

# White Paper: I-Power B2C eStore Solution with MLM Capabilities for Amway (Amway2u)

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## **Customer's Industry:**

Retail (Multi-Level-Marketing and Distribution)

## **Number of Customer's Employees:**

More than 1000

## **Description of Customer's Business:**

Amway is a multi-level-marketing company which offers a wide range of products from beauty to healthcare right down to household products.

## **Product/solution name:**

I-Power's B2C eStore Solution with MLM Capabilities (**herein referred to as I-Power eStore**)

*Note: This solution is also implemented for eCosway but with customized functionality*

## **OS Used:**

Windows 2003

## **IBM Products Used:**

IBM DB2 Universal Database Enterprise Edition version 7 Release 2

IBM DB2 Universal Database Version 7 Release 2

IBM Lotus Domino R5 Mail Server

IBM MQ Series for AS/400

IBM Websphere Application Server Advanced Edition Version 3.5

IBM Websphere Application Server Version 4.0 Advance Edition

IBM Websphere Edge Server Version 2.0

IBM Websphere Payment Manager Version 2.2

IBM Websphere Studio Application Developer

## **On Demand Solution Area Optimized for eStore:**

Business Analytics

e-Commerce

Inventory Management

Marketing Asset Management

Store Operations

Supply Chain Integration  
Merchandising  
Multichannel Retailing  
On Demand Workplace for Retail  
Retail Enterprise Data Warehouse  
Store Operations

**In Brief – Functions of eStore for Amway:**

Perform online order  
Check on business and sales status  
To inquire on product price list  
To inquire on stock availability  
To inquire on product information  
To change profile and contact information  
To register for event/event management  
To inquire on order – by date and by invoice number  
To inquire on invoices  
Sales kits  
Q&A  
Reporting

**Target customer size for this solution:**

Dealer Self-Services – Multi Level Marketing Industries  
Customer Industry: Cross Industries

	<b>Basic</b>	<b>Mid Size</b>	<b>Enterprise</b>
<b>Customer Size</b>	10 - 99	100 -499	500 and above

**Business Case:**

eStore has been successfully implemented for Amway, which is the leading multi-level marketing companies in Malaysia.

eStore has dynamically enhanced Amway’s business processes such as product & price management, online shopping, online order right up to delivery – and much more.

eStore enables the merchant to customize Amway’s storefront, where the store appearance can be tailored for different product categories and caters for internationalization. As such, shoppers can select to view the web content in their preferred language and transact in their local currency.

eStore Multi-level Marketing (MLM) module track and monitor the entire MLM process, from online member registration, sponsoring a new down-line, managing the shopper network, awarding of value points or commission to members, to checking of business status. In addition, the up-line can communicate easily with their down-line via the broadcast module. Management and members are now able to track and monitor the performance of their network of shoppers efficiently.

Customer service is enhanced due to the self-service capabilities provided by the system, which allow members to have immediate access to the required information anytime and anywhere. As such, business efficiency is optimized due to faster access to new products information, product promotion and campaign.

The solution has help to reduce their operation cost, enhance customer service and improve revenue.

Operation Cost is reduced due to the following:

- lower processing and administration cost
- elimination duplication of task
- online order is 24 x 7
- shorter sales cycle
- inexpensive marketing campaign via the internet

Enhance customer service:

- Self-service capability for online ordering, checking order status, orders summary, check business volume, check down line activities
- Faster access to product information, product promotion and new products
- Members can also communicate with their down line via the broadcast module

Improve revenue through:

- Better product market coverage
- Facilitate cross selling and up-selling
- Cheaper and effective campaign through the internet

#### **Specific Goals or Objectives Amway Tried to Achieve:**

- Going global with minimal resources
- Reduce operation costs
- Increase customer service
- Expand customer and agent bases
- Increase ROI

#### **How I-Power eStore Has Helped Amway to Achieve Its Goals and Changed Its Way of Business:**

I-Power eStore has not only helped achieve the goals of going global, reduce operation costs, increase customer service, expand its customer base and recruit more agents and increase its ROI, eStore has also helped Amway bring its business to a On Demand level.

With the eStore system implemented, Amway can now provide online ordering 24 x 7, all through the year, thus globalizing its business. The self-service system has enabled Amway to increase its sales whilst growing its business with adding additional staff.

eStore brought an On Demand business environment to Amway with its unique functionalities that enables Amway to bring its business online to be accessed and transactions to occur all over the world at any given time and day of the year.

In a nutshell, the system has improved drastically the traditional way of business transactions that Amway had been practicing by creating an environment in which allows Amway to empower its own employees, agents and customers to:

- Check on new product information online
- Look up product price list online
- Download reports, newsletters, forms, product manuals, installation instructions, business kits, rules and regulations online
- Register for workshops, trainings, and events online
- Check on business status online
- Subscribe premium services online
- View network/member business activity online
- Change personal profile online
- Execute marketing plan online
- Introduce new products online;

All these within the comforts of their own homes or workplace at anytime, anywhere.

The On Demand channels have made it possible for Amway to save millions in document and report printing, up-sell and cross-sell online, extend its business services to suppliers to replenish products electronically and provide business support to its members worldwide.

eStore has also added value by enabling Amway to attain new customers whom they have not dealt with in the past.

#### **Quantifiable benefits that have impacted the Amway:**

eStore is a web-based e-storefront solution that provides business enterprises with the ability to showcase and sell their products and services globally over the Internet.

Shoppers can now shop anytime and anywhere for the products and services. They can browse online product catalogs, order and make online payment, check order status and view purchase history.

Trading partners can collaborate closely to exchange information about orders, fulfillments, shipments and etc. to fulfill business obligations and transform key business processes.

#### **Benefits to the Amway:**

- Reduced cost of reaching and serving suppliers and customers
- Broader market coverage without increased cost
- Expand your global network of shoppers and members
- Boost additional sales by cross-selling and up-selling
- Competitive advantage through enhanced customer service and support
- Shortened sales cycle
- The browser-based, point & click system is easy to use and understand. As such, user training is minimal, if ever required

**IBM and Lotus Software certifications that contributed to the success of this eStore solution.**

- IBM Certified for e-business – Solution Advisor (Qty 4)
- WebSphere Solution Sales Professional (Qty 1)
- IBM e(logos)server Certified Specialist -- pSeries AIX System Administration (Qty 1)
- IBM Solution Certified for e-business – Solution Designer (Qty 1)
- Business Intelligent (IBM Certified Solutions Expert -- Business Intelligence) – (Qty 1)
- Start Now Business Intelligence Solutions 2002 (Qty 2)
- DB2/UDB Administration (IBM Certified Solutions Expert -- DB2 UDB V7.1 Database Administration for UNIX Windows and OS/2) – Qty 5
- IBM Certified Specialist -- DB2 UDB V6/V7 User (Qty8)
- CLP Domino R5 Application Developer/CLS - Domino R5 Designer Fundamentals (Qty 2)
- IBM Certified Specialist – MQSeries (Qty 3)
- IBM Certified Specialist -- IBM WebSphere MQ Integrator (Qty 1)
- IBM Certified Solutions Expert -- MQSeries Workflow (Qty 4)
- IBM Certified Specialist -- IBM WebSphere Application Server Advanced Ed. V3 (Qty 1)

## What Amway has to Say about I-Power

<b>Why I-Power?</b>	Because of their professionalism and quality of work in delivery of our e-commerce solution.
<b>How would you describe your overall satisfaction with the value you receive from doing business with I-Power?</b>	We receive many value-add services besides the delivery of solution, as well as being timely with quality consciousness.
<b>How would you describe the degree to which doing business with I-Power helps you better serve your own customers?</b>	High degree of assistance.
<b>All things being equal, how likely are you to engage the services I-Power in the future?</b>	Most likely.
<b>How likely would you be to recommend the services of I-Power to other businesses or business associates?</b>	Very likely; in fact had already recommended I-Power to other businesses.
<b>Technical Support</b>	Excellent
<b>Responsiveness</b>	Very Good
<b>Follow Through</b>	V. Good
<b>Innovativeness of Solution</b>	V. Good
<b>Expertise</b>	Very Good
<b>Value of Solution Delivered</b>	Very Good
<b>Integrity</b>	Excellent
<b>Quality of Solution</b>	Excellent

### **Additional information:**

I-Power Berhad URL is <http://www.ipowerbiz.com.my>

Amway URL is <http://www.amway2u.com>

You can visit [www.ecosway.com](http://www.ecosway.com) to see for yourself the eStore system we have implemented for eCosway