



Trusted e-business solutions for retail and distribution.

A recent IBM consumer privacy survey, conducted by Louis Harris & Associates, underscored universal consumer interest in online privacy protection and security. Almost half of the respondents who use the Internet have, at some point, decided not to purchase online due to privacy concerns.¹ According to a similar study conducted by the Bain Group, retaining current customer confidence and trust is essential to success. When customer retention rates increase by just 5%, profits increase by 25% to 125%.²

The Internet and e-business are rapidly transforming the retail and distribution industries. The convenience of Web-based, around-the-clock shopping and quick, easy order fulfillment enables retailers to reach new markets and more customers. One-to-one relationship marketing initiatives are leading to increased customer satisfaction and loyalty. Networked supply chain management solutions are resulting in tighter inventory control, quicker order fulfillment, greater operational efficiency and increased bottom-line profits.

New opportunities — new challenges

As rewarding as new e-business opportunities can be, the open and unsupervised nature of the Internet can raise special security and privacy concerns: authenticating the identity of the parties involved in transactions; certifying that data sent to and from your customer or supplier

remains private and reliable; and protecting back-end databases from unauthorized entry over public networks. Protecting your marketing databases is critical to establishing and maintaining customer loyalty—and to your future growth and successful customer relationship management.

To address these concerns, you need effective security solutions tailored to the needs of your e-business. And you need a privacy policy that's well understood by all participants in your supply chain—as well as by customers relying on you to protect their personal information as they transact business with you over the Internet.



e-business



Look to IBM for solutions

IBM offers complete, end-to-end security and privacy solutions. We provide advanced encryption hardware and software products and services with robust security features. No matter what IT resources and data you need to protect, IBM SecureWay® Software provides a complete set of integrated security offerings. IBM SecureWay FirstSecure is a comprehensive security framework for e-business, providing firewall protection, encryption, digital certificates, virus protection, access control, intrusion detection and protection, centralized policy enforcement, toolkits, and design and implementation services. Lotus Notes® features built-in security capabilities, including automatic message encryption. Tivoli management tools can help you run a productive and secure network. IBM also offers a broad range of privacy consulting and services that can help you develop and implement a privacy policy that's right for your enterprise.

IBM services can provide additional support for realtime intrusion detection monitoring and business continuity recovery centers.

Security and privacy are good business

Effective security and privacy solutions for your e-commerce enterprise are more than good business practice: they can drive both top-line and bottom-line revenue. You can depend on IBM for the technology, experience, software and services you need to develop a strong security foundation and an effective privacy policy for your enterprise.

For more information

To learn more about IBM security and privacy solutions, contact IBM Global Services, your IBM client representative or IBM Business Partner. Or visit our Web site at www.ibm.com/security.



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IBM Corporation
Department CLJA
Route 100
Somers, NY 10589

Produced in the United States of America
1-00

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¹ Louis Harris & Associates. *IBM Multi-National Consumer Privacy Survey*, November 1999.

² Bain Group. *Ernst & Young's 17th Annual Survey of Retail Information Technology*, October 1998.



Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.