

DST and IBM i help deliver cost-effective e-commerce



Combined software and hardware solution delivers real-time insight and inventory controls

Highlights:

- Cost-effective, full-featured e-Commerce solution that levels the playing field, allowing medium and small distribution companies to compete with much larger organizations
 - Reduces total cost of ownership by avoiding the need to increase IT headcount
 - Offers large, enterprise clients the ability to private-label a bolt-on e-Commerce solution
 - Minimizes risk through seamless integration with legacy systems
 - Provides up-sell opportunities through deployment of targeted marketing campaigns
 - Enables real-time insights into customer behavior and order history
 - Quantifies campaign response by capturing page view and marketing metrics
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For distribution companies of all sizes, competitive edge is difficult to win and even harder to maintain. On one side, independent parts distributors need access to leading-edge technology in order to maximize customer engagement and compete with large retailers. On the other side, global organizations are always looking to improve controls for system pricing and inventory in order to stay profitable.

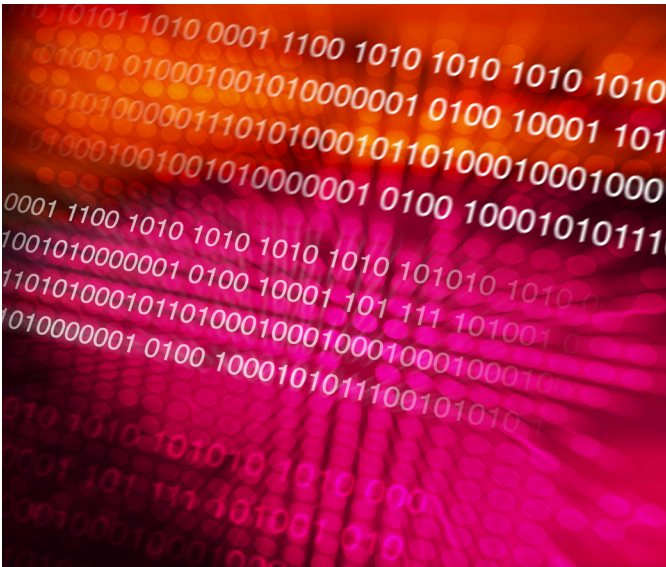
Decision makers tasked with getting more mileage from existing system resources now recognize that e-Commerce capabilities mean more than just convenient ordering and inventory tools. Today, e-Commerce is a requirement for any organization looking to drive customer retention and top-line revenue by gaining a clear, real-time picture of pricing, buying patterns and inventory.

TurboParts is the leading e-Commerce platform for customer-centric aftermarket organizations in need of a best-in-class Internet-based parts ordering and fulfillment system. "TurboParts provides a compelling solution for organizations that need a custom-tailored e-Commerce solution with enterprise-level features," says Stan Gowisnock, president and CEO of DST, Inc. "Because TurboParts runs on IBM i and IBM Power servers, the solution dramatically lowers total cost of ownership."

Minimizing risk through seamless integration

DST seamlessly integrates TurboParts into distribution management environments without impacting established systems and other third-party applications. As a bolt-on solution, TurboParts cost-effectively provides distributors with complete e-Commerce functionality, minimizes deployment risk, and offers end users real-time pricing, availability and order placement. The solution helps distributors maximize sales opportunities by offering marketing programs, including Internet specials, tied to real-time inventory, customer purchase history and behavior.





Customization is quick and user-defined, providing flexibility to design offers on the fly. “Distributors can quickly set up a customer-focused experience with a recognizable login, relevant content and a private-labeled look and feel, which lets distributors meet customer expectations by being open for business 24/7/365,” says Gowisnock. “A company’s ability to intelligently manage inventory and offer competitive pricing is key to customer loyalty, and TurboParts allows distributors to more effectively service customers, reducing lost sales and improving customer retention.”

Enhancing satisfaction with e-Commerce functionality

DST partners with companies that are equally committed to establishing and maintaining market leadership. For example, within the automotive aftermarket, TurboParts uses Epicor (formerly Activant), the leading supplier of electronic catalog data, for product descriptions, images, specifications and service bulletins. The system provides an interface with a distributor’s

own customized catalogs, allowing TurboParts to function as a complete e-Commerce engine. In addition, the solution interfaces with multiple shop-management solutions, enabling customers to order parts directly from a work order. This further enhances a shop’s efficiency and profitability, and enhances their loyalty to the distributor.

Delivering reliability and scalability for e-commerce with IBM Power i

DST chose to run its solution on the cost-effective IBM Power® i platform using IBM Power Systems™ for outstanding reliability, uptime and scalability. “IBM i is the only platform that delivers the power and continuous uptime required by fast-paced, Internet-oriented distributors,” says Gowisnock. “Whether running on IBM Power 720, Power 740 or blade servers, the combination of TurboParts and IBM provides reliability and peace of mind for even the most risk-averse organizations, regardless of size.”

By including the IBM DB2® relational database, IBM Query for iSeries®, security, web services, networking and storage management capabilities, IBM i forms a broad and highly stable software foundation for efficiently deploying business processing applications.

IBM Power i is built on POWER7® processor-based systems, which represent a true leap forward to more intelligent systems that reduce complexity, decrease energy consumption, minimize downtime and drive down operational costs.

“The simplicity of TurboParts on the IBM i platform, and the ability to customize the solution to meet a company’s unique needs, are extremely important to our customers. Taking advantage of the latest cloud technology to deliver the latest technologies, and being able to scale a business without adding costly equipment and headcount are compelling differentiators,” says Gowisnock. “e-Commerce continues to evolve quickly, and with our solution, distributors now get the competitive edge they need to survive and thrive in challenging markets.”

“Our ability to customize an e-Commerce solution on IBM i allows our customers to use TurboParts as the centerpiece of an efficiency-driven, productivity-driven and revenue generation-driven e-Commerce engine.”

—Stan Gowisnock, president and CEO, DST, Inc.



IBM Power 720 Express (tower)

Increasing order accuracy to cut hidden costs

TurboParts increases order and shipping accuracy at all levels of the distribution channel, which has a direct bearing on one of the automotive aftermarket's biggest hidden costs. “Without an e-Commerce solution that provides detailed product specifications, some customers may order two variations of a product and keep the one that fits, which means re-scanning and restocking costs, as well as lost sales while the part is out of inventory,” says Gowisnock. “TurboParts eliminates this problem for our distributor customers.”

Another benefit of TurboParts is that it frees up salespeople to function as expert parts consultants by automating much of the traditional order process, thereby reducing phone calls and customer service issues. Moreover, the system automatically populates order information to keep inventory up to date, further heightening productivity.

Delivering customization advantages through open architecture

The DST-IBM partnership allows this integration without costly “rip-and-replace” scenarios, or the need to increase IT headcount. Simple customization options and other third-party add-on capabilities, such as data, allow distributors to tailor the system to their specifications. Due to its open architecture, the TurboParts e-Commerce engine can accommodate content from a wide variety of legacy third-party applications without requiring additional hardware or software acquisition. This is true whether the legacy system is DST's own TurboPrise™, or is another distribution management platform.

“DST works with companies of all sizes, and our partnership with IBM is great news for all of them. The IBM architecture enhances our ability to quickly customize TurboParts solutions and deploy them efficiently,” says Gowisnock. “This means we can offer independent distributors a significant competitive advantage by providing them with cost-effective access to IBM technologies, and also provide global distribution organizations with an e-Commerce platform that is robust enough to support them in markets around the world.”

Enabling ongoing operational improvement

For DST customers that might not be large enough to cost-effectively take advantage of the full range of IBM technologies, this partnership allows DST to drive even greater efficiency within their organization by offering them access to products that are available only to large IBM customers and strategic partners.

One recent example is IBM's acquisition of DemandTec, which provides cloud-based analytics software that enables businesses to examine different customer online and in-store buying scenarios. Companies use these insights to improve price, promotion and assortment decisions to increase revenue and profitability. As a result of DST's partnership with IBM, DST will have the opportunity to evaluate DemandTec products and could incorporate some functionality into its own products. This enhances the ability of DST customers, large and small, to improve their operations.

"Our strategic relationship with IBM, and the platform that our solutions are built on, puts us in a very strong position to continue DST's growth globally," Gowisnock said. "People recognize DST and IBM as leaders in this space, and see great value in our ability to support their business around the world."

The bottom line

IBM and DST, Inc. are working together to help ensure the tight interoperability of e-Commerce solutions on powerful, flexible IBM Power Systems. That means IBM and DST help businesses achieve:

- Increased insight for more assured decision making
- Improved productivity, efficiency and responsiveness
- Reduced costs through increased flexibility
- Adaptability to business change
- Higher productivity
- Competitive total cost of acquisition and proven total cost of ownership
- Improved speed-to-market through quicker customization and implementation

For more information

To learn more about IBM Power Systems, visit ibm.com/systems/power

To learn more about solutions from DST, visit www.dstinc.com



IBM Power 740 Express (rack-mount)



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