It is no secret that customers drive business; customers want more efficient service, access to accurate information at any time of the day or night, faster delivery and lower prices. Meeting these ever-changing demands is no easy task. Fundamentally, the nature of relationships with customers and the quality of an organisation's customer relationship management (CRM) processes will determine how well it can meet these needs.

Once the processes are in place, choosing the right eBusiness infrastructure will help to realise goals and allow customers to more easily do business with an organisation, with or without the direct intervention of a customer service team.

However, many companies have delayed the introduction of eBusiness and CRM technologies through fear of the cost, the complexity and lack of in-house expertise.

With **SMART**web it is possible to build a foundation for eBusiness, and for a total CRM solution, by starting small and growing the solution into other areas of the enterprise, as budget allows.

SSA Global Technologies (SSA GT) recognises that a company's primary concern, the one that ultimately will drive its success, is how to better service customers.

As a result, SSA GT has joined forces with LANSA to produce **SMART**web, a Web-based eSales solution that runs on BPCS.

Introducing **SMART**web

SMARTweb is a fast and effective introduction to the world of eBusiness that provides customers and distributors with an easy-to-use Web interface for order entry, order enquires, price quotations, inventory availability, cataloguing and account status.

Use it internally as well as externally to boost the productivity of a mobile sales force, a call centre and customer service staff and watch customer satisfaction levels rise.

SMARTweb is the smart choice, a full function, fixed price eBusiness solution that is pre-packaged; eliminating the need for costly development.

Better meet your customer's needs by extending your BPCS solution with **SMART**web to:

Increase customer satisfaction – frees up salespeople to focus on adding value and assisting the customer to find the information, the products and the price they need. A customer can lodge enquiries, make suggestions and initiate a follow up call from a customer service representative, if desired.

Extend customer service hours – customers can place an order, check stock availability, view account status, order progress and search for product information when it suits them.

Develop a total CRM solution – **SMART**web can be the starting point for a CRM solution or integrate with the CRM solution you have already selected.

Enhance business partnerships – provides key customers with the information they need to better serve their clients: information such as ship dates and consignment note details.

Increase sales – upselling, cross-selling and promotion of special offers is more effective with this additional channel of communication. What's more, **SMART**web provides the capability to extend sales hours to 24 x 7.

Increase order accuracy – the automation of previously manual processes, together with customer self-service, eliminates many administrative errors and speeds product delivery. The customer can be confident that what they order is what they will get.

Cut costs – reduces the infrastructure required to support customers.

Enter the world of eBusiness – **SMART**web, the only SSA GT-endorsed Web tool on the market that integrates with BPCS, is a cost-effective starting point for your organisation's eBusiness programme. Furthermore **SMART**web can be easily integrated with your existing informational site, wherever it is hosted.

SSA GLOBALTECHNOLOGIES™

smartweb

Building better customer relationships

SMARTweb is a customer service solution that combines CRM functionality with an eBusiness infrastructure. It has the power to dramatically improve your customer satisfaction levels by providing access to information and self-service options in an easy to use format. **SMART**web allows you to extend your business hours and lets customers choose the way they do business with you.

The functionality supplied includes the following:

Customer Order Entry
Special pricing
Promotions & deals
Multiple currency capabilities
Item cross reference
Kits
Tax calculations

Customer Order Enquiry
Display open and past orders
Search by order number, p/o number, date and item

Stock/Product Enquiry
Search capabilities by item class, item description, item number, cross-reference product
Show customer-specific price of items
Available stock quantities in selling unit of measure
Product images

Accounts Receivable Enquiry
Display outstanding amounts
Display sales history information
Search by date and purchase order

General
Layout Wizard for automated site look-and-feel enhancement
Email customer service
Promotional material
Self-administration of customer log-ins

Access BPCS over the Internet

Conduct eBusiness with your customers over the Internet from any industry standard Web browser. **SMART**web enables you, as a BPCS customer, to connect your application to the Internet. You can achieve this without the additional overhead of software distribution.

SMARTweb integrates seamlessly with BPCS enabling your customers, mobile sales staff and customer service desk to access the very latest customer, product, stock level and pricing details, and to place orders via the Internet, your Intranet or an Extranet.

Harness the power of disintermediation

If opening your system to customer self-service is of interest to you, then **SMART**web can assist. Customers are able to service themselves by placing orders, searching for product information or viewing account status, thus extending your customer service hours and improving the quality and volume of information you are able to provide. Cutting out the 'middle man' in many customer transactions reduces your infrastructure costs, while simultaneously delivering a superior level of service.

Integrate your eBusiness solution

Most analysts agree back-end integration is the most arduous part of any eBusiness solution. **SMART**web delivers 'plug and play' integration including between its Order Entry module and the BPCS Order Processing function. Each order is revalidated and automatically updated to the BPCS system, either interactively or on a deferred basis.

Features

Security
The world's leading Internet security is built in to protect the privacy and integrity of your corporate data.

SMARTweb functions are available only with a valid User ID and password. This user login allows you to identify either a specific customer code or group of customer codes.
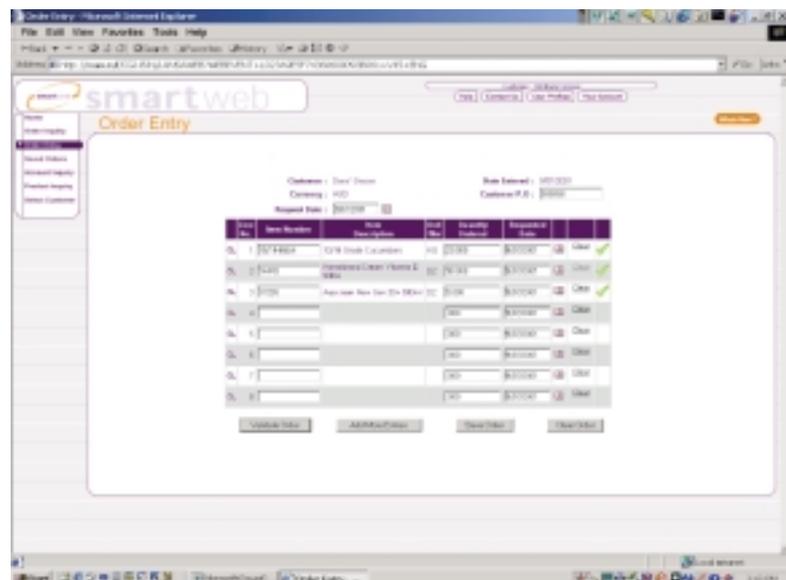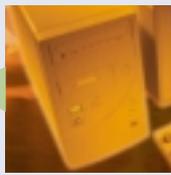
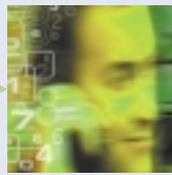## Improving customer relationships by automating manual processes

Mobile sales staff
Low cost remote Enquiry and Order Access for mobile sales staff

Your BPCS Server

Customer service desk
Response to customer enquiries

Business Partners
Customer access to Order and Enquiry facilities

Little or no training required
Enhanced and intuitive screen design means your staff and your customers will need little or no training to gain the full benefit from the **SMART**web functionality.

Internet interface customisation
You can customise your Internet interface to include your own company logo, browser background and other images.

SMARTweb Extended
To extend the **SMART**web functionality, you can use LANSA's world-class development toolset, available as an optional extra.

Off-the-shelf integration to BPCS
SMARTweb integrates to BPCS running on IBM eServer iSeries and AS/400. This integration is achieved using SSA Global Technologies' and LANSA's proven interoperability tools.

Multiple Language Support
SMARTweb is available in English, Simplified Chinese, Traditional Chinese, Korean and Japanese.

About SSA Global Technologies

SSA Global Technologies has designed BPCS with world-wide deployment in mind, for a business world where borders and time zones have become blurred.

The company's three major operating regions span the globe: Asia Pacific Japan (APJ), the Americas, and Europe, Middle East and Africa (EMEA). In total, the organisation is represented in 70 countries, with support offices in major countries supplemented by an expansive range of world-leading affiliates and strategic partners.

SSA GT APJ employs more than 250 highly knowledgeable and experienced staff, of which approximately 90 percent are customer facing, in the areas of support, services and sales. The Sydney facility is home to one of SSA GT's Global Support Centres, offering 24x5, multi-lingual support to customers throughout the region.

About LANSA

LANSA is a leading provider of e-business and application development tools and solutions. Founded in 1987, LANSA has over 6,500 installations in 65 countries around the world, including some of the world's leading web sites such as www.songfile.com. Independent Software Vendors (ISVs) and customers worldwide have repeatedly selected LANSA to deliver end-to-end IT solutions. In fact more iSeries b2b and b2c web sites are powered by LANSA than by any other tool.

Targeted LANSA server platforms include IBM eServer iSeries and AS/400, Windows NT Server, Windows 2000 Server and UNIX. LANSA is an IBM PartnerWorld for Developers All-Star and is the winner of IBM's Powered by AS/400 e-award for e-business excellence. For more information visit www.lansa.com; contact your local LANSA office or e-mail info@lansa.com.au.

SMARTweb is a strategic cooperative development between LANSA Pty Ltd and SSA Global Technologies.

For further information call your local SSA Global Technologies office.