



BRIEF

## Nortel and IBM

Improving customer service with a flexible, scalable multi-channel shopping experience

### Delivering value

A multi-faceted solution that tightly integrates communications infrastructures, the IT environment and retail processes, enabling retailers to provide superior shopping experiences to their customers.

### Nortel Agile Communication Environment

A software-based foundation that leverages SOA frameworks and Web Services standards to deliver communications-enabled applications and business processes openly, simply and rapidly, enabling businesses to be more agile and accurate, and leading to increased revenue opportunities, lower capital and operating expenditures, and higher productivity.

### IBM Store Integration Framework

A flexible, scalable Java™ Platform, Enterprise Edition (Java EE) operating environment and component-based architecture built for retail stores that facilitates real-time, people-to-people, people-to-process and process-to-process connections and capabilities using industry-leading, open-standards-based IBM middleware.

In the retail industry, competition for customers is intense. Sellers must win out over brick and mortar and online retailers that provide detailed product information, high inventory and reduced prices. Frequently, superior customer service is the key differentiator. However, many retailers don't have the tools and timely information needed to provide the personalized customer attention that makes the sale and keeps buyers coming back. Ultimately, these challenges can result in customer frustration, lost revenue and decreased efficiency on both sides of the register.

Nortel, a leading provider of data and voice communications technology, and IBM have teamed up to offer a complete multi-channel retail solution based on the Nortel Agile Communication Environment and the IBM Store Integration Framework to help address these challenges. This solution combines communications services from Nortel with IBM Store Integration Framework — validated software applications — to create an open-standards-based, enterprise-level Service Oriented Architecture (SOA).



With the joint Nortel and IBM solution, customers can check product inventory at their local store via the Web without leaving home. Your business can preempt the disappointment of an in-store, out-of-stock situation by enabling customers to access product availability notification via their cell phone or mobile device. Additionally, the integrated IBM and Nortel solution provides fast transaction times and more memorable customer service when the client makes their in-store purchase — all resulting in increased sales and potential repeat business.

### Enhanced customer service and satisfied buyers

By integrating information management and communications services with your retail store solutions, you help facilitate and streamline the buying process. The solution also:

- **Enables customers to make purchases using multiple channels.** Nortel solutions help you sell more effectively to customers by enabling them to preorder via personal computers and mobile devices.
- **Facilitates purchases with location technology.** Built-in location identification from Nortel directs customers in real-time to the stores closest to them that have their desired items in stock.
- **Helps you provide better service throughout the sales cycle.** During an order, customers can access click-to-talk or click-to-call buttons to interact with a customer service representative or arrange to have a representative call them back at their convenience.

### The Nortel and IBM solution: A closer look

Nortel and IBM deliver a multi-channel retail solution that:

- **Leverages open standards and frameworks.** Nortel and IBM embrace SOA frameworks and open standards such as Web Services, allowing you to run the solution on multiple devices and platforms, and providing the flexibility and scalability to customize the solution to your system.
- **Integrates with your existing network infrastructure.** Because the solution integrates with your existing infrastructure, it enables your business to address the resource constraints often present in the retail marketplace and protects your existing investments.
- **Simplifies processes for your business and your customers.** The SOA framework and open-standards-based Web Services let you adapt to shifting conditions by quickly modifying services and integrating multiple back-end systems, while providing a seamless consumer experience.
- **Incorporates flexible, scalable applications from IBM.** Nortel Agile Communication Environment applications run on IBM WebSphere® Application Server and IBM DB2® information management software — applications that are designed to enable you to simply and rapidly integrate retail applications that meet your unique requirements.

*“Nortel’s focus is on leveraging SOA and Web Services standards to simply and rapidly deliver communications-enabled applications and business processes. Nortel has a breadth of experience in managing telecom complexity and providing advanced communication capabilities simply in a multivendor, cross-domain, Web Services-based environment.”*

— Richard Tworek, general manager, SOA and Next Generation Unified Networks, Nortel



## Rely on Nortel and IBM expertise

Nortel and IBM have developed a broad-based alliance to provide the industry's leading unified communications solutions. The Nortel and IBM Alliance solutions ensure a smooth transition to a more collaborative and responsive organization, protect investments through interoperability with existing and future infrastructure, and energize business applications by using Service Oriented Architecture (SOA) and Web Services-based communications integration. User disruption and impact are minimized, while future flexibility is maximized through truly open and scalable solutions.

Both companies have decades of combined experience in communications, hardware and software solutions in support of healthcare providers throughout the world.

### Nortel

- **Industry leadership.** Nortel is a recognized leader in delivering communications capabilities to millions of customers that include Fortune 500 companies and government institutions in more than 150 countries around the world.
- **Comprehensive solutions.** Nortel's portfolio spans packet, optical, wireless and voice technologies that power global commerce and deliver innovative network capabilities.
- **IBM validation.** Nortel's Agile Communication Environment has been validated through the Ready for IBM Retail Store Innovations — Store Integration Framework program and can be easily incorporated using its open-standards-based platform.

### IBM

- **Global retail experience.** IBM works with more than 7,500 retailers worldwide, has over 50 years of retail industry leadership, and continues to invest in the retail industry and in retail solutions.
- **Innovation.** Deployed in more than 25,000 stores, the Store Integration Framework is only one example of the innovative solutions IBM is developing specifically for the retail industry.
- **Worldwide support.** Retailers can benefit from a vast services organization and a global network of more than 1,500 IBM Business Partners in the retail industry, including 4,500 specialty Business Partners.
- **Dominant market share.** IBM has more than 53 percent of the market share in SOA-based solutions, with more than 5,700 clients supported by IBM's 7,500 certified SOA consultants, architects and IT specialists.

### For more information

To learn more about Nortel and IBM solutions for retail, please contact your IBM representative or visit:

[nortel.com/soa](http://nortel.com/soa) and [ibm.com/industries/retail](http://ibm.com/industries/retail)

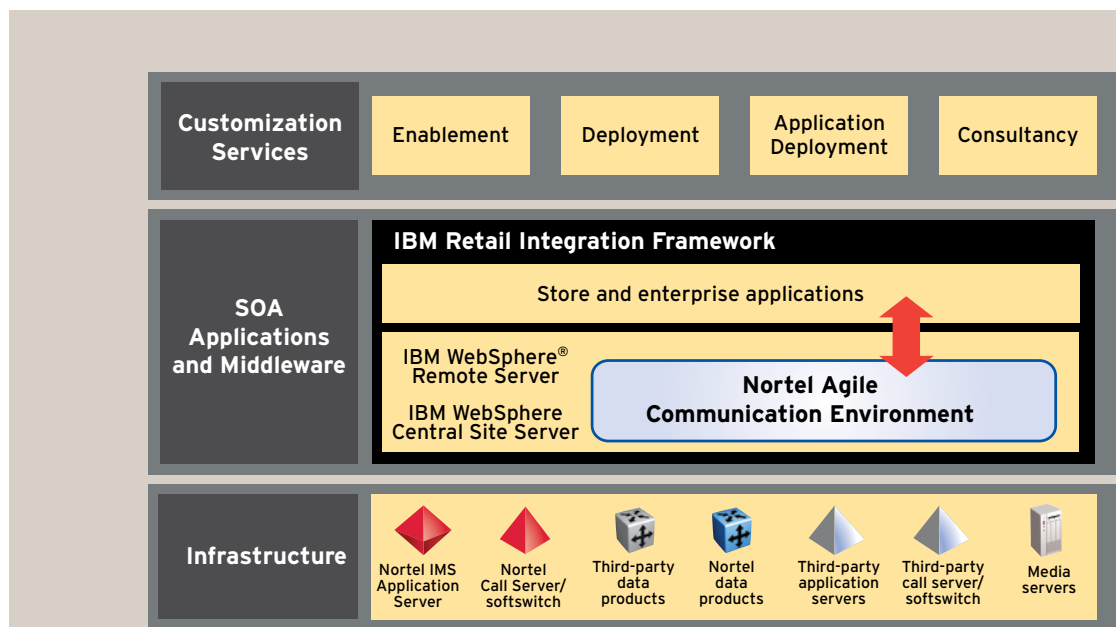


Figure 1. A sample architecture with Nortel Agile Communication Environment applications running on the IBM Retail Integration Framework



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New Orchard Road  
Armonk, New York 10504  
USA

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NN123897-090508



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35 Davis Drive  
Research Triangle Park, NC 27709  
USA

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