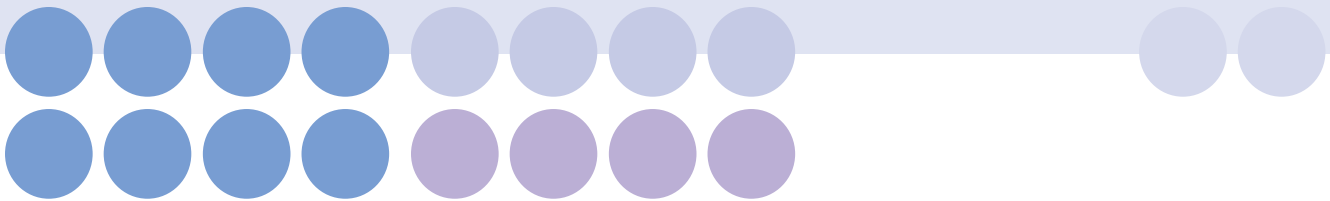




**Deliver information efficiently in the on demand world of retail.**



Today's retailers face many challenges. Fierce competition. Industry consolidation. Slim margins. To meet these challenges, you need to provide dynamic, realtime interactions across – and beyond – your enterprise. On the store floor. Over wired and wireless devices. Through a traditional Web browser. Be ready to respond to any circumstance – whether generated by consumers, market fluctuations or global supply shifts. Give your customers, employees and suppliers instant, personalized access to information and services. Seize new growth opportunities while maximizing operational efficiencies. With IBM WebSphere® Portal software, you can meet the challenges facing today's retail industry with confidence – knowing that your solution embraces the way you do business.



### **A portal to success**

To succeed in a highly competitive, ever-changing industry, many retailers are leveraging portal technology. Portals provide a single point of interaction for customers, suppliers and employees to access diverse information, business processes and people.

With WebSphere Portal software, you can build a portal solution that empowers your workforce and optimizes your existing assets — while helping you achieve a fast return on investment. WebSphere Portal establishes a fully aligned

and efficient framework from which to launch business-to-business (B2B), business-to-employee (B2E) and business-to-consumer (B2C) initiatives. Create an e-business workplace that allows you to personalize content to motivate customers and employees. Build collaborative workspaces to plan sales initiatives and provide realtime price, product and inventory data to customers and employees on the go. Protect sensitive customer and employee information from unauthorized access. And streamline store operations through computer-aided ordering, continuous replenishment of continuous inventory and optimized stock management.



As the cornerstone of portal technology and the common solution element, a portal can give your employees, suppliers, distributors and customers:

- *A single point of interaction across channels and divisions – without having to manage multiple systems or data*
- *Instant access to relevant, business-critical information on products, services, prices and inventory*
- *A personalized experience through dynamic messages and promotions*
- *The capability to collaborate on product design, product information or price synchronization*
- *An integrated, security-rich workplace for business content and applications to help you securely manage your most critical resources*

#### **Get fast access to the information you need**

One of the biggest challenges you face in today's retail industry is dealing with information overload — sorting the relevant data from the irrelevant. You need to manage product information from customers, suppliers and multiple inventories. And understand what your customers want and how they want to buy it. Having a single point of instant access to critical product, customer and supplier information — across multiple channels and devices — is crucial to your success. Employees, customers and suppliers can leverage a wide range of Web-enabled access devices — desktop PCs, conventional and wireless phones, handheld devices, point-of-sale screens and self-service kiosks — to retrieve reliable, realtime data. By extracting, analyzing and categorizing structured and unstructured information to a single access point, you can better understand and leverage relationships between information, people, processes and user activity throughout your business.

Employees with the right information — delivered directly to their own personalized portal pages — can solve everyday business problems efficiently, without wasting their time sorting through information that isn't relevant to their jobs. Reduce human resources and training costs by providing fast, easy access to benefits information and company procedures. Customer service representatives — and nearly anyone else in your organization — can access all information related to a particular customer and immediately help customers with urgent questions to provide superior customer service.

Give customers the ability to make intelligent, confident and informed choices by providing in-depth product and policy information. As consumers become more comfortable shopping on the Web, customer loyalty is becoming increasingly elusive. If customers can't find what they're looking for, they move on. Make it easy for customers to quickly and easily locate the products they need. Create a superior buying experience that increases sales and improves your competitive advantage.

And give suppliers and distributors pertinent, timely information — like contract pricing, inventory levels, terms and conditions — to help optimize sales while increasing operational efficiencies. Implement computer-aided ordering and replenishment solutions. With a high level of coordination along your value chain, you can increase your flexibility to respond on demand to unpredictable changes in pricing and labor, competition, capital markets and the needs of customers, suppliers and employees.

WebSphere Portal software also offers a repository designed to grow with your enterprise. Capture, index, store, search and distribute almost any type of digital content, including HTML and XML Web content, document images, electronic office documents and rich media, like digital audio and video. Content management capabilities help you easily leverage your information assets to help grow your e-business. Improve customer satisfaction. And increase employee productivity.

### **Create customized environments to meet diverse business needs**

It's no secret that consumers want customized, dynamic messages and promotions, a personalized buying experience and a choice between assisted and self-service. If you can make your site more efficient and useful with targeted content and enhanced services — including multiple touchpoints for sales and returns — you can attract and retain more customers and potentially increase sales.

With WebSphere Portal software, you can help dynamically tailor the content displayed to different users and groups, including the ability to:

- *Send product update news to past purchasers.*
- *Present unique offers based on user demographics.*
- *Greet users by name when they login.*
- *Allow customers to access their personal account information, purchase history and order status.*





Personalized content based on past account activity means your customers don't have to re-enter information to get what they need. That saves customers—and your customer service staff—valuable time and can ultimately reduce costs. And with single sign-on capabilities, your customers and employees don't have to sign on separately to every application they use.

Your employees and suppliers can also benefit from personalized, role-based content. By customizing business rules, you can show a customer service representative or sales professional product news or information specific to the products each sells. Give contract customers access to pre-negotiated business policies online, including credit and spending limits, and shipping and payment terms. Allow suppliers to view pending orders and supply levels to help better forecast future demand.

### **Collaborate to work smarter**

The ability to collaborate and communicate with your team members, customers and partners can make or break a revenue opportunity or sales strategy. Collaboration technologies can help you establish shared team workspaces in a central, safe location on the Web, speed communication among team members and customers, drive product innovation and accelerate time to market.

Move beyond transactions to discover new ways to interact and build stronger relationships. Give your employees instant messaging and collaboration tools to help them communicate quickly and work smarter, regardless of location. Set up group calendars, assign tasks and communicate through instant messaging. Provide the kind of instant, detailed product knowledge that can significantly build customer confidence and ensure repeat visits to your site. Get together with suppliers and employees in online conference spaces to share information, participate in sales initiatives and jointly develop future plans. There, you can make decisions quickly without traveling—improving overall productivity and reducing costs.

### **Reduce costs through operational efficiencies**

It's no surprise that in today's marketplace, the success of your business depends on the strength of your IT resources. Customers, suppliers and employees rely on your e-business systems and networks. When the resources aren't available, the cost to you can be steep. Lost productivity. Forfeited sales. Excess inventory. Keeping the competitive advantage requires the capability to connect internal and external applications to exchange information reliably. So you can adapt quickly to customer, employee and supplier needs while maintaining or even improving the quality of existing services.





With WebSphere Portal software, you can integrate with systems from other vendors and within your own company to reduce costs and increase operating efficiencies. With your IT systems adjusting to the speed of your business ideas—and your business staff in control of value chain processes, you can shorten your time to market and reduce costs.

Locate inventory stored in multiple warehouse facilities across channels to help customers find what they need, when they need it—so you can easily capture potential lost sales and move end-of-season stock. Improve demand forecasting and distribution planning by integrating merchandising systems. Align human resources and financial information to speed payroll and benefits updates. An effective portal strategy can provide the flexibility you need to optimize, manage and align business processes throughout your company.



### **Analyze and improve portal effectiveness**

To stay competitive, anticipate customer demand and capitalize on your e-business investments, you need to understand how users access your portal—and then act on that knowledge. With this knowledge, you can turn customer information into competitive assets by offering the right products to the right customers at the right time.

WebSphere Portal software offers enterprise-level Web analytics tools that can transform seemingly random Web data into valuable e-business intelligence by providing in-depth analysis of trends, usage, performance and content. Capture information about consumer demand and purchasing history. Determine the effectiveness of each channel and enhance service to your best customers. Identify future needs and forecasts of your inventory requirements to respond on demand to competitive pressures. And strengthen customer loyalty.

You can maximize B2E, B2B and B2C Web site effectiveness for IT, marketing and sales executives with targeted marketing. Profit by knowing your customers—and your business—better. Segment, target, plan, execute and measure marketing initiatives to promote the products that satisfy customers' needs—and drive your revenue. Track results of an advertising campaign. And determine how potential customers are navigating through your site to identify the most profitable route. Web page and content analysis provides information about the performance and structure of your site, including information regarding duplicate pages, unavailable resources, broken links and content with excessive load sizes. With this information at your fingertips, you can continually improve performance and maximize the value of your portals.

### **Provide a protected user experience**

Portals you build, deploy and maintain using WebSphere Portal software rely on security-rich technology to support high-volume, personalized transactions. With authentication and access-control services for e-business and enterprise applications and resources, you can safeguard customer, supplier, and employee connectivity and build trust.

You can also manage the growth of your e-business more effectively as your IT systems become more complex. Control escalating management costs. And directly tackle the difficulties of implementing security policies across a wide range of Web and application resources. The result? Your customers can use your portals safely and reliably, while you help reduce deployment time and cut costs for new e-business applications.

### **A complete solution for portals**

IBM WebSphere Portal can help you face the challenges in today's retail industry by delivering a comprehensive e-business on demand™ solution to quickly build highly scalable portals for your customers, employees and suppliers. Whether you're just getting started in e-business or you're ready to optimize existing investments. Simplify and speed access to product, account and supply information for everyone along your value chain. And help reduce the costs of building and maintaining access to your portals.

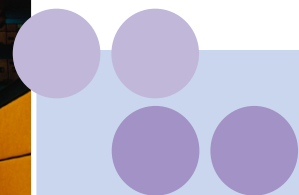
WebSphere Portal software family is built on and includes the award-winning IBM WebSphere Application Server. With its robust development tools and a flexible e-business infrastructure based on open, industry standards like Java™ technology and Web services, WebSphere software provides a firm foundation platform to help you build sophisticated B2B, B2C and B2E portals that respond to the unique needs of your users.

Whether your focus is on point-of-sale kiosks, self-checkout services, dynamic inventory or collaborative workspaces, WebSphere Portal software can help you deliver fast, flexible solutions that drive consistent, efficient service and long-term competitive advantage.

### **For more information**

To learn more about IBM WebSphere Portal software products and solutions, or to find out how IBM can help you develop a portal strategy to meet your unique business requirements, visit:

**ibm.com**/websphere/portal





© Copyright IBM Corporation 2003

IBM Corporation  
Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America

05-03

All Rights Reserved

The e-business logo, e-business on demand, the e(logo)business on demand lockup, IBM, the IBM logo and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries or both.

Java and all Java-based trademarks and logos are trademarks of Sun Microsystems, Inc. in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.