

Just the facts from IBM Consultants & Integrators

“Wolferman’s B2C specialty foods store is rich in features and functionality—a simply irresistible combination to online shoppers looking for sweet deals.”



IBM Business Partner: Eviciti Corp.

Client: Wolferman's

The Why.

Wolferman's has been delighting taste buds for more than 100 years. From humble beginnings as a midwestern corner grocery store, Wolferman's grew into a specialty foods business that sells primarily through mail-order catalogs. In 1997, it took its delectable desserts, premium teas, gourmet coffee blends and signature oversized English muffins online to loyal customers around the world.

When a company dedicated to delivering exceptional food experiences wants to cook up new business and devour order-processing costs, who can provide a failsafe online recipe for success?



The Who.

Eviciti Corp. is a global consulting and information technology firm offering a full portfolio of strategic, technological and design services. A one-stop-shop for complete Web integration, Eviciti provides strategic and tactical planning, mentoring and learning services, marketing and branding, creative and interactive design, application development, and system selection and integration. It has helped hundreds of companies across multiple industries grow their businesses; compete more effectively; and better service their customers, partners, prospects and employees through use of the Internet.

The What.

Wolferman's new online store is a palatable blend of the warmth and sophistication of the company's brand with state-of-the-art e-commerce functionality. Customers can point-and-click their way to all sorts of tasty treats, search for gifts by price range, browse through recipes and even gather nutritional information. The business-to-consumer (B2C) Web site also enables users to check order status, tracking information and product availability.

With new customers accounting for more than half of all online orders, the Wolferman's Web site is attracting younger customers. The age of Wolferman's online shoppers ranges from 25 to 45. In comparison, most customers who order from the company's print catalog are age 40 and older. Revenues are increasing as well. Within the first year of launching its site, Wolferman's fattened its online sales by 600 percent. Online orders reduce cost per order by 83 percent resulting in significant savings. The company recouped 100 percent of migration expenses within two months of bringing its server in-house.

The How.

IBM Net.Commerce™ was used to create the Wolferman's electronic storefront and expand the online catalog. Web pages are dynamically generated by IBM Net.Data®, which gathers product catalog information stored on IBM DB2® Universal Database™ for the eServer iSeries® (formerly AS/400). By migrating to an IBM iSeries server platform, Wolferman's has faster time-to-market, greater scalability and higher performance. IBM WebSphere® Application Server, Standard Edition ensures systems compatibility with the company's backend production systems and powers the site's Web self-service features by running Java™ Servlets built with IBM VisualAge®

for Java.

The End.

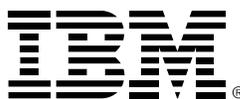
"When Wolferman's realized that traffic on its two-year-old Web site was increasing dramatically, they began to seek out the finest high-tech ingredients," says Scott Abbott, chairman and founder of Eviciti. "They baked up a savory IBM Web solution that will grow with their business for years to come."

The Info.

See the solution in action: www.wolfermans.com

Find out more about the IBM Business Partner:
www.eviciti.com

Learn more about IBM Consultants & Integrators:
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