

Start now and expand quickly to increase your customer reach.



IBM Solutions for Mobile e-business

Quick Start Engagement for Retail

Highlights

Extend the convenience of anywhere, anytime shopping to increase the reach of your storefront to new and existing customers

Capitalize on the rising demand for mobile access to retail shopping

Quickly launch a pilot program for selected customers

Make shopping more convenient, increase customer service, and reduce transaction costs

Enhance customer loyalty

Move with full confidence in IBM's proven expertise

Start now, grow quickly

Fulfilling the e-business promise

IDC Corporation, a major research institution, projects that by 2002, over half of all internet transactions will be initiated by non-PC based devices. Sales of new classes of devices such as Personal Digital Assistants (PDAs), smart phones, internet screen phones and TVs are accelerating. Shouldn't your store reach this half of the market and provide you control over the display of your content on these devices?

The Quick Start Engagement for Retail which leverages the IBM WebSphere™ Everyplace Suite, allows you to extend your storefront anywhere by connecting you to pervasive computing device users. Pervasive computing is all about enabling people to get relevant, personalized information wherever and whenever they want, and to act on this information immediately. By enabling customers to access your store system virtually anytime, anywhere, pervasive computing can increase sales and customer service, reduce transaction costs, optimize resources and build customer loyalty. IBM is delivering a pilot to help you get started quickly.

The enabling technology

The Quick Start Engagement for Retail enables your customers to place shopping orders and interact with your catalog and ordering system virtually anytime, anywhere, via a dial-up or wireless connection using IBM

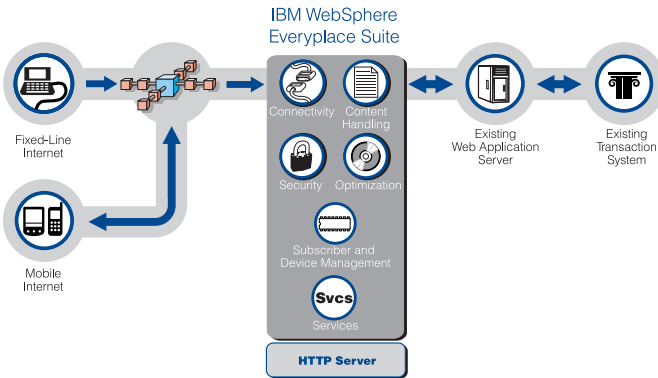
Workpads®, Palm computing devices or Symbol handheld computers running the Palm operating system. Customers use handheld devices to download a personalized menu from which they build and submit a shopping order. This shopping order can then be assembled at the store and scheduled for pickup or delivery.

The Quick Start Engagement for Retail is designed to help you rapidly prototype and test your pervasive computing retail solution. IBM provides you with the key software components and services capabilities necessary to get your pervasive computing project up and running quickly. Starting with a Solutions Workshop and quickly moving to proof of concept and proof of technology, the IBM goal is to have you up and ready to begin a working pilot program quickly.



Quick Start Engagement for Retail

IBM WebSphere Everyplace Suite



Extend IT systems to new, mobile users
More up-to-date information increases its value to everyone

Business Benefits

- Improved customer loyalty via enhanced service offering
- Increased revenues
- Additional customer reach
- Personalized customer service based on purchasing history
- Low cost transactions

Customer References

- Safeway
- Planet Rx

Quick Start Engagement Content

- Initial workshop to define requirements, content, and scope of project
- IBM WebSphere Everyplace Suite
- Configuration and integration into existing store catalog, ordering systems, back end or web system
- Preparation for a limited pilot

The next phase

IBM is prepared to help you expand your successful pilot to your entire customer base and to fully integrate mobile access with all of your existing systems.

Ready to take your e-business to the next level?

The e-business revolution continues to gain momentum. Get ready for the next generation of e-business today and learn how you can leverage your store systems by extending their value to existing customers, reaching new customers and improve customer loyalty.

To learn more about this Quick Start Engagement, visit our website at www.ibm.com/pvc or contact your IBM sales representative.



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Route 100
Somers, NY 10589
U.S.A.

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