IBM

Ad firm manages soaring growth with e-commerce solution

Application	Implement scalable, cost-effective, reliable system to run a Web-based fulfillment and database tracking solution
Software	DataGlider, IBM DB2® Universal Database, IBM WebSphere,® Microsoft® Windows 2000®
Hardware	IBM Netfinity® 3500 M20
Services	IBM hardware and software integration services, IBM ServerProven® program

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e-business

Business expansion challenge
In late 1999, not long after Artshouse Communications landed an extended contract with Dannon International's Evian bottled water division, the Toronto-based advertising and fulfillment firm realized that they were in deep water. In one month, the fulfillment side of their business surged 20-fold, and they quickly adapted their business to handle the tidal flow of new requirements.

According to Ed Moscovici, president of Artshouse, a solution came in the form of a powerful e-commerce fulfillment application, DataGlider, running on an IBM Netfinity server with IBM Universal Database and IBM WebSphere Application Server applications. "Our

new IBM server solution allowed us to greatly increase our capacity to handle huge volumes of transactions—while helping shrink operating costs by more than half."

e-fulfillment
Artshouse is not your usual ad firm. Along with creative services, they also offer digital printing, fulfillment and inventory control services to brand-name clients like Evian, Nike, Maple Leaf Foods and a dozen others.

Since 1997, Artshouse has successfully coordinated the production and fulfillment of point-of-sale printed materials for these companies in Canada. But when the Evian contract

"Amazingly, the IBM server running Windows 2000 clearly outperformed Windows 2000 running on the comparable Dell and Compaq servers that we tested — the IBM Server was much faster and more reliable."

Ed Cohen, president,
Dataglider, Inc.

was expanded to include all of North America, the number of transactions soared from 50 to over 1000 per month. Immediately, Artshouse faced several challenges — how to fulfill the high volumes of orders within two days, how to track thousands of items of warehoused inventory and how to ship orders at the lowest cost possible.

To solve his company's technical challenges, Moscovici turned to Ed Cohen at DataGlider, Inc. Cohen presented a total e-commerce fulfillment solution that had been tested and optimized through the IBM ServerProven program. "IBM's ServerProven testing program, allowed us to build a solution with the confidence that everything will work — right out of the box," Cohen says. "DataGlider running on the Netfinity server has been a perfect solution for Artshouse."

Netfinity server/Windows 2000 combo — unmatched speed
Artshouse installed a Netfinity 3500 M20 server, which now runs DataGlider on the Windows 2000 operating system. The combination of a Netfinity server and the Windows 2000 operating system proved to deliver more speed than either a Compaq or a Dell server running Windows 2000. "Everyone noticed the performance difference," says Moscovici, who caters to some 200 Evian sales representatives "The IBM server is always available and running, we haven't seen any downtime."

Saving time and labor
The DataGlider application, has totally automated the fulfillment process. Artshouse manages its vast inventory of client marketing materials, and is able to monitor shipping efficiency — all instantly on the Web. Time-consuming phone calls and manual file searching have been eliminated. By logging onto a special-access Web site, representatives can order items online, check availability and quickly get confirmation of items shipped. They can also access UPS and FedEx databases, through the DataGlider application to schedule shipping at the lowest rates available.

"Today, the transaction volume promises to be 10 to 100 times larger than it was a year ago. Yet it takes less than one-third of the people to monitor the flow of materials," explains Moscovici. "With the scalability of DataGlider application and the steadfast reliability of the IBM server running Windows 2000, we can grow this system as we need it — our success is literally built into the solution."

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