

## IBM Software Demos WebSphere Commerce B2B

e-commerce is about more than on-line selling to consumers. In fact various estimates show that business to business transactions make up 40-70% of all e-commerce.

In this demonstration we will see how one company is using IBM WebSphere Commerce Business Edition to provide a multi-tier value chain.

(:09)

Here , we see Sarah Byers, a purchasing agent from BigJob Construction company logging in to the ToolTech site. For some time ToolTech has been using IBM WebSphere Commerce Business Edition to sell its power tools directly to large retailers and contractor firms.

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Sarah's shopping options, including the categories and products she can purchase from, are specified by the terms and conditions negotiated by her company with ToolTech, when they established and formalized their business to business relationship.

(:58)

For example, on this screen Sarah is presented with the standard catalog price as well as the negotiated contract price.

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Business Edition also addresses the other unique aspects of direct B2B e-commerce including support for scheduled re-orders, RFQ's, purchase orders, and approval routing.

Sarah now Adds her order to the shopping cart and will proceed to check out.

<transition >

WebSphere Commerce Business Edition also supports a wide variety of indirect business models which is enabling ToolTech to create a new routes to market by selling to consumers using local hardware stores as indirect sales channels.

In this part of the demonstration, we see Ron Zeller, the owner of a local hardware store logging into the ToolTech site.

Rather than placing an order to stock his own store, he proceeds directly to the administration screen.

Here ToolTech exploits a Business Edition feature which allows its distributors to create their own e-commerce storefront to be hosted by ToolTech.

Ron selects the create store option from the administration screen and he proceeds to supply the required information.

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For the purposes of this demonstration we'll skip over the rest of the data entry but after he's done Ron submits the request and a store is created.

Once submitted, a ToolTech administrator will approve the new store providing necessary controls.

Once approved, Ron can modify his store within the limits that ToolTech has imposed. Here he keeps the default layout, selects a new color scheme, and chooses a new banner.

It is important to note that Ron has administrative permissions only on his store . He can add users, approve purchases, change products or prices, but they will not affect the ToolTech site nor those of other hosted stores.

We now see the new store that Ron has created.

IBM WebSphere Commerce Business Edition's support for multi-tier business to business relationships is providing companies like ToolTech with a superior way to handle supply chain, hosting, and demand chain business processes.