



### » Company Background

- ✓ Office Brands is the largest independently owned business to business (B2B) provider of stationery, office products and business technology solutions.
- ✓ Office Brands has over 1150 employees who operate extent to 170 metropolitans and regional locations.
- ✓ Office Brands offers a single source solution to the customers for all their office needs. From the day-to-day provision of their office supply and consumable requirements.
- ✓ Office Brands encourages their customer to browse around their Online Catalogue.
- ✓ Office Brands IT products are at the leading edge of technology including the latest in computer hardware, software, and networking solutions.
- ✓ Office Brands not only supports major brands, but they offer their own range of premium office products.
- ✓ Office Brands has owner managed and operated outlets which guarantees their customer to have fast with efficient delivery and personalized service.
- ✓ Office Brands takes their customer's business seriously.
- ✓ Office Brands provides consistent content and offers across multiple sites.

### » Benefits

#### *Benefits Office Brands provide to customers?*

By using the IBM WebSphere Commerce B2B solution with their implementation and support partner Royal Cyber Inc, there online sales have quickly surpassed the sales from point of sales systems.

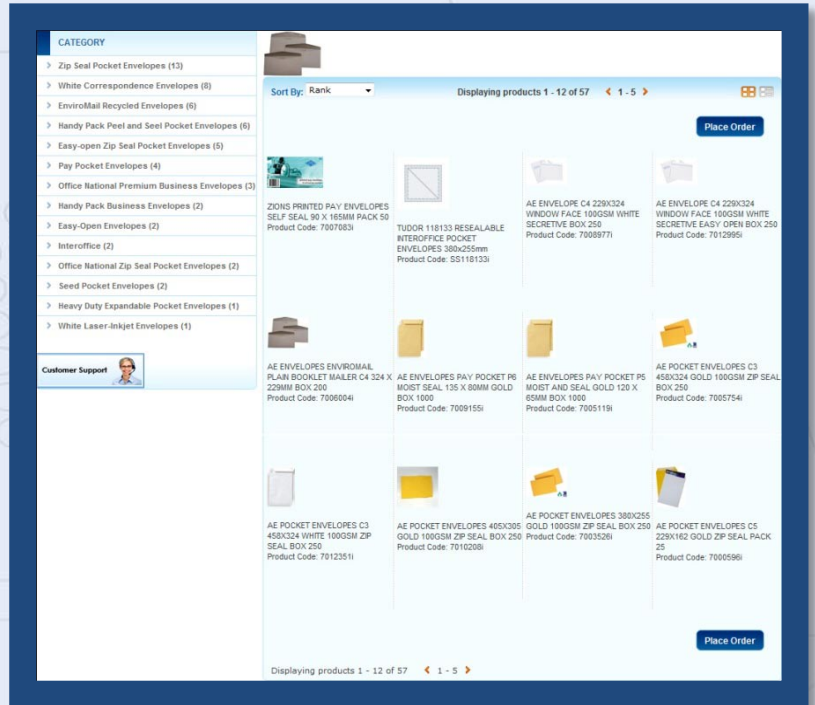
- ✓ Office Brands aim is to deliver a national online retail storefront. With the help of IBM WebSphere Commerce extended site functionality we were able to create individual storefront for the 150 individual businesses.
- ✓ The contract and price level feature allows them to customize their catalog for individual business customers.
- ✓ Featured such as saved orders and requisition list allows customers to easily place orders
- ✓ Filter and Search capability allows customers to easily find orders.
- ✓ Customers view latest catalog and pricing based on their updated contract with the integration of their e-store with the ERP system.
- ✓ Managing 100's of stores from a single interface heavily reduced our operational costs.
- ✓ Ongoing managed services support from a trusted business partner, Royal Cyber.
- ✓ Office Brands can run multiple promotions and provide latest catalogs to customers.
- ✓ Office Brands can provide marketing Spots which can be managed by individual dealers to provide marketing promotions on their storefronts.
- ✓ Office Brand websites are based on both B2B and B2C, to interact with their customers based globally.





### » Office Brand Solutions Provided by Royal Cyber

- ✓ Checkout process for current order, shipping billing method, order summary, order confirmation and PayPal express checkout.
- ✓ Search combination using price faceted, rst solar search and price range.
- ✓ Site structure allows multiple brands and multiple stores.
- ✓ Customers can see their Order history details.
- ✓ User can see the price of product even he does not login into the store.
- ✓ Customers can use the quick order page to place an order with the store without browsing through any other store pages.
- ✓ Comprehensive reports for store administrator through which he will be well aware about customers, orders and products.
- ✓ Implementation of Load Balancer, WAS Clustering, and Database Migration helped totally reduce downtime of the website.
- ✓ New attractive website design tempts customers to stay long on the website for the purchasing and helped them to complete the buying process with minimal time.
- ✓ Store Locator helps customers locate nearest store and reserve products in the store.
- ✓ Precision Targeted Marketing features and custom promotions help business users to retain customers.
- ✓ Numerous visitors have been increased and hits on the site almost doubled after utilizing Search Engine Optimization features.
- ✓ The process was much simpler, far more accurate and retention of customer s once the IBM WebSphere Commerce B2B solution was fully built in the system.



### » Key Points

With the implementation of E-Commerce stores using IBM WebSphere Commerce and with the help of implementation and support partner Royal Cyber Inc., Office Brands have set a strong foundation and are processing 15,000 online orders every month.

- ✓ Integration with the back office systems of 50 stores.
- ✓ IBM WebSphere commerce provides scalability to support Office Brand's future growth.
- ✓ Office Brands is now opening further stores in Australia, New Zealand and South Africa.
- ✓ IBM WebSphere commerce provides a complete automated order management solution which is reliable, efficient and very secure for all types of payments.
- ✓ The value of average invoice coming through online is three times higher then what it does on point of sale for Office Brands.
- ✓ The whole process is much simpler and more accurate.
- ✓ Office Brands launched in February 2009. They are earning million dollars a month from ecommerce sales.