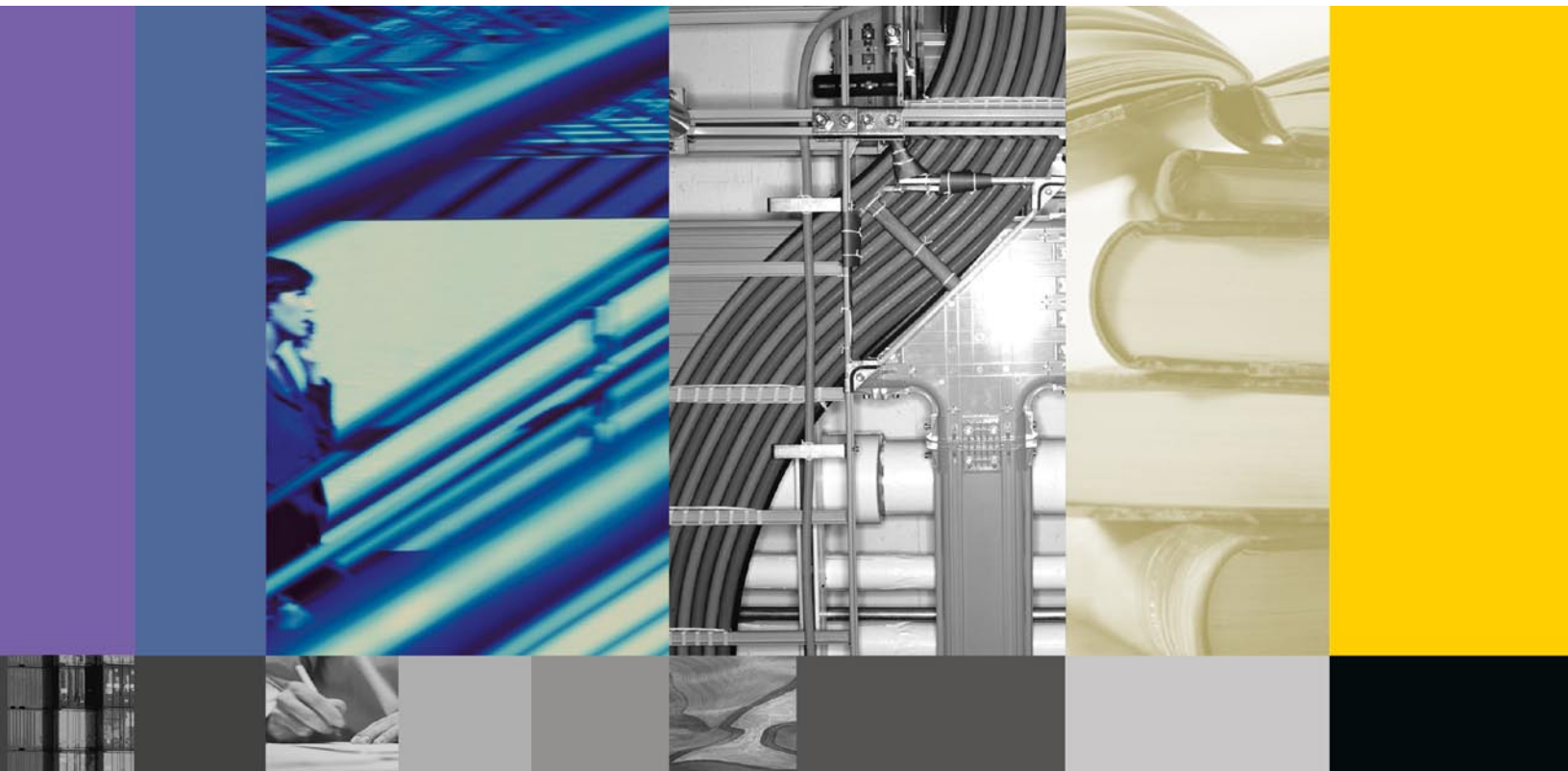


WebSphere Commerce and Lotus software solutions

To support your business objectives



Expand your realtime communications capabilities beyond your Web site and help strengthen your customer relationships.

***Connect your customers, suppliers and partners in
realtime to help increase productivity***

*Lotus Instant Messaging
at a glance...*

- *Enhances Web-based customer service through realtime chat with service and technical support representatives*

*Lotus Web Conferencing
at a glance...*

- *Fosters teamwork to respond to complex customer issues and strengthen customer relationships*

*Lotus Team Workplace
at a glance...*

- *Promotes team collaboration, efficiency and productivity via highly secure Web-based team workplaces.*

With IBM WebSphere® Commerce software, you have a powerful solution to sell products and services through the Web. Supporting thousands of users, WebSphere Commerce enables organizations to optimize marketing, business relationships and channel management to maximize e-commerce revenue.

WebSphere Commerce already is capable of providing realtime, online customer service and technical support. Now for the next step: Web-based team-building among colleagues, customers, suppliers and partners.

That business-building benefit is provided by three efficient online solutions: IBM Lotus® Instant Messaging (Sametime®), IBM Lotus Web Conferencing (Sametime) and IBM Lotus Team Workplace (QuickPlace®) software.

Lotus Instant Messaging: Realtime, online customer support

With IBM Lotus Instant Messaging collaboration software, your Web-based customers, suppliers and employees can instantly connect with each other in realtime, directly from your site.

Lotus Instant Messaging can help increase employee productivity by enabling your staff to:

- See who is online and easily collaborate with them
- Find out who is working on the same projects and on the same team
- Create personalized lists of team members and colleagues
- Help increase security by controlling online availability through robust user privacy features.

Real-world benefit...

Using Lotus Instant Messaging, your customer service representatives can bring in a subject matter expert while chatting with customers. That can speed response times and establish a competitive edge.

Lotus Web Conferencing: An easy way to conduct online meetings

IBM Lotus Web Conferencing lets you set up and host online meetings, live Webcasts and Webinars as often as you like. Web conferences can be inside or outside your firewall and can include your customers, suppliers and business partners.

With Lotus Web Conferencing, you can assemble an extended team in one place, in realtime. Conference participants can ask realtime questions of experts who can provide instant answers. Those experts also can use application sharing and a shared whiteboard to facilitate discussions.

You can monitor discussions and presentations, fostering closer relationships with customers while improving the quality of responses.

*Real-world benefit...
Using Lotus Web Conferencing, you can announce and conduct weekly or monthly customer Webcasts to keep customers informed of new products and services.*

Lotus Team Workplace: A business-ready environment for online collaboration

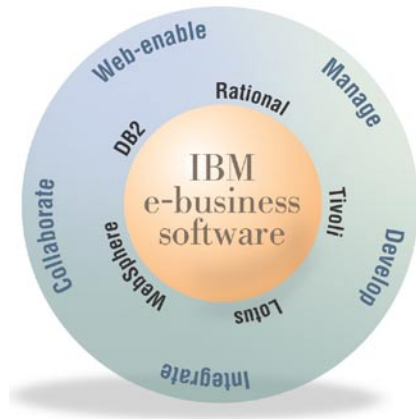
Designed expressly for online collaboration, IBM Lotus Team Workplace lets you create highly secure, self-service workplaces on the Web to centralize information and enable timely collective decision making. You can give customers, vendors and other users a protected team area — accessible only by authorized internal and external parties — to communicate, coordinate and collaborate on any project. The solution scales as your team grows, easily accommodating new members, both internal and external, wherever they're located.

You're constantly seeking ways to add value to your site, drive sales and increase customer satisfaction. Combining Lotus Instant Messaging, Web Conferencing and Team Workplace with your WebSphere Commerce solution can help you build Web-based teams among colleagues, customers, suppliers and partners. And that can help you get to market faster, build long-term customer loyalty and drive down support costs — all while increasing employee productivity and gaining the competitive advantage you need to grow your business.

*Real-world benefit...
Using Lotus Team Workplace, a customer can post a complex request for proposal, and several people in your company can collaborate on a timely response.*



Lotus software solutions and e-business on demand



A successful e-business can leverage five capabilities provided by e-business software solutions from IBM which work together to facilitate e-business on demand:

DB2® information management software

Turns data into information on demand

Lotus software

Offers the instant collaboration and communication capabilities for an on demand world

Rational® software

Helps you improve software development capability with tools, services and software engineering best practices

Tivoli® software

Helps you intelligently manage the complexity of an integrated, on demand operating environment

WebSphere® software

Provides a leading platform for creating and operating an on demand business.

Today's e-business needs to rapidly address emerging business requirements, changing business models and designs, and evolving relationships with customers, suppliers and partners.

In addition, with the Internet continuing to promote major revolution in business and advances in technology, companies must be mindful of emerging business trends — or risk falling behind the competition. The latest trend is e-business on demand™, which integrates business processes to deliver business agility across an enterprise, as well as with customers, suppliers and key partners.

IBM offers powerful software solutions — including Express versions for small and midsized businesses — to help you optimize your current technology investment and move your company to the next phase of e-business.

The portfolio of e-business software solutions from IBM works in concert to provide a total, balanced infrastructure. That can help foster a smooth transition to e-business on demand.

For more information

To learn more about Lotus software solutions, contact your IBM sales representative or IBM Business Partner or visit **ibm.com/software/synergy**. Or call:

- In the United States and Canada, 877 426-3774, priority code 103AE023
- In the U.K., 0870 010 1133
- In Australia, 132 426; ask for software sales
- In New Zealand, 0800 801 800; ask for software sales.



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