IBM ®

Do More with Less Time and Money, Streamline and Connect Processes and Much More!
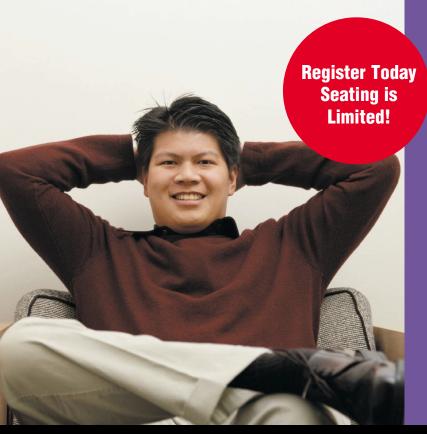
Beyond e-Commerce: Selling anything, anywhere, anyway, anytime

Register Today Seating is Limited!

Join us for this one-half day event

Markham, Ontario
June 27, 2002

IBM Canada
Room D108
3600 Steeles Ave. East
Markham, ON

To register please call 1 800 IBM-7777 and mention priority code 102A9003

Find out How to

- Drive revenue by making it easier for you to offer customers, partners and suppliers, access to online business information and applications

- Accelerate ROI, lower the cost of sales and improve operational efficiencies. By implementing WebSphere Commerce Business Edition, you have a set of integrated software components to automate the dynamic complex business processes that drive your e-business while exploring new revenue opportunities.

- Do more with less time and money. Using collaborative messaging and meetings features, assist customers and answer their questions in realtime; conduct e-meetings with coworkers regardless of location, saving travel costs.

- Gain real ROI from the goldmine of data you currently possess. Mine invaluable feedback and insights from customer behavior allowing you to get real business results consistently.

- Conduct live negotiations with buyers. Close more business deals with the ability to negotiate online with customers and buyers – turning these negotiations into contracts.

- Streamline and connect processes like product discovery, negotiation, ordering, transaction, fulfillment, delivery, inventory and accounting – across product lines, departments and channels. Set up lpurchase orders for buyers – predefined or buyer-defined. Create value around the entire transaction process by offering enhanced order features with quick, scheduled or multiple orders, requisition lists, backorders, split orders and reorders. Manage inventory on an available-to-promise basis and automate returns processing for a single item or entire order.

- Empower business managers and account reps with easy-to-use tools that let them easily create and manage customized catalogs and contracts.

- Make it easy for your customers to do business with you. Built on industry standards like Java™ technology, WebSphere Commerce Business Edition integrates with your customers' and suppliers' back-end systems.

- Enhance relationships with built-in contract negotiations or accept an RFQ, based on customer or buyer need.

- Create undying customer loyalty with targeted promotions, catalogs, pricing and discounts.

- Store, search, view, manage, collaborate, purchase, sell and download digital assets, reaching customers directly through the Internet.

- Collaborate in realtime, and reduce cycle times and production costs, fostering teamwork and knowledge sharing

- Create a personalized commerce environment beneficial to both business-to-business(B2B) and business-to-consumer (B2C) environments

- Have a single point of access from a personal computer, cellular phone or PDA

- Protect what's yours – with granular access control you can determine users' levels and depth of access to your e-commerce system.

- Take your business worldwide with rich capabilities in global currency, payment, and cultural and multilanguage support.

Agenda

Continental Breakfast	**8:30am**
Introduction	**9:00am**
WebSphere Commerce v5.4 Nora Sweet, WW e-Commerce Software Sales	**9:05am**
Commerce enabled Portals Kevin Doyle, WW Sales WebSphere Commerce	**10:00am**
WebSphere Commerce for Digital Media Terry Goodman, Marketing and Sales Executive Product Development and Lab Services	**11:00am**
Conclusion	**12 noon**

Request a FREE 1/2 day ROI session

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