

Peter Harrington Books creates a new market for old editions with IBM.



Overview

■ **The Challenge**

Implement a cost-effective solution for easy Web site management

■ **The Solution**

Two IBM @server™ xSeries™ servers, running Lotus® Domino®

■ **The Benefit**

A significant increase in business, improved customer service and e-commerce capabilities

A rare find in collectible books

A major player in the antiquarian book market, Peter Harrington Books (www.peter-harrington-books.com) specializes in collectible books—including signed first editions, bound sets and first editions of illustrated children's books—as well as rare travel books and atlases. Peter Harrington Books also has a full bookbinding and restoration service. Located in Chelsea, London and employing approximately ten people, Peter Harrington Books houses more than 20,000 volumes with publish dates ranging from the fifteenth century to the twenty-first century.

Bringing an antiquated market up to date

Traditionally, Peter Harrington Books published a catalog four times a year, and due to high production costs, sent it only to select customers. Additionally, the bookshop did not have a dedicated information technology (IT) staff, which meant that responding to customer e-mails took a long time, and information on the shop's Web site was often out of date. "Maintaining a reliable e-mail service and updating our previous Web site was very difficult," says Pom Harrington, second-generation proprietor of Peter Harrington Books. "We were also losing out to competitors who had adopted e-commerce." To compete effectively and improve customer service, Peter Harrington Books needed a reliable, cost-effective solution to manage its e-mail and Web site that would also be easy for employees to learn.

A first-class solution from IBM

Peter Harrington Books took the advice of its IT solution provider, OC Solutions, and implemented two IBM **@server** xSeries 220 servers—one for file sharing and the other to run Lotus Domino R5. The bookshop is using the Domino server to update the Web site and handle all e-mail communications. “We always held IBM hardware and software in high regard,” says Simon Capel, Client Services Director of OC Solutions. “After a comparison with other solutions, we determined that for the price, IBM provided better features, as well as first-class hardware and software.”

The IBM xSeries 220 is ideal for workgroup productivity applications and e-commerce, and is based on IBM X-Architecture™ technology—an evolving blueprint for xSeries servers that takes proven IBM technologies and brings them to the Intel®-based platform. For Peter Harrington Books, the xSeries 220 servers provide a cost-effective, scalable, reliable and stable platform on which to run the bookshop’s stock control and invoicing systems.

Taking customer service to a new level

Updates to the bookshop’s catalog can be posted to the Web site in a matter of minutes for access by thousands of potential clients. Additionally, any staff member can use a digital camera to photograph an item of interest and send the photo off to a client via e-mail. All this has helped improve customer service and boost Peter Harrington Books’ sales. “Since

the new Domino-based Web site went live, we have seen a significant increase in business originating through the site,” emphasizes Harrington. “We can now take credit card orders directly and securely, and can collect customer preference information which we use to target specific clients when a new item is placed for sale.” Furthermore, all customer comments and orders are submitted through the Web site, making it much easier for the bookshop to manage customer data such as e-mail addresses.

The new Web site is not only better for the bookshop’s business, but it’s better and easier for customers as well. The previous Web site only permitted searches by author or title. Now customers can search on any element of the item—including description, publisher and year of publication—so they can get more search results, more quickly.

“We are selling books to an increased client base worldwide and anticipate that our IBM solution will play a crucial part in the future growth of our business.”

—Pom Harrington, second-generation proprietor, Peter Harrington Books

For more information

To learn more about this solution, please visit:

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