

Netherlands Chamber of Commerce means business, thanks Metaware and IBM Solutions Builder Express



Where does business go when it needs vital information, a regional presence and a voice at the table of government? Its local chamber of commerce, of course. In the Netherlands, 21 regional chambers operating through 60 offices provide essential services to businesses throughout the country.

Although the Netherlands Chamber of Commerce is decentralized to respond to local issues, its units must work together to fulfill a mandate set by the Dutch government: to implement economic laws introduced so that businesses can benefit from reliable information recorded by an impartial organization.

Overview

■ **IBM Business Partner:**

Metaware, provider of intranet applications, portals and workflow solutions that support quality control, document, knowledge, and complaint management.

■ **Client:**

The Netherlands Chamber of Commerce

■ **IBM PartnerWorld Offerings:**

Training and certifications
IBM Solutions Builder Express

Central to this role is the management of the national Trade Register, which records some 1.4 million businesses, associations and foundations. In performing this enormous task, along with providing other information and resources to both business and government, the Chamber of Commerce operates a single quality management system that ensures consistency of service across its organization.



And that's where IBM Business Partner Metaware comes in. With its intranet and workflow management solutions, Metaware provided the Chamber with a highly cohesive network, one that connects units across a far-flung organization and supports the Chamber's overall quality initiatives.

When the Chamber wanted to innovate still further and sought a portal that would give employees access, anytime, anywhere, to its stores of information, Metaware was able to win this new business through a compelling sales presentation. Created with IBM Solutions Builder Express, the presentation demonstrated with great effect the portal solution's functionality, affordability and quick deployment.

“The demo toolkit with its sales support materials, enables us to present the concept and benefits of our solutions with impact and clarity.”

—Ad Voets

Presenting solutions

Metaware has been highly effective in its market by recognizing that small and medium-sized businesses succeed or fail according to how well they leverage information. Accordingly, Metaware has built deep expertise in developing, implementing and managing Lotus Notes® / Domino® applications, ranging from simple workflow procedures to integrated customer information and quality management systems that encompass quality control, document

management, knowledge management, complaint management and continual improvement.

Metaware has earned certifications to demonstrate the firm's depth of knowledge and expertise in Lotus Notes, Domino and WebSphere Portal. It is also pursuing certification as an On Demand Business solution advisor. The firm's clients appreciate Metaware's skills as well as the fast deployment of its solutions, thanks to the IBM Express Advantage offerings.

Dynamic, flexible and easily managed, Metaware's applications are available as a total package or in separate modules. Simple design makes the modules easy to integrate and adapt to different specifications. Armed with everything that appeals to the SMB

market, Metaware relies on IBM Solutions Builder Express for practical resources that help clinch the sale.

The SBE portfolio offers horizontal and vertical industry solutions aimed at helping IBM Business Partners focus on mid-market customers through a range of enablement resources. The portfolio consists of more than 30 different solution starting points, each featuring a solution overview, solution planning guide, solution implementation guide and demo

toolkit. The related technical assets include resources for solution architecture and recommended software, hardware and tools; implementation planning; customization information; technology simulators; and sample code, data, scripts and configuration for a quick start. Advancing the sales process, the demo toolkit offers a customizable presentation to be used with the end customer, video clips of the solution and a “how-to” document.

The newest offering to the SBE portfolio, IBM Solutions Consultant Express Tool, can guide users through the analysis of business requirements and recommends technology that fits these requirements.

Clarity and impact

“The demo toolkit, with its sales support materials enables us to present the concept and benefits of our solutions with impact and clarity,” says Ad Voets, president, Metaware. The flexibility of the toolkit is especially attractive, as Metaware can adapt the presentation materials with its own branding.

Business Partners find SBE resources especially beneficial in reducing the risk associated with delivering a solution, as proven practices are embedded into each and every solution starting point.

“In the case of the Netherlands Chamber of Commerce, we were able to present quickly and clearly a solution for our customer with which



they were unfamiliar," says Voets. The solution consisted of a personalized portal, complete with individual mailbox and agenda items, and newly built Lotus Notes applications that display news and articles from national and regional newspapers. In the next phase, the portal will connect employees to the business-critical Trade Register as well as several existing Lotus Notes data bases.

Like an ace in the pocket, Solutions Builder Express is helping Metaware score an advantage early in the sales cycle – and building confidence among clients like the Netherlands Chamber of Commerce that choosing Metaware solutions is simply good business.



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