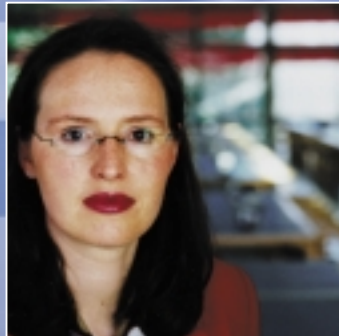




Gaining top speed with IBM e-business Integration Services.

*Expanding your market position by combining your processes
with customers, dealers and suppliers.*



Shift into top gear: from 3 to 21 gears with IBM e-business Integration Services.

Shift into the next gear with e-business

Your business is running - your products are great - you have reliable suppliers and good customers. What could be better except integrating your customers, dealers and suppliers into your overall business processes.

Now you can profit from e-business integration: a new service which allows you to create real added value for your customers and business partners, steering your company on a course towards even higher profitability and preparation for the future. IBM Global Services can show you how.

e-business: The next generation has arrived and will close the loop with your market partners

Perhaps you have already taken one or more steps towards e-business. This

may include implementation of an enterprise resource planning system (ERP), where you may be exchanging data with your suppliers electronically.

Your field service staff may also be exploiting the advantages of mobile terminal equipment. With e-commerce solutions, you could be handling some of your business processes electronically and interactively via the Internet.

IBM Global Services can integrate your existing processes and technologies into a closed loop value chain. Innovative sales channels such as Internet shops and call centers can be tied in with your ERP systems. Your customers, dealers and suppliers can be directly integrated into your processes to help you achieve a consistent and transparent supply chain.

Customer relationship management - supported by business intelligence - can put you in a position to evaluate customer data intelligently for targeted one-to-one marketing. Pervasive computing utilizing mobile and wireless terminal devices such as WAP-enabled mobile phones and PDAs, opens up new service opportunities such as the ability to submit and retrieve relevant business data.

The availability, infrastructure and performance of your systems are intended for around-the-clock usage. To this end,

and if required, IBM Hosting Services can assume the operation of your e-business system.

IBM Global Services:

People who think.

People who do.

People who get it.

Our e-business integration specialists can perform extensive consulting on your business processes and IT environment. This typically includes reviewing your business objectives, designing a solution based on those objectives, designing and planning a solution, and implementation.

Working with IBM, you will no longer need to coordinate between business consultants, creative agencies and IT hardware and service providers. Instead, IBM can be your single source for an e-business solution. As an example, our e-business Innovation Centers have specialists in the fields of business analysis, application development and interaction design, systems integration and marketing, all working together on projects.

The attached customer profile, Centurion - a German bicycle manufacturer, is an example of how the people of IBM Global Services helped develop and implement an integrated e-business solution.



*People who think.
People who do.
People who get it.*



*How Centurion is rethinking its business –
a pioneering scenario, developed by IBM Global Services.*

Centurion – building bikes for sophisticated buyers

Centurion is one of the leading bicycle manufacturers in Germany. As a result of its high quality, reliable and durable bikes, Centurion has conquered a firm market position in Europe. Centurion bikes are characterized by innovations such Futura powder coating, the Active Mono Link and carbon rockers and frames.

It's the framework that is important – in business, it's the light weight, elegant, stable solutions that count

IBM Global Services has created a pioneering e-business integration solution for Centurion. With this solution, a virtual marketplace is evolving between the participating market partners.

Together with Siebel System, a strategic partner with IBM in the “front office” area, IBM Business Intelligence tools and data mining was used to help improve Centurion's market knowledge. Data from 3000 cyclists was gathered and analyzed to provide Centurion with the information necessary to recommend the right product and associated services to its online customers.

SAP R3 (enterprise resource planning application) is part of the Centurion solution and links directly to their online shop. Retailers have access to a reserved portal. When a customer places an order through the online shop, it is automatically created and

routed to the nearest Centurion dealer. This dealer then fulfills the order and any associated support.

Centurion dealers and suppliers are integrated with the aid of supply chain management tools from i2 and SAP, which allow orders to be measured and tracked throughout the entire fulfillment process. Intelligent e-business makes it possible to develop alternatives in cases of supply shortages. Utilizing Web EDI, documents such as orders and invoices can be exchanged and, by means of a conventional Web browser, this information can be communicated to suppliers. With these e-procurement solutions, the overall procurement process is simplified.

e-business integration also includes IBM Pervasive Computing solutions – with wireless terminal devices, Centurion's field service staff can submit and track orders, and query delivery deadlines. Deliveries are announced to dealers by e-mail and the system automatically generates SMS (Short Messaging Service) messages to customers' mobile phones.



Along with his team, Wolfgang Renner, founder and managing director of Centurion Renner KG, personally tests his own products under competitive conditions.





Speed pays off for Centurion

Centurion is solidifying its image as innovative company. Benefits derived include streamlined, integrated processes help ensure swift and reliable delivery of product. Communication is direct, in real time and without diversions. Customers are identified their by needs and dealt with in a more targeted fashion. New sales channels with greater opportunities have opened up.

Customers benefit through the use of the Centurion Web site, where they can receive information on products and services anytime, at their convenience.

Dealers benefit through additional and simplified sales transactions. With data gathering, they can gain a greater awareness of their customers wants and needs. Fast and efficient delivery from Centurion reduces warehousing. They receive immediate information on new products, special offers and component changes.

Speed and efficiency are what matter. e-business integration from IBM Global Services.

For more information

To learn more about e-business integration and IBM Global Services, contact your IBM sales representative or visit:

ibm.com/services

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