



E-Business Architecture for Clicks & Mortar

Phase I



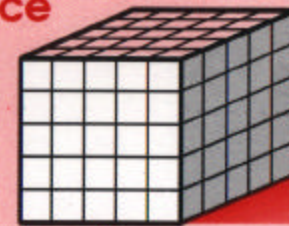
Customer Relationship Management
CRM

CAMPAIGNS

- E-Mail
- Direct Mail
- Surveys
- Loyalty Programs

Business Intelligence

- Business Reporting
- Data Mining
- Identifying Data Sweet Spots



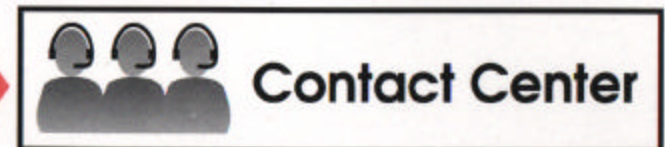
Phase II

Legacy Systems & Legacy Database

DataBases



Phase III



- Online Customer Service
- Phone
- Fax
- Online Chat

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