellere Veröffentlichung neuer Informationen im Internet; Senken der Verwaltungskosten und Verringern der Abhängigkeit von technischem Personal

■ Die Lösung

Mit Unterstützung des IBM Business Partner KUMATronik implementierte die IHK Bodensee-Oberschwaben die Content-Management-Lösung up2date auf einem IBM eServer xSeries 345 mit Red Hat Linux V8.0 und IBM WebSphere Application Server Express V5.01

■ Die Vorteile

Die Zeit zur Veröffentlichung neuer Webkataloge konnte von über einem Monat auf rund zwei Wochen verkürzt werden; Änderungen an der Website können nun auch von nicht technischem Personal durchgeführt werden, sodass das IT-Team sich verstärkt auf Supportmaßnahmen konzentrieren kann.



Die deutsche Industrie- und Handelskammer (DIHK) besteht aus 81 Einzelkammern, die Unternehmensinteressen auf lokaler, regionaler und bundesstaatlicher Ebene vertreten. Zu diesen 81 Kammern gehört die IHK Bodensee-Oberschwaben, die rund 27.000 Unternehmen im Bodenseeraum vertritt.

Die Bereitstellung von Informationen gehört zu den zentralen Aufgaben der Handelskammer. Das Internet bietet sich dabei angesichts der hohen Mitgliederzahl als Medium an. Die Aktualisierung der Website war bisher nur schwierig und unter hohen Kosten zu bewältigen, da neue Inhalte auf Abruf von einem Techniker mit Microsoft Frontpage manuell eingeben und auf die Website gestellt werden mussten. Technisch unversierten Personen war es nicht möglich, neue Inhalte einzupflegen, und für geplante Aktualisierungen gab es schlicht keine Kapazität.

Der Leiter der IT-Abteilung, Klaus Burkhart, hierzu: „Durch die Bereitstellung aktueller Nachrichten, Hinweise zu neuen Rechtsprechungen, Geschäftskontakte, Seminare usw. ändern sich unsere Webinhalte ständig. Seminare und Studiengänge werden als Onlinekataloge bereitgestellt. Bis zur Veröffentlichung einer neuen Version verging oft mehr als ein Monat. Diese Verzögerung konnten wir uns nicht mehr leisten, genauso wenig die damit verbundenen Kosten.“

Schnellere Informationsbereitstellung

Die Handelskammer wandte sich mit ihrem Anliegen an den IBM Premier Business Partner KUMATronik Software GmbH, ein Tochterunternehmen der KUMAGroup Holding GmbH (www.kumagroup.de). KUMATronik schlug eine Content-Management-Lösung vor, die es autorisierten Benutzern ermöglicht, Inhalte direkt und ohne technisches Personal einzupflegen, was Kosten sparen und den Veröffentlichungszeitraum

wesentlich verkürzen würde.

KUMATronik implementierte die Content-Management-Server-Software up2date, die zur Pflege der Portalinfrastruktur verwendet wird, die Software up2date Eventshop zur Onlinebuchung von Seminaren und die Software up2date CatalogCreator zur Erstellung und Veröffentlichung von Seminarkatalogen.

Das gesamte System läuft auf einem einzelnen IBM xSeries 345-Server unter Red Hat Linux V8.0. Auf dem x345 läuft außerdem IBM WebSphere Application Server - Express, welches die Seitenveröffentlichung im Internet und die Transaktionen der Seminar- und Kursbuchungen verwaltet.

KUMATronik erledigte die gesamte Installation in kürzester Zeit und konnte das neue System nach einer nur eintägigen Einführungsschulung den IT-Administratoren der Handelskammer übergeben.

Klaus Burkhart hierzu: „Die Content-Management-Lösung von KUMATronik hat die Pflege und Aktualisierung unserer Website wesentlich vereinfacht, da nun mehrere Mitarbeiter, und nicht nur HTML-versierte Techniker, neue Inhalte in die Website einpflegen können. Dank up2date CatalogCreator konnten wir die Produktionszeit für die Seminarkataloge von 40 auf nur mehr 15 Tage verkürzen.“

Mehr Geschwindigkeit mit Express

IBM WebSphere Application Server - Express ist ein schlanker Anwendungsserver mit Entwicklungsumgebung auf Basis von

IBM Rational Web Developer, der es Unternehmen erlaubt, innerhalb kürzester Zeit und mit geringen Kosten einen Internetauftritt zu erstellen. In Kombination mit einer Content-Management-Software wie up2date erlaubt IBM WebSphere selbst kleinen Teams mit wenig technischem Fachwissen die Veröffentlichung von Inhalten im Internet und bietet dabei genügend Reserven, um auch wachsenden Anforderungen zu genügen.

Joachim Bruck, Direktor Sales und Partner Management für up2date bei der KUMATronik Software GmbH, meint hierzu: „IBM WebSphere hat den Vorteil, dass Unternehmen mit einer kleinen Investition beginnen und die Lösung dann schrittweise ausbauen können, ohne dafür zusätzliche Komponenten kaufen zu müssen. Mit der Content-Management-Lösung up2date spart die IHK Bodensee-Oberschwaben nicht nur Kosten, sondern kann ihren Mitgliedern auch zeitnahe Informationen schneller bereitstellen.“

„Der Einsatz der neuen Lösung auf einem Linux-Betriebssystem bietet der Handelskammer den Vorteil niedrigerer Kosten sowie mehr Sicherheit für ihre Website. Der IBM eServer xSeries 345-Server ist äußerst leistungsfähig und zuverlässig und von hoher technischer Qualität. Hinsichtlich Stabilität und Wartungskosten hätte die Handelskammer sicherlich keine bessere Investition tätigen können.“

Die Pflicht ruft

Klaus Burkhart resümiert: „Eine

Handelskammer hat die Pflicht, ihren Mitglieder die bestmögliche Dienstleistung zu bieten. Mit der Lösung von IBM und KUMATronik können wir den Mitgliedern der IHK Bodensee-Oberschwaben aktuelle Informationen über ein zuverlässiges System bereitstellen, das nicht nur günstiger, sondern für die Mitarbeiter der Handelskammer auch einfacher zu bedienen ist.“



Η Blue Star Ferries σαλπάρει για νέους στόχους στην ικανοποίηση πελατών με φωνητική πλατφόρμα της IBM

Σύνοψη

■ Η πρόκληση

Ασυναγώνιστη τηλεφωνική εξυπηρέτηση κατά τις περιόδους αιχμής, η χρήση προηγμένης τεχνολογίας για την αντιμετώπιση ζητημάτων διαθεσιμότητας προσωπικού, η άμεση και γρήγορη πληροφόρηση των πελατών.

■ Η λύση

Συνεργασία με την Omilia, επίσημο Advanced Business Partner της IBM διεθνώς, για τη δημιουργία μιας νέας λύσης φωνητικού διαλόγου για την τηλεφωνική εξυπηρέτηση των πελατών, χρησιμοποιώντας το IBM WebSphere Voice Response for AIX σε server IBM eServer pSeries, μοντέλο p615

■ Τα πλεονεκτήματα

Το ευρύ κοινό έχει τη δυνατότητα να ενημερωθεί για τιμές εισιτηρίων και δρομολόγια γρήγορα και χωρίς αναμονή. Η βελτιωμένη εξυπηρέτηση βοηθά την «Blue Star Ferries» να διατηρήσει τους πελάτες της και να προσελκύσει νέους. Εξοικονόμηση κόστους από την μείωση του εποχιακού προσωπικού.



Η Blue Star Ferries, μέλος του ομίλου ναυτιλιακών εταιρειών Attica Group, είναι μία από τις μεγαλύτερες επιχειρήσεις οχηματαγωγών στην Ελλάδα. Απασχολεί 606 άτομα και έχει κατά μέσο όρο ετήσια έσοδα 130 εκατομμύρια ευρώ. Για να ανταποκριθεί στις απαιτήσεις μιας ολοένα και πιο ανταγωνιστικής αγοράς, η εταιρεία εστιάζει στη βελτίωση της εξυπηρέτησης πελατών και σε διαρκείς τεχνολογικές καινοτομίες για να μειώνει τα λειτουργικά κόστη.

Ο κ. Διονύσης Θεοδωράτος, Εμπορικός Διευθυντής των γραμμών εσωτερικού στη Blue Star Ferries, παρατηρεί: "Η Blue Star Ferries εξυπηρετεί έως και 4 εκατομμύρια πελάτες κάθε χρόνο, με όλες τις γραμμές και τα διαφορετικά δρομολόγια που διαθέτει. Το εύρος των υπηρεσιών μας είχε ως αποτέλεσμα έναν μεγάλο αριθμό τηλεφωνημάτων από πελάτες που

χρειάζονταν απλά πληροφόρηση για δρομολόγια, τιμές κτλ. Λίγα μόνο από τα τηλεφωνήματα αυτού του τύπου οδηγούσαν σε απευθείας κρατήσεις, προκαλώντας καθυστερήσεις στους πελάτες που τηλεφωνούσαν για να κλείσουν εισιτήρια."

Η Blue Star Ferries αποφάσισε να υλοποιήσει μια λύση φωνητικής πύλης με στόχο την καλύτερη τηλεφωνική εξυπηρέτηση των πελατών.

Χαμηλό κόστος, μικρός όγκος, υψηλή διαθεσιμότητα

Η Blue Star Ferries χρειαζόταν μια λύση IVR που θα ικανοποιούσε τις απαιτήσεις της για υψηλή διαθεσιμότητα και επεκτασιμότητα ώστε να καλύπτει με ασφάλεια τις περιόδους αιχμής. Ο κ. Δημήτρης Βάσσος, Διευθύνων Σύμβουλος της Omilia, ενός Advanced Business Partner της IBM, εξηγεί πώς η πλατφόρμα φωνητικών υπηρεσιών VSHP (Voice Services Hosting

Platform) της Omilia επιλέχθηκε έναντι σκληρού ανταγωνισμού:

Η «Blue Star» αποφάσισε κάθε τηλεφωνική κλήση να μεταβιβάζεται μέσω της φωνητικής πύλης, καθιστώντας επιτακτική ανάγκη η πλατφόρμα να είναι ευέλικτη, με υψηλή διαθεσιμότητα.

Η φωνητική πλατφόρμα VSHP της Omilia παρέχεται ως ολοκληρωμένη λύση, βασισμένη στο λογισμικό IBM WebSphere Voice Response. Τα δύο λογισμικά λειτουργούν σε σύστημα IBM AIX σε ένα διακομιστή pSeries και παρέχουν εκπληκτική ευελιξία σε ένα μοναδικό φυσικό σύστημα με μικρό «footprint». Οι ανταγωνιστικές λύσεις χρησιμοποιούσαν πέντε ή έξι ξεχωριστούς διακομιστές με βάση επεξεργαστές Intel— μια σημαντικά πιο πολύπλοκη υποδομή που θα ήταν αρκετά δύσκολο να διαχειριστεί και να αναβαθμίσει ο πελάτης.

Συνδυάζοντας το λογισμικό WebSphere Voice Response με μια λύση αναγνώρισης φωνής στα Ελληνικά από την «Nuance», η Blue Star απέκτησε ένα ισχυρό σύστημα αυτόματης τηλεφωνικής εξυπηρέτησης που καλύπτει βασική πληροφόρηση γρήγορα και με χαμηλότερο κόστος. Η λύση αυτή αποδεσμεύει το εξειδικευμένο προσωπικό και επιτρέπει την απασχόλησή του στην εξυπηρέτηση κλήσεων με υψηλότερες απαιτήσεις.

Ο Διονύσης Θεοδωράτος παρατηρεί, "Η συνεργασία με την «Omilia» σε αυτή την λύση WebSphere αποτελεί κομμάτι μιας μακροχρόνιας στρατηγικής για την ανάπτυξη

της εταιρείας που μας βοηθά να εξοικονομήσουμε κόστος, να αυξήσουμε την αποδοτικότητα της παραγωγής μας και να βελτιώσουμε την εξυπηρέτηση των πελατών μας."

Χαμηλότερος φόρτος, υψηλότερη εξυπηρέτηση

Για την αποτελεσματική αντιμετώπιση των περιόδων αιχμής στο τηλεφωνικό κέντρο της, η «Blue Star» έπρεπε να προσλάβει και να εκπαιδεύσει εποχιακό προσωπικό, ειδικά κατά τους μήνες Ιούλιο και Αύγουστο. Αυτό σήμαινε υψηλότερα κόστη απασχόλησης προσωπικού καθώς και το ρίσκο εξυπηρέτησης των πελατών από σχετικά μη έμπειρο προσωπικό.

Με τη νέα λύση φωνητικής πύλης VSHP και WebSphere Voice Response σε λειτουργία, η Blue Star Ferries μπορεί να εξυπηρετήσει μέχρι και 60 ταυτόχρονες κλήσεις ή μέχρι και 10.000 κλήσεις καθημερινά. Η λύση μπορεί να αναβαθμιστεί εύκολα ώστε να εξυπηρετεί μέχρι και 120 κλήσεις, παρέχοντας στην Blue Star Ferries αρκετά περιθώρια ανάπτυξης.

Αμέσως μετά την επιτυχή πιλοτική λειτουργία, η Blue Star Ferries ήταν έτοιμη να λάβει μια στρατηγική απόφαση να μην προσλάβει εποχιακό προσωπικό και να αντιμετωπίσει αποτελεσματικά την καλοκαιρινή περίοδο αιχμής με το υπάρχον προσωπικό.

Ο κ. Διονύσης Θεοδωράτος παρατηρεί, "Στη διάρκεια της πιλοτικής φάσης, διαπιστώσαμε ότι το 70% όλων των κλήσεων αφορούσε ερωτήσεις για θέματα, όπως τα

δρομολόγια, τις οποίες μπορούσε να αντιμετωπίσει εύκολα η λύση της IBM και Omilia. Με την εφαρμογή WebSphere να διαχειρίζεται το μεγαλύτερο τμήμα των τηλεφωνικών κλήσεων, το προσωπικό μας έχει περισσότερο χρόνο ώστε να παρέχει άριστη εξυπηρέτηση στους πελάτες μας. Οι πελάτες μαθαίνουν τις πληροφορίες που χρειάζονται πιο γρήγορα από ότι στο παρελθόν, ενώ αυτοί που επιθυμούν να κάνουν κρατήσεις δεν χρειάζεται πια να περιμένουν πολύ στην αναμονή."

Η συνεργασία με την Omilia σε αυτή την λύση WebSphere αποτελεί κομμάτι μιας μακροχρόνιας στρατηγικής για την ανάπτυξη της εταιρείας μέσα από την μείωση του κόστους, την αύξηση της παραγωγικότητας και την βελτίωση της εξυπηρέτησης των πελατών μας.

Διονύσης Θεοδωράτος, Εμπορικός Διευθυντής των Γραμμών Εσωτερικού, Blue Star Ferries



Mercatone Uno trova il successo nel mondo dell'e-commerce grazie a IBM WebSphere Express Edition

Riassunto

■ La sfida

Mercatone Uno desiderava allargare le vendite al Web con una soluzione che fosse rapida e il meno rischiosa possibile. Nel contempo l'azienda desiderava eliminare dei costi dalla catena di fornitura e migliorare le opportunità di cross- e up-selling

■ La soluzione

Mercatone Uno ha implementato WebSphere® Express Edition sui server IBM® server xSeries® modello 345, utilizzando come sistema operativo Red Hat Linux Enterprise Server. Questa soluzione si collega con il sistema di ERP installato sui server IBM® server iSeries

■ I vantaggi

Le vendite sono aumentate del cinque per cento circa e la soddisfazione dei clienti è salita del 20 per cento. I clienti di Mercatone Uno possono sfogliare il catalogo, acquistare e indicare specifiche istruzioni di consegna direttamente on-line, così come possono controllare lo stato delle giacenze del negozio prima di visitarlo di persona.



Mercatone Uno è una delle catene di ipermercati non alimentari più importanti d'Italia. Fondato nel 1978, il gruppo conta attualmente 90 negozi. L'azienda vende un'enorme quantità di articoli - dalle biciclette all'hi-fi, dalle pentole alle seghe a nastro -, per non parlare dell'enorme numero di prodotti per l'arredamento della casa. Mercatone Uno si differenzia da altre realtà simili per la qualità dei prodotti e l'economicità dei prezzi, elementi comuni a tutti i negozi della catena sparsi per l'Italia.

Dato il crescente numero di consumatori che scelgono l'acquisto on-line, l'azienda si rendeva conto che la possibilità di vendere esclusivamente in negozio stava diventando limitativa. Poiché la maggior parte dei punti vendita è fuori città, le vendite urbane ad alto valore, dirette ai giovani professionisti, andavano perdute, mentre con un canale di vendita on-line sarebbe stato

possibile raggiungere questi nuovi mercati senza le spese di apertura di nuovi negozi.

Emanuele Robba, direttore di progetto per il programma di commercio elettrico, commenta: "L'azienda aveva un'esperienza informatica piuttosto scarsa, e non voleva più fare massicci investimenti in tecnologie e forza lavoro. Mercatone Uno aveva bisogno di trovare una soluzione che permettesse di iniziare il commercio elettronico in modo relativamente semplice: per questo motivo si è rivolta a Tecla. "Volevamo costruire un supermercato on-line dove i clienti potessero eseguire tutto il processo di acquisto, dall'inizio alla fine. Volevamo un sistema economico ma dalle prestazioni elevate, che non richiedesse costose manutenzioni".

Sfoggia, acquista e taglia i costi

Tecla, un IBM Premier Business Partner (www.tecla.it), ha progettato e

implementato una soluzione completa di e-commerce capace di consentire ai clienti di sfogliare i cataloghi e acquistare on-line. Ma, cosa più importante, la nuova soluzione è integrata con i sistemi di gestione del magazzino e di vendita al dettaglio, per fornire assistenza continua a ridurre i costi della catena di fornitura.

Tecla ha scelto un IBM WebSphere Commerce Express 5.6 per Linux, installato su due server IBM® server xSeries modello 345, con Red Hat Enterprise Linux 3.0 Enterprise Server. Gli ordini passati dai clienti sul sito sono gestiti dai server Web, che inviano i dati relativi al magazzino, alla consegna e al pagamento al sistema di ERP (Enterprise Resource Planning) dell'azienda, basato su un server IBM® server iSeries.

I costi scendono, le vendite salgono e la soddisfazione è alta

Emanuele Robba commenta: "Il

sito permette ai clienti di acquistare secondo i normali parametri di sempre, proprio come se fossero in negozio, perché tutte le merci, le promozioni e i metodi di pagamento sono identici a quelli che si trovano nel punto vendita.

"Abbiamo scelto la soluzione IBM WebSphere perché ci permette di presentare le nostre offerte ai clienti esattamente come se fossero in negozio. La combinazione di strutture di vendita e di gestione degli sconti è eccellente e ci sentiamo sicuri di poter offrire a ogni tipo di cliente lo stesso livello di garanzia in termini di servizio, disponibilità delle merci e consegna".

Il nuovo sito Web raccoglie le informazioni sulle transazioni dei clienti, che vengono poi utilizzate per creare offerte e sconti mirati, allo scopo di incrementare le vendite. Ogni giorno serviamo qualcosa come 16.000 clienti on-line, e Mercatone



"Grazie alle soluzioni IBM Mercatone Uno può offrire un numero sempre maggiore di prodotti on-line e convertirsi in un vero rivenditore multicanale."

Emanuele Robba, direttore di progetto per il programma di commercio elettrico, Mercatone Uno





Uno stima che il 5 per cento circa del recente aumento di vendite sia dovuto alle nuove operazioni di commercio elettronico; inoltre la soddisfazione dei clienti è salita del 20 per cento.

IBM WebSphere Commerce Express dispone di cataloghi di prodotto pre-costituiti e di funzionalità avanzate, disegnate per permettere sconti, cross-selling, up-selling e campagne di marketing mirate.

Gli strumenti di amministrazione, concepiti per essere utilizzati facilmente, permettono di affrontare l'intera gestione del sito con un numero limitato di personale, centrando uno dei business driver più importanti per Mercatone Uno.

Risposte facili con IBM WebSphere Express Edition

Tecla ha utilizzato le capacità di commercio elettronico insite in IBM WebSphere per consegnare al cliente

servizi avanzati che non richiedessero lunghi tempi di preparazione e spese elevate di sviluppo. L'adozione della tecnologia IBM ha consentito a Mercatone Uno di stabilire in modo rapido e sostenibile un canale di vendita on-line che fornisce utili servizi ai clienti dei nuovi territori così come a quelli dei territori esistenti.

Il cliente che sfoglia il sito alla ricerca dei prodotti in realtà sta eseguendo una ricerca di dati nel sistema di ERP (Enterprise Resource Planning) di Mercatone Uno, che permette di vedere la disponibilità del magazzino direttamente da casa propria.

Nel caso di oggetti voluminosi, quali ad esempio gli elementi di arredo, che la gente preferisce vedere esposti in negozio, invece di girare da un negozio all'altro per trovare l'articolo desiderato, è possibile fare sua ricerca on-line e andare a colpo sicuro.

Nel back-office, la possibilità di individuare on-line il negozio giusto ha ridotto la necessità di spedire i prodotti da un negozio all'altro, diminuendo del 3 per cento i costi di spedizione.

Carlo Visani, tecnico software senior presso Tecla, così commenta: "Sviluppare un sito Web utilizzando un sistema operativo aperto ed economicamente accessibile come Linux garantisce un ambiente di commercio elettronico sicuro e affidabile, e la tecnologia a standard aperto di IBM WebSphere permette un'integrazione senza soluzione di continuità con i sistemi backend dell'azienda".

Il Web come elemento di successo per la vendita al dettaglio multicanale

Costruire il canale di vendita del commercio elettronico sembrava un'operazione complicata e scoraggiante per Mercatone Uno, un'azienda che giornalmente ha a che

fare con la concorrenza agguerrita delle multinazionali del settore. La combinazione di IBM WebSphere Express Edition e tecnologie IBM fornita da Tecla ha aumentato la competitività di Mercatone Uno e ne ha incoraggiato la crescita.

Emanuele Robba conclude: "A mano a mano che cresce il successo del sito, grazie alle soluzioni IBM Mercatone Uno può offrire un numero sempre maggiore di prodotti on-line e convertirsi in un vero rivenditore multicanale".



“Abbiamo scelto la soluzione IBM WebSphere perché ci permette di presentare le nostre offerte ai clienti esattamente come se fossero in negozio.”

Emanuele Robba, direttore di progetto per il programma di commercio elettrico, Mercatone Uno



Fischer Italia incrementa la produttività del 10% grazie a IBM

Riassunto

■ La sfida

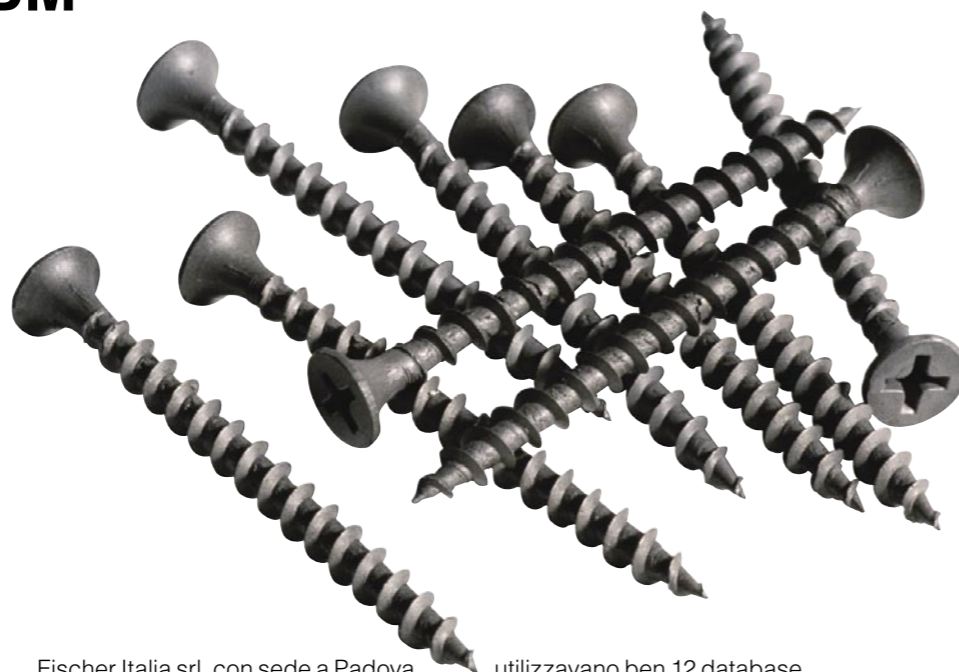
Importanti conoscenze e processi aziendali andavano persi a causa dell'uso di applicazioni aziendali eterogenee. Fischer Italia desiderava raccogliere le informazioni e condividerle a livello dell'impresa, con l'obiettivo di migliorare la produttività dei dipendenti e ridurre i costi.

■ La soluzione

Grazie alla collaborazione con il Business Partner IBM Wintech, Fischer ha potuto implementare un nuovo sistema di gestione a livello dell'impresa basato su IBM Lotus Notes and Domino.

■ I vantaggi

Dalla sua postazione ciascun dipendente è in grado di raggiungere tutte le applicazioni business-critical dell'azienda e accedere alle informazioni relative a flussi di lavoro e processi. Le diverse applicazioni sono ora incorporate nel sistema Lotus Domino ed è possibile adottare un flusso di lavoro basato su regole a sostegno della standardizzazione e della riduzione dei costi.



Fischer Italia srl, con sede a Padova, è la filiale italiana del Fischer Group. Fondato nel 1948 da Artur Fischer, da piccola officina il Fischer Group si è trasformato in un'azienda globale, con società affiliate in 18 Paesi e 3.400 dipendenti in tutto il mondo. Fischer detiene i diritti di oltre 1.800 invenzioni differenti, protette da oltre 8.700 brevetti registrati internazionali. Il gruppo ha un giro d'affari di oltre 400 milioni di euro, dagli accessori per l'edilizia a quelli per il settore automobilistico ai sistemi di costruzione.

Fischer Italia utilizza da tempo il software Lotus Notes e Domino 5 come principale piattaforma di posta elettronica e calendaring e aveva sviluppato alcune soluzioni per la gestione e il monitoraggio di processi interni specifici, quali ad esempio la produttività dei dipendenti e delle vendite e il livello di soddisfazione dei clienti. Queste applicazioni

utilizzavano ben 12 database differenti e una varietà di rubriche, tutti completamente indipendenti tra loro.

Matteo De Angelis, direttore tecnico di Fischer Italia, spiega: "Utilizzavamo da molto tempo Lotus Notes and Domino ed eravamo consapevoli delle sue possibilità. Puntavamo a realizzare un approccio integrato alla consultazione di tutti i nostri dati, in modo che fosse possibile individuare e gestire i processi al livello del gruppo per ottenere una maggiore efficienza".

Un unico punto di accesso alle informazioni di facile utilizzo

Collaborando con il Business Partner IBM Wintech, Fischer ha scelto di realizzare un nuovo sistema di gestione a livello dell'impresa basato sul software IBM Lotus Notes and Domino client e server. Questa singola soluzione fornisce un unico punto di accesso a tutte le applicazioni e ai sistemi di messaging dell'azienda.

Secondo Matteo De Angelis, direttore tecnico di Fischer Italia: "Secondo le stime di Fischer Italia la produttività dei dipendenti è aumentata del 10% circa. Semplificare l'accesso al sistema ci ha permesso di migliorare l'efficienza e di ottenere la massima efficacia da ciascuno dei nostri dipendenti. Nel lungo periodo, l'azienda spera che questa soluzione possa migliorare la nostra capacità di tenere traccia delle importanti informazioni aziendali".

Le soluzioni IBM supportano la produttività

Con la soluzione Lotus Domino, i dipendenti di Fischer Italia hanno a disposizione un accesso semplice e sicuro alle informazioni e alle applicazioni aziendali. L'azienda ha maggiori possibilità di reperire preziose informazioni sul flusso di lavoro e sui processi e di condividerle con tutti i dipendenti che hanno accesso al sistema.

Tutto ciò a vantaggio della produttività dei lavoratori e di una maggiore capacità e velocità di adattamento dell'azienda alle mutevoli condizioni di mercato.

La soluzione ha comportato un aggiornamento a Lotus Notes e Domino 6.5. Sul nuovo software IBM Lotus si basa TdB, l'applicazione integrata dell'azienda che include tutte le applicazioni personalizzate esistenti.

Il server Lotus Domino fornisce la piattaforma applicativa di collaborazione necessaria a supportare tutte le applicazioni, mentre il client Lotus Notes garantisce

un accesso basato sull'utente ai sistemi TdB e agli strumenti standard di messaging.

Secondo Michele Morosin, Solution Provider di Wintech: "Senza il supporto della tecnologia avanzata e del software IBM non saremmo stati in grado di fornire a Fischer Italia una soluzione su misura di questo livello".

Wintech ha provveduto allo sviluppo e alla personalizzazione della soluzione per il cliente, fornendo inoltre servizi di consulenza, implementazione e formazione per l'intero periodo.

Un nuovo futuro

Matteo De Angelis commenta entusiasta: "La piattaforma e le applicazioni IBM soddisfano perfettamente le nostre esigenze specifiche, interagiscono con il sistema precedente in modo affidabile e supportano le nostre applicazioni esistenti secondo necessità".

"La piattaforma e le applicazioni IBM soddisfano perfettamente le nostre esigenze specifiche, interagiscono con il sistema precedente in modo affidabile e supportano le nostre applicazioni esistenti secondo necessità."

Matteo De Angelis,
direttore tecnico di Fischer Italia





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