



Iomega

Innovative Personal Storage Solution Manufacturer Creates Business-to-Consumer and Business-to-Business Web Site Using Blue Martini

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As a result of an effort to offer an enhanced, online shopping experience for Iomega's end user, reseller, and enterprise customers, Roy, Utah-based personal storage solution manufacturer Iomega™ recently extended its sales capabilities to the Web. Working with Blue Martini® Strategic Alliance Partner marchFIRST and Blue Martini Consulting, Iomega implemented new systems that integrate customer interactions across all of its channels, including the Web and call centers. The new site is integrated with Iomega's Oracle order management and fulfillment applications, CyberSource credit card processing, and Vertex tax calculation software. BtoC and BtoB customers can submit orders 24 hours a day, have items shipped from Iomega's warehouse, and access order status information online or through Iomega's call center.

Background

Iomega provides personal storage solutions that help people manage their important information—anywhere. They manufacture and market the award-winning Zip®, Jaz® and PocketZip (drives and disks), the HipZip™ digital audio player, the FotoShow™ digital image center, LifeWorks™ software, and Iomega Quik Sync 2 software. Iomega's products are available worldwide directly from Iomega and through retail outlets.

Situation

Prior to beginning this project, Iomega's e-Commerce system was a standalone solution with fully outsourced fulfillment and financial processing. The previous system suffered from operational challenges with regard to consistent uptime and scalability to meet Iomega's current and future e-commerce needs. Other challenges with the old e-commerce site included:

- Duplicate price and product information in both Oracle and the e-commerce site was prone to errors and discrepancies.

Solution Overview

Customer Profile

Established in 1980, Iomega Corporation (NYSE: IOM) provides personal storage solutions that help people manage their important information—anywhere. Iomega manufactures and markets the award-winning Zip®, Jaz® and PocketZip (drives and disks), the HipZip™ digital audio player, the FotoShow™ digital image center, LifeWorks™ software, and Iomega Quik Sync 2 software.

Business Situation

Iomega needed an enterprise-scale solution to target customers, merchandise products, and manage content.

Solution

Iomega built a BtoB and B2C Web site using Blue Martini's Customer Interaction System that is linked to its order management and fulfillment applications. This enabled customers to get product information and pricing, place orders, and check on the status of orders.

Software and Services

Blue Martini Customer Interaction System

Partners

marchFIRST (Nasdaq: MRCH)
(www.marchFIRST.com)

Scenario

Business to Consumer and
Business to Business
E-commerce

- The development process (entirely custom built) was not flexible enough to enable strategic e-business initiatives at the speed required by business needs.
- Tracking customer activity and targeting messages to those customers was limited by the minimal reporting available for the site.
- Any move to internal fulfillment and Oracle ERP integration would have been costly and difficult to maintain.

"We went through an extensive evaluation of e-commerce vendors and found that Blue Martini Software had the most comprehensive and flexible solution."

Dave Skidmore
Project Manager
Iomega

Iomega wanted to implement a new solution that provided them with a single view of the online customer and give Iomega customers a consistent and personalized view of Iomega, whether they are purchasing on the Web or phoning a customer support representative (CSR). The goal of this solution was to build upon Iomega's award-winning online customer service by offering a more tailored and individualized Web experience. In addition, Blue Martini's advanced content management capabilities would streamline Iomega's processes and provide a stable, enterprise-scale solution for years to come. They believed that this approach would result in increased sales while lowering the on-going cost of development and maintenance of its global Web sites.

In order to develop the new Web strategy, define requirements, and implement these capabilities, Iomega joined with Blue Martini Strategic Alliance Partner marchFIRST. "We chose marchFIRST because of its proven track record in implementing successful Blue Martini solutions," recalls Monique Fraser, Manager of Web Services for Iomega. "In addition, we knew their technical team would ensure that our solution was tightly integrated with our existing systems."

Solution

The technical environment for the solution included BIG IP for load balancing, Apache Web servers and WebLogic application servers on Sun Solaris platforms and Oracle databases. Through this infrastructure, shoppers can navigate Iomega's graphically appealing Web pages that are dynamically generated from templates. Customers can also find products by parametric or full-text searching.

Content and product managers at Iomega manage and version media assets such as Web site templates and product images and link these assets to product SKUs and descriptions provided by Iomega's Oracle ERP system.

One of the key benefits of Blue Martini that was employed by Iomega was its separation of pricing from product information. This feature allows Iomega to offer retail customers and resellers different prices without having to set up separate catalogs. In addition, this capability allows Iomega to support its rich Value Partner Program (VPP). VPP is a special purchasing arrangement for select corporations, resellers, government agencies, and educational institutions; often based on the number of employees (i.e., buyers) and expected units to be purchased. Deploying the VPP using Blue Martini allows Iomega to implement marketing initiatives, and special pricing arrangements without Web programming.

Checkout and order processing supports payment options including credit card and purchase orders. It calculates promotions, discounts, shipping, and taxes, speeding the checkout process. Once payment is authorized using CyberSource, orders are transferred to Oracle for fulfillment.



The Call Center module (TeleConnect) provides Iomega customer service representatives with browser-based access to the Blue Martini Customer Interaction System (CIS), enabling them to provide telephone-based customer service from their remote location in Buffalo, NY. Because of the tight integration with CIS, CSRs have complete access to create and manage customer accounts, take orders, and apply promotions just as if the customers was doing so on the Web. In addition, CSRs can track order status and handle returns to meet Iomega's customer service goals. Extensions to the Blue Martini object model were made by the marchFIRST team to enable processing of product exchanges and reshipment requests on behalf of customers.

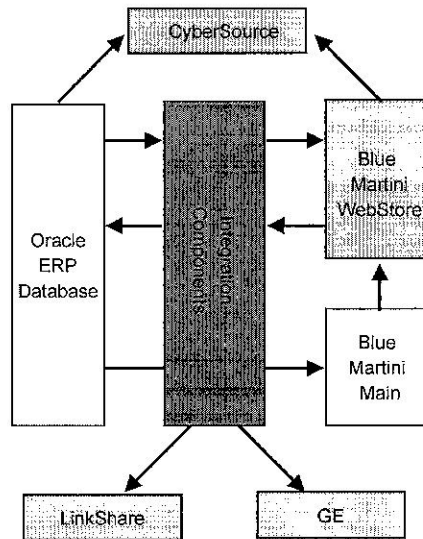
"The integrated customer service functionality provided by TeleConnect was essential because it allows Iomega to improve customer retention by providing another buying channel."

Jim West
Client Relationship Director
marchFIRST

"The object model and pre-built business actions provided by TeleConnect made it possible for us to extend additional customer service functionality," emphasizes Jim West, marchFIRST Client Relationship Director. "Without these capabilities, we would have never been able to complete the project within the prescribed timeline and budget."

Integration

One of the reasons Iomega selected Blue Martini was to move to internal fulfillment and integrate with enterprise systems. To do this, the development team exposed business actions to these external applications and extensively used Blue Martini's Data Loader architecture. As shown in figure 1, key integrations were made with Oracle ERP, Vertex eQuantum, and CyberSource. Other integrations included communicating affiliate marketing program information with LinkShare (www.linkshare.com) and formatting data files to be passed to General Electric for extended warranties sold online.



Oracle

Iomega's Oracle ERP system provides key data to the Blue Martini Customer Interaction System including product descriptions and SKUs, pricing, and inventory levels. This level of integration eliminates inconsistencies between e-Commerce and enterprise product information and price lists. Integration with Oracle inventory data ensures that customers and CSRs have current information on stock levels and access to estimated ship dates for popular backordered items.

Orders and returns placed on the Web by customers and CSRs flow through integration to Oracle 8's open order interface. Through use of this common interface, Oracle users can use existing demand, pick release, inventory, and receivables screens. This approach enables in-house fulfillment of orders and improves customer service.

Vertex eQuantum

One of the problems with the previous e-Commerce system was that tax calculations on the Web site often varied from tax calculations made by Iomega's enterprise systems. These discrepancies resulted in manual processing and uncertainty about tax compliance. To alleviate



these issues, the Blue Martini CIS was integrated with Vertex's eQuantum tax application. This approach enables Iomega to maintain applicable tax rates, and any customer-, product-, or jurisdiction-based exceptions in a single database and share this information with both Web and enterprise systems. The eQuantum application accepts transaction data passed from Blue Martini as a Java Object to provide a final tax calculation to the online customer. Since implementation of this approach, manual processing of tax adjustments has been reduced significantly.

CyberSource

In order to further simplify financial processing of Web purchases and enable secure, reliable, real-time credit card processing, Iomega chose CyberSource credit card services for its Blue Martini implementation. Pre-built integration with Blue Martini enabled this functionality to be implemented with minimal effort. Real-time credit card authorization means fewer processing errors and streamlined reconciliation with Iomega's merchant bank. The CyberSource reporting capabilities allow Iomega to determine whether a deposit has been made for a specific transaction and not just for the aggregate amount settled on a particular day.

A Scalable, Extensible, e-commerce Foundation

Iomega was aware of several potential roadblocks in trying to provide its customers with the best possible online experience. Some of those roadblocks included: long development time, lack of platform scalability, lack of integration with existing systems, and lack of available skills for continued development and maintenance. "Selecting Blue Martini and partnering with marchFIRST mitigated all these risks," says Dave Skidmore, Iomega Project Manager. "Using the features provided in Blue Martini, we were able to quickly develop a full-featured solution that is scalable and tightly integrated with Iomega's existing systems."

Over the remainder of the year Iomega will be moving all of their Web sites to the Blue Martini platform. This includes sites in Europe and Asia. "We're confident that the successful implementation of this project places us in a position to continue to develop our systems in line with market requirements, and benefit from the latest technologies," says Mark Fox, Senior Director, Iomega E-Business.

The Customer Interaction System (CIS) is a comprehensive e-business application comprised of separately implementable, tightly integrated modules featuring best-of-breed functionality. It's designed to be readily accessible to your business users—helping to free your IT staff from day-to-day maintenance issues and allowing business users to react to customer needs and market dynamics more quickly.

"Some of the other benefits Blue Martini provides, to name a few, are a stable platform, a Web site that is completely integrated with Oracle, a consistent platform that all regions of the world will use, and many other capabilities."

Mark Fox
Senior Director, E-Business
Iomega



For More Information

For more information about Blue Martini products or services, call the Blue Martini Main Headquarters at (650) 356-4000. To access information via the World Wide Web, go to: <http://www.bluemartini.com/>

<http://www.iomega.com>

<http://www.marchFIRST.com>

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