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## David Jones Signs Smarter Commerce Deal with IBM

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### Key facts

- David Jones has signed a multi-million dollar deal with IBM develop a complete cross-channel retail platform.
- The platform will allow David Jones to become the first major Australian retailer to provide customers with a true cross-channel shopping experience.
- Customers will be able to browse, buy, pick-up and return items via a combination of channels including their phones, the online site and the physical stores.
- The first phase of the solution will be rolled out in the second half of calendar 2012 as part of a stepped approach, with the following phase going live in 2013.

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### Technology overview

- The implementation falls under IBM's Smarter Commerce offering.
- IBM will develop a cross-channel retail solution that includes an online shopping site that will integrate social media, promotions and rich analytics features.
- The online site will be integrated with a back-end solution to cover Online Order Capture, Multi-Channel Order Management, Fulfillment and Warehousing.

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### Technology components

#### IBM Consulting Services

- Systems integration and program management for the e-tail solution across WebSphere Commerce, Sterling Commerce, Fluid Experience, Kickapps, Experian QAS, Bazaarvoices and Coremetrics.
- Configuration and development services for WebSphere Commerce, Sterling Order Management and Warehouse Management.
- IBM Interactive to provide user experience consulting for the analysis and design of the e-tail solution.
- Supply Chain Management and Retail Industry consulting for the analysis and design of the e-tail solution.
- Application Management Services to manage the e-tail solution once the solution has gone into production.

#### Software

- IBM WebSphere Commerce-based asset store to allow leading practice user interface design and site shopping flow.
- IBM Enterprise Service Bus and Message Broker technology to integrate the backend systems to the new commerce platform.
- IBM Sterling Order Management and Warehouse Management to enable cross-channel retail across the entire merchandise-supply chain.
- IBM Coremetrics to enable web analytics to drive customer conversion.
- Experian QAS for address and email validation.
- Fluid Experience for rich media and shoppable videos to drive the customer shopping experience.
- Kickapps for social media wish lists.
- Bazaarvoice for online ratings and reviews.

## IBM Managed Services

- SmartCloud Enterprise (SCE) public cloud product offering to rapidly enable IBM's consulting application development team with computing resources (virtual machines and storage) to support application development and testing activities for David Jones' cross-channel retail solution.
- SmartCloud Virtual Server Services (VSS) to provide David Jones with capacity to run pre-production and production workloads in a cloud environment.
- These two solutions will blend the best of a quickly deployable, low cost and flexible development and test solution (SCE) with a resilient and scalable production capability (VSS) to support David Jones' growth plans for the future.

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## Why IBM?

- Proven track record of enabling increased brand advocacy and profitable growth for major department stores.
- Ability to leverage leading practice models from similar large-scale implementations for retailers overseas.
- A single 'vendor' to provide an integrated offering for software, hardware, implementation, and management of the solution.
- An innovation partner in the area of multi-channel retail and customer centric retailing.
- IBM Smarter Commerce Implementations include:
  - Debenhams (Department Store) - UK
  - L L Bean (Apparel Retailer) - USA
  - 1-800-Flowers (Gift Retailer) - USA
  - Conad Tirreno (Grocery Retailer) - Italy
  - Staples (Stationery Retailer) - USA
  - La Vie En Rose (Apparel Retailer) – Canada

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## Media Contacts

Le Tran  
External Relations  
IBM A/NZ  
D: 02 9463 5181  
M: 0406314516  
E: [letran@au1.ibm.com](mailto:letran@au1.ibm.com)