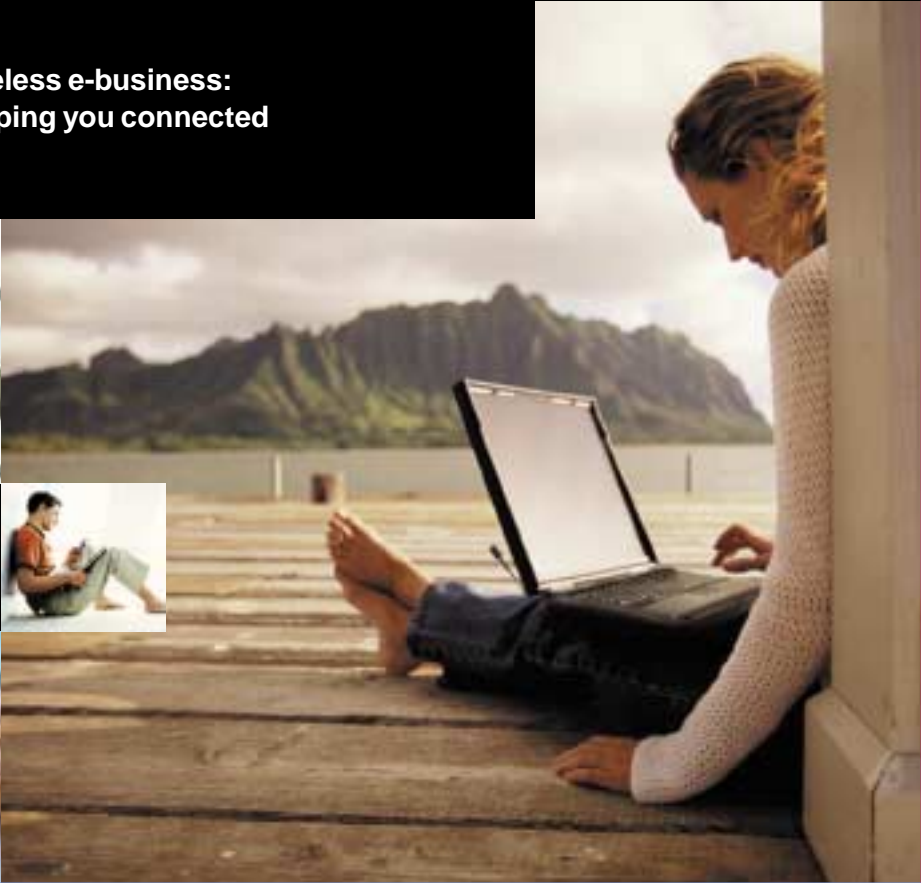


**Wireless e-business:  
Keeping you connected**



*Wireless e-business: Extending your reach*  
*The phenomenon of the Wireless Web or mobile Internet, presents enormous opportunities for businesses that want to reach new customers, improve communications and generate additional revenue streams. Driving this technological revolution is the proliferation of handheld devices connected to the Internet, such as Personal Digital Assistants (PDAs) and mobile phones. This innovative, handheld technology is rapidly expanding the landscape of e-business into a flexible, mobile environment, where people are given interactive access to information anytime, anywhere.*



**IBM is doing it today**

IBM is leading the way in developing e-business and in the worldwide explosion of wireless e-business across many industries. Together with our global IBM Business Partners, we can deliver comprehensive, quality integrated systems that can be customized to meet individual needs—including the devices, software, servers, and people to help you move quickly into the wireless world.

We're already working with thousands of companies, departments and teams, helping to create mobile solutions that are fast, reliable and specific. As a

result, many organizations are finding new ways to cut costs. To access e-mail anytime, anywhere. To improve customer relationships and manage customer accounts more effectively. To enhance collaboration across remote geographies. And to improve communications with employees, customers, partners and across the entire supply chain, no matter where people are.

In the business world, this transformation to wireless also represents an unparalleled opportunity to create new services and deliver them faster and more efficiently. The IBM role is to help your company achieve its full potential in this dynamic, emerging new market.

*IBM provides comprehensive, integrated mobile solutions—customized to the specific business needs of your company. Fact: Today more than 400 million people across the world have a mobile phone. By 2003, that number is expected to reach one billion, making mobile phones as common as television sets...and the driving force for the next phase of e-business applications.*



### **Wireless e-business is the future of business**

IBM, working closely with industry partners, has pioneered mobile solutions in the health care, financial services, retail, travel and telecommunications industries. Let's take a look at a few brief scenarios that illustrate ways in which our wireless solutions have helped to increase productivity and deliver strong competitive advantages.

### **Health care**

Recently IBM helped one of the world's largest manufacturers and suppliers of surgical products to develop a wireless reordering system within their supply chain. Today the IBM solution helps to ensure that critical surgical items are stocked in British hospitals and health care organizations. This wireless automated inventory management system saves time, since the customer can immediately see when a

product is available and either initiate a back order or select a substitute, instead of waiting for a salesperson to complete the order process. The system also improves speed and accuracy in reordering products, enhances customer service, and lowers operational costs.

### **Banking**

One of Spain's leading banks wanted to establish new levels of interaction with customers. IBM provided a complete range of wireless Internet technology solutions, based on Wireless Application Protocol (WAP). This mobile e-banking solution allows customers to access critical business and personal information via a wide range of mobile devices. Complete online banking, including money transfer and payments, is provided free of charge to the customer, anytime and anywhere. As

increasing numbers of banking customers have mobile phones and PDAs, the bank believes it has staked out an early advantage over competitors by offering mobile, interactive e-banking services.

### **Retail**

A 400-store supermarket chain in the U.K. wanted to provide its customers with a new and innovative way to shop for groceries. The IBM wireless solution allows customers to pre-order from a customized shopping list on a specially-designed PalmPilot. Linked to powerful IBM data mining technology, the stores are also able to recommend products based on customers' previous selections. The supermarket chain reports increased customer loyalty and higher sales in practically all areas.



*IBM has undergone radical change in the Age of the Internet. In the last decade, IBM has reinvented itself as the world's foremost example of an e-business—and, in turn, a leading provider of e-solutions.*



**Breadth of skills, resources, partners**

Across multiple industries today, IBM is providing the IT infrastructure that enterprises, device manufacturers and Service Providers need to develop and deliver wireless e-business applications. We can also implement, support and host the technologies that manage a Wireless Web application. From development to deployment, we can build custom mobile solutions delivered on aggressive timetables.

IBM is also building alliances with the current and future leaders in the wireless marketplace. These partnerships, combined with IBM technology such as WebSphere® Everyplace Suite, enable our customers to connect virtually any device to virtually any network in a managed and scalable environment.

**Global presence**

As the world's largest IT services organization, IBM Global Services has the experience in designing, building, and managing mobile/wireless e-business solutions across every industry sector. And we can serve you virtually anywhere. Because of the IBM global presence, we have the ability to roll out solutions in most geographies and to call on resources from across the world.

**IBM is ready to help you make the leap to wireless**

Let us help you develop the right infrastructure to extend your business and realize the many competitive advantages of going wireless. We can provide the vital middleware that seamlessly links mobile users to applications. To learn more about the wireless products, services and benefits available through IBM, call your local IBM Representative.





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