IBM® WebSphere® Customer Loyalty Product Set

*The **IBM WebSphere® Customer Loyalty product set** is designed to help your customer improve their customer relationships and increase customer retention, while reducing costs and gaining a greater return on their e-business investment.*

This solution is based on three product sets: IBM WebSphere Commerce Professional Edition and IBM WebSphere Portal Family. WebSphere Portal Family enables customers to realize substantial ROI via collaboration and single access point to applications and critical information, improved customer and partner loyalty with personalized and dynamic portal access. Additionally costs are reduced for building and maintaining first-class portals for e-businesses:

- Provides support for orderable units, groups of products combined for merchandising and/or convenience and collaboration, as well as up-sells and cross-sells to create more new sales opportunities
- Increases ROI by capturing buying patterns and visitor preferences – thus enabling presentation of the right offers at the right time
- Build and sustain long-term, profitable customers by developing easy-to-use and enhanced online experiences
- Promotes customer and employee self-service.

A – Product Set

WebSphere Portal Enable allows customers to syndicate third-party content into their Web site to create personalized Web portals.

- Reduce content development costs while broadening the services and value to the customer through syndicated content and services
- Enrich the customer experience and make the Web site the one-stop-shop to meet all customer needs

WebSphere Commerce Professional Edition adds complete e-commerce capabilities including storefront, catalogue and full on-line transaction support to quickly transform informational sites to online stores and marketplaces.

WebSphere Studio Application Developer is an easy-to-use, integrated development environment for building, testing, and deploying Java (TM) 2 Platform, Enterprise Edition (J2EE platform) applications that rapidly grow and adapt to meet the most stringent business demands.

WebSphere Personalization for Multiplatforms allow business managers and Web site owners to personalize the content of a Web site, intranet or extranet so that it matches the unique needs and interests of each site visitor. This can make the site easier to use and more interesting for a site visitor, which can attract a larger audience to the site, and also improve service to customers, partners and employees.

WebSphere Site Analyzer can be used with WebSphere Personalization to report on the effectiveness of the personalization business rules, providing powerful insights into further optimizing the personalization strategy of a site. WebSphere Personalization works with WebSphere Application Server Advanced and

Enterprise Editions as well as WebSphere Studio Advanced Edition.

B - Customer Target

No. Of employees	0-500	500-1000	1000 -5000
		X	X

Customer size

Target ranges from smaller SMB customers to larger SMB accounts who are looking to point products or lower priced package solutions to help them improve customer relationships as well as drive and enhance e-business marketing and service initiatives.

Customer industry

Retail	X
Wholesale	X
Banking/Finance	X
Insurance	X
Telecommunications/Media	X
Government	
Manufacturing	X
Travel/Transportation	
Healthcare	

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Typical sponsor

Sales Exec	X
Marketing Exec	X
CEO/President/Owner	X
Finance Exec	X
IT Manager	X
Line of Business Manager	X

Account situation / prerequisites

- One of the following operating systems: Windows NT™, AIX®, AS/400 -- iSeries
- A Web browser that supports HTML 4 and Cascading Style Sheets

Customer pains

CEO/CFO/President/Owner:
- Eroding market share and loss of customers to traditional and non-traditional competitors
- Declining profitability, revenue growth and margins
- Declining ROI and ROA
- Increasing operational costs and eroding operating profits

Sales Exec:
- Slow revenue growth or decreasing revenue
- Increasing cost of sales
- Inability to identify and understand the needs of high-value, high-profit customers
- Inability to make the right offer to the right customer at the right time

- Inability to cross-sell and up-sell based on customer needs and preferences

Marketing Exec:
- Inability to identify, profile and retain high-value, high-profit customers
- Inability to tailor product portfolio and cost effective marketing campaigns to capitalize on market trends and customer preferences
- Slow to bring new products to market and execute supporting campaigns based on customer preferences
- Inability to cross-sell and up-sell based on customer needs and preferences

Customer Service Exec:
- Inability to profile and understand customer service issues
- Declining customer service levels (satisfaction)
- High cost of customer service
- CSR turnover
- Unacceptable turnaround time on service requests
- Inability to offer quick, effective service to customers through an electronic channel

I/T Exec:
- Lack of skilled resources
- Inability to quickly support LOB demands for customer profile information and personalized content
- Concerns regarding selecting and integrating the right technologies
- Escalating application development and integration costs

- Concerns over scalability of applications and IT infrastructure

Questions to create a vision

CEO/CFO/President/Owner questions:
- What if you could use the Web to identify your high-value, high-profit customers and understand their needs and preferences?
- What if you could improve the value your company provides to these customers and build lifelong, profitable relationships, keep them from going to competitors, and increase your market share?
- What if you could reduce operating costs by leveraging your Web site as a more effective and efficient sales and service channel?
- What if you could reduce the cost of acquiring new customers?

Sales exec questions:
- What if you could use your Web site to profile customers and understand their buying patterns, needs and preferences?
- What if you could address those patterns and preferences by making offers customized to meet those specific needs?
- What if you could then identify the most profitable customers and make cross-sell and up-sell recommendations to them based on their specific needs?
- What if you could keep these customers for the rest of their lives?
- What if you could do all of this cost-effectively by leveraging the interactions on your company's Web site?

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Marketing exec questions:

- What if you could use your Web site to profile customers and understand their buying patterns, needs and preferences?
- What if you could use that information to design new products and programs to meet those needs?
- What if you could use customer knowledge to deliver marketing campaigns and tactics targeted at specific customer preferences and deliver high-quality, low-cost leads from your Web site?
- What if you could bring customized products and services to market faster than your competition?

Customer service exec questions:

- What if you could use your Web site to profile customers and better understand their service needs?
- What if you could use that information to tailor services and service programs to meet the identified needs?
- What if you could reduce service costs and Customer Service Representative (CSR) turnover through improved Web self-service?
- What if you could reduce response and issue resolution times by an order of magnitude by using your company's Web site for improved service delivery?
- What if you could use your company's Web site to improve customer satisfaction while reducing service costs?

IT exec questions:

- What if you could leverage pre-packaged e-business infrastructure software or content

management software to reduce development and integration costs?
- What if you could ensure long-term flexibility and scalability and decrease integration costs through, an open-standards based portal solution?
- What if you could ensure secure, dependable, 24x7 availability of service to meet increasing traffic demands?

C - Typical Solution Proposed

Benefits

Differentiating an e-business through utilizing portal capabilities, and state of the art content management and collaboration - are both now business imperatives in order to retain customers. Site visitors expect today's e-businesses to understand their specific needs and preferences - and to tailor products and services to meet those specific needs. The marketplace is seeking fast, affordably priced product sets to meet this demand.

Following is a list of benefits provided by the *Customer Loyalty* product set to meet this market need.

- Generate a higher return on e-business investments by improving the experience of site users through personalized content and services, including visitor profiling and personalized selling recommendations to support cross-selling
- Improve customer profitability by leveraging newfound customer knowledge to develop new products, services and marketing campaigns aimed at high-value, high-profit customers – and deliver

those products and services through low-cost, web-based channels
- Reduce service costs and CSR turnover rates through personalized Web-self service that provides fast, personalized on-line resolutions to customer issues by eliminating the need for direct customer contact
- Build on a solid, secure and scalable foundation with easy-to-use application development tools that minimize development costs and implementation time that speed solutions to market

Solution Content

WebSphere Portal Enable allows customers to syndicate third-party content into their Web site to create personalized Web portals.
- Reduce content development costs while broadening the services and value to the customer through syndicated content and services
- Enrich the customer experience and make the Web site the one-stop-shop to meet all customer needs.

WebSphere Portal Enable sub-products include:
- The portal framework and portlets delivered in the IBM WebSphere Portal Server V1.2
- WebSphere Personalization V3.5.2
- WebSphere Application Server V3.5.4
- DB2(R) Universal Data Base(TM) V7.2
- SecureWay(R) Directory V3.2.1

WebSphere Commerce Professional Edition adds complete e-commerce capabilities including storefront, catalogue and full on-line transaction support to quickly

transform informational sites to online stores and marketplaces.

- Flexible product set that provides fast set up at a low entry price
- Full product set provides support for dynamic marketing and promotions to support WebSphere Portal Family capabilities
- Content management software to help ensure all content is easy to create, up to date and hits the mark with target audiences
- Mobile access software to extend the reach to pervasive devices and support voice interaction with the Web site
- Complete commerce solution to provide on-line storefronts, catalogues, full online transaction support, as well as targeted programs and promotions

WebSphere Studio Application Developer is an easy-to-use, integrated development environment for building, testing, and deploying Java(TM) 2 Platform, Enterprise Edition (J2EE platform) applications that rapidly grow and adapt to meet the most stringent business demands.

- Provides an open integrated J2EE platform optimised for WebSphere Application Server Advanced Edition and easily extends functionality with best of breed offerings
- Dramatically simplifies user experience and a singular point of management for projects, resources and code

WebSphere Studio Application Developer content includes:

- XML Tooling Development and Deployment
- Web Services Development and Deployment
- Web Application Development and Deployment
- Servlet 2.2, JSP 1.1, EJB 1.1 creation, mapping, testing, assembly and deployment tools
- Creation of all required J2EE packaging
- Command line code gen & deploy tools
- Application Performance Profiling
- Version control and team support via CVS download
- Java IDE for editing and debugging of server side artefacts
- JDK 1.3 Exploitation
- Migration Guide for migrating artifacts from VAJ V4.0
- VisualAge for Java V 4.0 classic in the box

WebSphere Personalization for MultiPlatforms, you can build personalized sites using both business rules and collaborative filtering.

- **Personalization workspace** — An easy-to-use, browser-based interface, which allows non-technical users such as business managers and analysts to control the personalization strategy of a Web site so that it will meet its intended business objectives
- **Campaign management** — Allows a business manager or analyst to define a campaign of Web site content and personalized e-mail, which is targeted at a segment of the site's audience. This function is integrated within the Personalization workspace
- **Implicit profiling** — Develop site visitor profiles and personalize a site based upon the content a

visitor views or the actions taken by a visitor while viewing a site

- **Reporting on business rule effectiveness** — Integrated with WebSphere Site Analyzer V4.0 (available separately) for reporting on the effectiveness of your site's campaigns and business rules in achieving your business objectives

Platforms

Platform	WCS	Portal	*WSS AD.
Microsoft® Windows NT	X	X	
Microsoft Windows 2000	X	X	
Microsoft Windows 98	X		
Microsoft Windows ME	X		
IBM AIX	X	X	
IBM AS/400®	X		
Sun Solaris	X	X	
HP/UX	X		
Linux	X		

*Windows IDE, deployment to any WebSphere Application Server platform, DK 1.3, Servlet 2.2 JSP 1.1, EJB 1.1

Up-sell Opportunities

WebSphere Portal Extend delivers core portal framework, best of breed portal capabilities and

integrated collaborative tools for development and analysis.

WebSphere Portal Extend includes:
- All products in the WebSphere Portal Enable Solution
- Lotus® Domino® Extended Search V3.5.1A
- WebSphere Site Analyzer™ V4.0
- The capability found in Lotus K-station 1.1
- Lotus Domino Application Server R5.0.8
- Lotus Sametime®R2.5
- Lotus QuickPlace™ R2.0.8

WebSphere Portal Experience delivers the industry's most comprehensive solution for deployment and management of portals. As IBM's flagship offering, it provides maximum breadth in portal functionality.

Service Opportunities

The complexity of installation depends on:
- How well defined the customer's requirements are prior to services being engaged and the level of pre-existing environments for development, staging and deployment
- The skill level of the customer in object-oriented java programming
- The complexity of the data the customer would like to personalize and how that data is accessed

Typical statement of work needed

Solution assessment	**5 days**
Installation	**5-10 days**
Education and training	**3 days**
Custom development	**10-20 days**
Total	**38 days**

D- Support and Additional Opportunity

- Leverage IBM's marketing investments to create demand
- Training investment is protected via integrated WebSphere software platform
- Software up-sell and associated services take a customer through all stages of e-business
- Incremental hardware sales if customer implements the
- Additional hardware sales from supply of Pervasive devices in the case of Everyplace Access up-sell

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E - Competition

Main competitors

A highly competitive area with many competitors in both content management and portal products. Leading competitors tend to provide strong functionality in terms of visitor profiling and campaign management support. Weaknesses appear in the areas of cost-of-ownership, tooling and mission-critical customer support, as well as dependency on third-parties to deliver functionality.

WebSphere Commerce competitors include:
ATG
BEA
BroadVision
Blue Martini
Intershop
iPlanet
MySAP
Oracle

WebSphere Portal competitors include:
BEA
Microsoft
Bowstreet
Computer Associates
Epicentric
Oracle
Plumtree
SAP Portals
Sybase

BEA WebLogic Personalization Server
Strengths: Good integration with content management and strong campaign management capabilities through partner Broadbase.

Weaknesses: Implementing BEA Personalization Server requires both the WebLogic Application Server and the WebLogic Commerce Server to introduce additional technologies such as portal, increasing both base software and implementation costs. Also, no integrated tooling to support rapid application development.

BroadVision One-to-One Enterprise Platform
Strengths: Strong profiling capabilities and content management, as well as a stronger product set around campaign management tools.

Weaknesses: Expensive in terms of cost of ownership -- total estimated cost is $111,000 to 113,00 to

implement BroadVision's base functionality. Lack of native development tools. weak support – 24x7 availability is critical and BroadVision advertises 24x7 support, but in reality this support is pager-based with a 2-hour response window.

ATG Dynamo Customer Management Suite
Strengths: Equal to IBM in terms of integrated tooling support. Better integration of site analysis and content management functions. Strong in profile development and campaign management capabilities however, at additional costs.

Weaknesses:Expensive in terms of cost of ownership – requires purchasing the entire Dynamo Suite, adding implementation costs and locks customer into a single vendor for all functionality. Limited platform support for iSeries and zSeries (zSeries support under development for WebSphere Extended Personalization). Personalization engine is proprietary which requires third party support.

E-Other information

Where to go for more information

Sales and Marketing Information
Sales and Marketing and materials for WebSphere Portal Family, WebSphere Commerce Suite, WebSphere Studio Application Developer, WebSphere Personalization for Multiplatforms and other WebSphere products can be accessed by:

IBM Personnel at:
http://w3.ibm.com/software/websphere

Business Partners at:
http://www.ibm.com/partnerworld/software

Partner sales support information is also available through the WebSphere Innovation Connection Web site at sales enablement zone at:
http://www.ibm.com/websphere/partners

External Web sites

IBM WebSphere Portal Family for Multiplatorms http://www-4.ibm.com/software/webservers/portal/
WebSphere Commerce Professional Edition
http://www-4.ibm.com/software/webservers/commerce/

WebSphere Studio Application Developer
http://w3.software.ibm.com/sales/aim/prod/nov/nov5w3kit.html

WebSphere Portal for Multiplatforms
http://www-3.ibm.com/software/webservers/personalization/

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