



Integrated hosting solutions that add value and drive revenue.



As small and medium businesses ramp up at Internet speed, they look to you — the service provider — to help them make a smooth transition to the Web. Whether you are an Internet service provider (ISP), commerce service provider (CSP), application service provider (ASP), financial institution or other payment service provider (PSP), you must react quickly to reach the largest number of customers first. You need a complete, integrated solution that offers customers new, value-added services your competitors don't.

With IBM WebSphere™ Commerce Suite, Service Provider Edition (formerly IBM Net.Commerce Hosting Server), you can offer your customers more: a comprehensive solution that lets you set up and operate secure, hosted e-commerce services and communities for multiple sellers, 24 hours a day, 7 days a week. WebSphere Commerce Suite, Service Provider Edition allows you to tap into an ongoing revenue stream — with low administration costs and high performance — that supports all your e-commerce customers, regardless of size, complexity or business focus.

A foundation for growth

Our e-commerce hosting solution builds on the robust and scalable, multiseller foundation of IBM WebSphere Commerce Suite. A comprehensive set of integrated software components, it extends that foundation with new features, tools and templates to support cost-effective creation and low-maintenance operation of secure e-commerce sites. With WebSphere Commerce Suite, Service Provider Edition, you can generate additional revenue opportunities by adding commerce enhancements and upgrading Web hosting services. The end result is a flexible, end-to-end solution that supports customer retention and facilitates customer acquisition.

Providing the framework to conduct e-business in a secure environment, WebSphere Commerce Suite is founded on an open, industry-standard architecture and based on XML and Java™ technologies, as well as standard Internet and database access protocols. Building your hosted e-commerce offering on WebSphere Software leverages your skill investments across an entire portfolio of solutions. Your technical and sales staffs learn a single solution from a single vendor, lowering your training investment and simplifying operations.

IBM WebSphere Commerce Suite, Service Provider Edition is built upon a winning solution: IBM Net.Commerce, winner of numerous e-commerce awards, including:

- Reader's Choice Award
Network World
November 1999
- Well-Connected Award
for best B-to-B e-commerce solution
Network Computing
May 1999



Packed with the performance your e-business requires, IBM WebSphere Commerce Suite helps you create viable, personalized e-commerce experiences for your hosted e-commerce customers — experiences that drive top-line revenues while protecting your bottom line. WebSphere Commerce Suite, Service Provider Edition includes:

- IBM DB2® Universal Database™: the power behind the world's most demanding e-business applications. Helps you and your customers complete transactions with consistent performance, reliability and security. Stores and retrieves any type of data WebSphere Commerce Suite uses, including text, images, video and audio.
- IBM WebSphere Application Server: flexible development environment that eliminates the barriers of writing code every time you need a new application. Saves time and money by reusing what you've already created.

- IBM WebSphere Payment Manager: secure, online payment management and processing application. As a service provider, you can extend payment capabilities within your existing business and develop customized e-commerce solutions that address your customers' individual needs while growing your client base.
- Tivoli Ready™ software: Tivoli e-business management products help speed deployment, ensure security, maintain availability and optimize system performance.

Expand your business with hosted payment services

WebSphere Commerce Suite, Service Provider Edition, enables you to:

- Host a payment service for multiple remote merchants that increases your operational efficiency and creates an ongoing revenue stream for your business
- Satisfy your customers' online purchasing requirements with realtime payment processing capabilities
- Offer uncompromised security and integrity for critical business payments data that wins the confidence of your customers — and *their* customers

For more information about growing your e-business with hosted payment services, visit:

www.ibm.com/software/websphere/commerce/payment

Ready out-of-the-box

Offer your customers integrated, prepackaged, e-commerce functionality. Browser-based tools let your customers easily set up, customize, brand and operate commerce-ready Web sites. Provide flexible e-commerce solutions for entry-level and midtier sellers—with minimal or no support from your staff—to satisfy their unique requirements. And decrease your cost of doing business. As sellers' e-commerce needs evolve and their competence grows, protect and extend their investments (and your bottom line) with a WebSphere Commerce Suite custom solution. They can graduate to more advanced levels with IBM WebSphere Commerce Suite, Start and Pro Editions, creating new revenue opportunities for you.

You can further leverage the power of the Internet by using *snap-on-commerce* tools to drive sales to your customers' Web sites. Create transaction-ready product pages with buy buttons, shopping carts and customer-service links. Place banner ads anywhere on the Internet. And generate personalized e-mails for lifecycle customer management.

Prepackaged convenience doesn't mean all your customers' sites look and feel the same. With WebSphere Commerce Suite, Service Provider Edition, you can offer end customers a worthwhile purchasing experience with a unique appearance. Branding tools let you add your logo, modify accepted currencies (including the euro) and add or remove shipping jurisdictions to better meet global customer demand. Professionally designed static pages can be created using any HTML design tool for a sophisticated look and feel.

Flexible and secure order-processing and management features support offline and online payment processing. Manage credit card, debit card, smart card and emerging Internet payment methods. Deliver the ability to calculate sales tax and shipping costs based on seller-specified rules. And automatically send e-mail order confirmation and notification, engendering positive customer relations.

Using step-by-step wizards, you can create basic and advanced stores, depending on your customers' current e-commerce needs. Powerful catalog-editing tools manage an immense number of products, departments and product categories. Searchable Internet malls, where each e-business site can be grouped into store categories and other shared services, are also supported. Flexible e-commerce options address the requirements of entry-level and advanced customers alike.



Catalog content management made simple

Have you considered the challenges of including over 50,000 items in your customers' catalogs? IBM WebSphere Catalog Architect* can help. Ideal for service providers who manage large numbers of products, WebSphere Catalog Architect supports WebSphere Commerce Suite, Service Provider Edition advanced stores. Ensuring product information is always updated, detailed and accurate—while reducing time spent on traditional catalog information management—WebSphere Catalog Architect enables immediate purchasing decisions to provide increased end-user satisfaction and customer revenue.

Forget about a niche

An extensive inventory of e-commerce development tools gives the seller-side an e-commerce solution for both business-to-business (B-to-B), business-to-consumer (B-to-C) and e-marketplace models. Marketing tools help your customers implement powerful merchandising strategies for data collection, analysis and reporting. You can sustain catalog, content and management capabilities; manage payment and fulfillment services; and offer world-class customer support.

As a service provider, you can also target vertical markets like retail, manufacturing and distribution with features that integrate your customers' e-commerce site with back-end systems and suppliers. Within one e-commerce solution, you can also create model catalogs for retailers. Products can be geared toward a region, culture or specialization. Quick buying and ordering capabilities offer efficient purchasing and selling opportunities to drive increased revenues even faster.

Open the dot-com floodgates

Realize the potential of e-commerce with WebSphere Commerce Suite, Service Provider Edition. Providing the infrastructure and growth path that takes you to market quickly and cost-effectively, WebSphere Commerce Suite, Service Provider Edition helps you extend and create new, value-added services for maximum market reach with:

- *Simple setup and operation.* Tools and documentation guide every aspect of service setup and operations. Out-of-the-box e-commerce functionality is built-in.
- *Low cost and ease of operation.* Automated operations like merchant signup and setup, reporting, order notification, merchant support and error notification.
- *Self-service and support.* Tools, wizards, prefab templates and built-in customer support make it easy for your customers to manage their own e-commerce sites. Your administration costs are decreased, leaving you with more time to devote to identifying and securing new e-business.
- *New revenue opportunities.* Offer features to customers as part of a basic service or up-sell for an additional price. Extend your offering with a custom solution that supports new functions and services. And increases your profitability.
- *Flexible options.* Provide support for a variety of business models and platforms, as well as integration with existing systems, processes and services, like ERP, CRM and SCM.



IBM WebSphere Commerce Suite is already a winner:

- Blue Ribbon Award, B2B Roundup
Network World
February 2000

Gracious host

Satisfy the entry-level needs of small and medium businesses and meet the sophisticated requirements of e-commerce startup customers with:

- *Quick time to market.* Your customers don't need to learn new skills or hire new staff to conduct business on the Web. Simple, easy-to-use tools allow them to quickly gain an e-commerce presence, freeing them to focus on strategic business planning.
- *Low cost of ownership, low risk.* Doing business on the Web requires a solid infrastructure of hardware, software and staff. Your customers don't need to invest in IT or human resources. For a specified monthly fee, they get the assurance of continued operations and support. They can test strategies and channels with less risk.
- *Self-service.* Browser-based tools give your customers 24-hour access to their sites. Even non-technical users can perform daily tasks like updating catalogs, querying and processing orders, and viewing business reports. Automatic customer service functions and credit card processing are also provided.
- *Security and reliability.* Proven software based on industry-standard technologies from IBM ensures you deliver secure transactions and data integrity.
- *Adaptability and extensibility.* As your customers' business success increases, your service can be scaled appropriately. Adapt and extend their solutions with advanced, customized e-commerce features, all using the same set of tools — no starting over.

For more information

Diverse e-commerce solutions that meet the needs of e-businesses of every size. That's what IBM WebSphere Commerce Suite, Service Provider Edition provides. WebSphere Commerce Suite, Service Provider Edition runs on a variety of widely adopted platforms, including Microsoft® Windows NT®, IBM AIX® and Sun Solaris™ operating environment.

IBM offers your customers a complete e-commerce solution, including hardware, software and services. As a service provider, you can rely on the experienced IT team at IBM Global Services to help you transform your e-business hosting services with creative solutions that strategically apply new technologies.

To learn more about how IBM WebSphere Commerce Suite, Service Provider Edition can help you grow your e-business, contact your IBM marketing representative or visit:

www.ibm.com/software/websphere/commerce





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* IBM WebSphere Catalog Architect can be purchased separately for use with IBM WebSphere Commerce Suite, Service Provider Edition.



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