

IBM Commerce

**Separate the
Storefront from the
Store**

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IBM Digital Experience



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Agenda

- Setting the Scene
- Digital Experience Storefront
- Content as a Service
- Content Performance
- Using Cloud-based APIs for your Digital Experience
- Wrap-Up

Setting the Scene

What does „Commerce“ mean for DX non-commerce Customers?

- Modern Commerce Sites, which tell stories and promote “products” to targeted audiences will inspire **all Industries**
- Example: IBM Study „**Digital Bank**“, created for BEC Bank, Denmark



Think Like A Retailer

Act Like A Low Cost Manufacturer



Our portfolio of customer engagement solutions

Customer engagement solutions from IBM help you understand and adapt instantly to what customers are saying and doing – so you can deliver the kinds of experiences and offerings they want before they even know they want them.



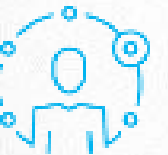
Customer Analytics



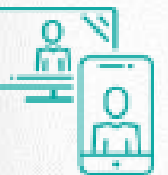
eCommerce & Merchandising



Marketing



Digital Experience



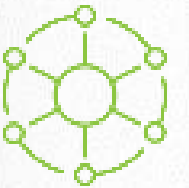
IBM Interactive



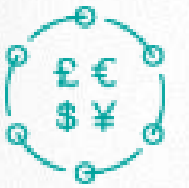
Along with strong, seamless value chains

Partner and supplier engagement solutions from IBM help you establish and manage closely linked value chains enabling seamless and secure collaboration, enhanced transparency and new levels of agility for you and your trading partners.

B2B Integration



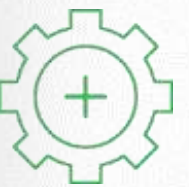
Payments



Procurement

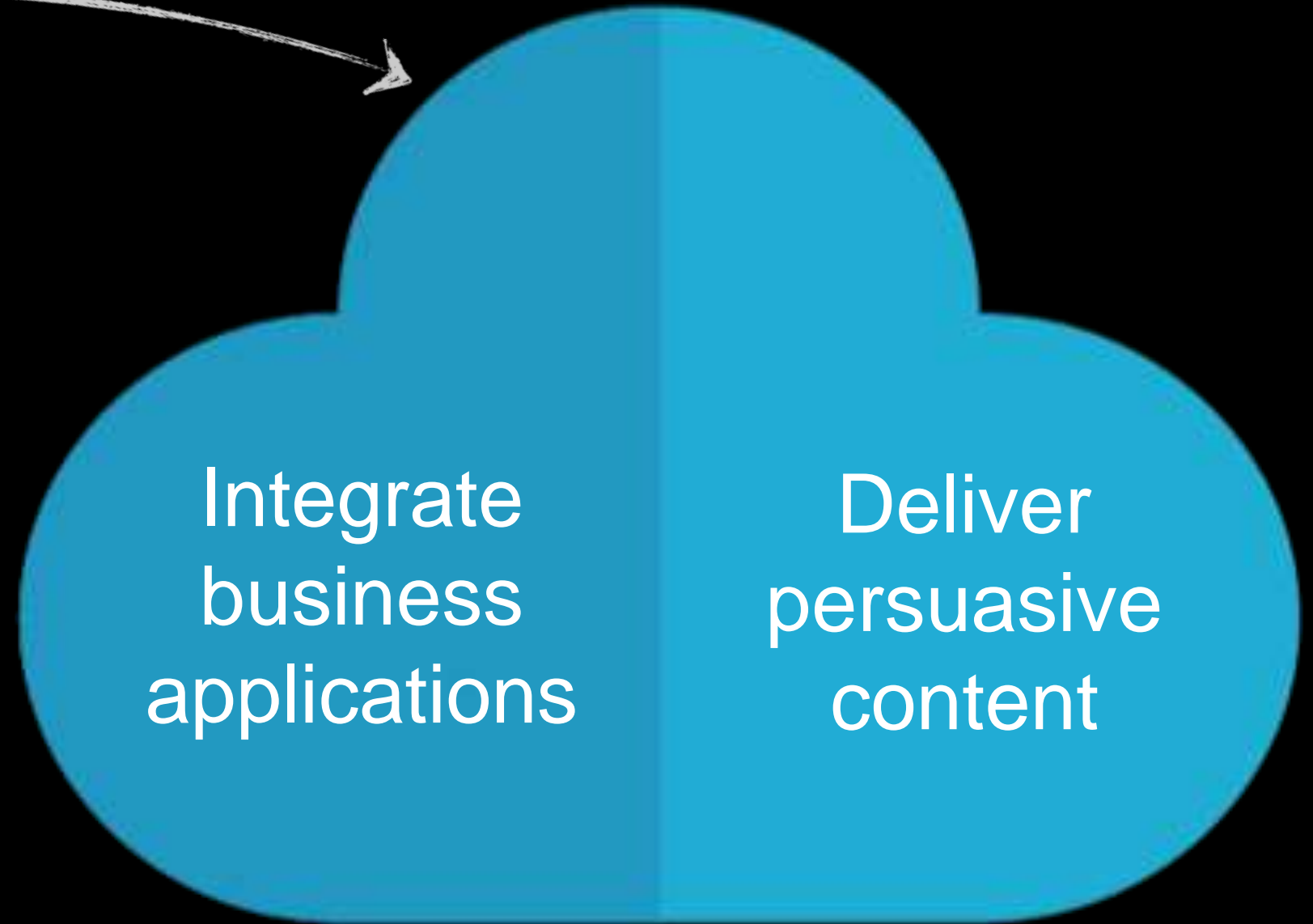


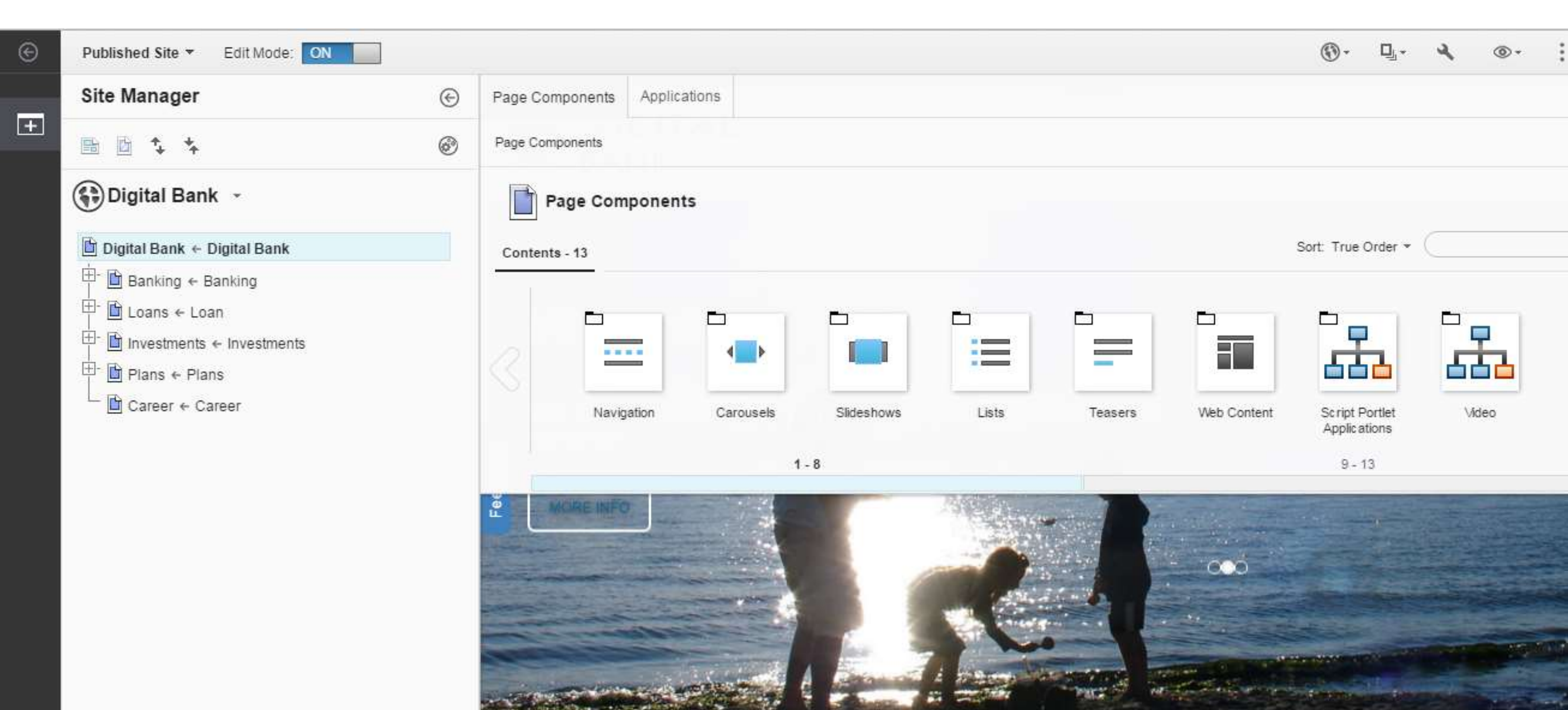
IBM Managed Services





IBM Digital Experience helps **customer experience teams** create **adaptive, personal** and **relevant** experiences that are **managed by the business**





Tools for Business Users

Script Portlet Editor 1.2

Script Portlet Content Item Edit
Last modified on Sat, 14 Feb 2015 01:36:22.608Z by virtuser | Created by virtuser Save Actions

- Contents
- HTML
- jqplot_chart.js

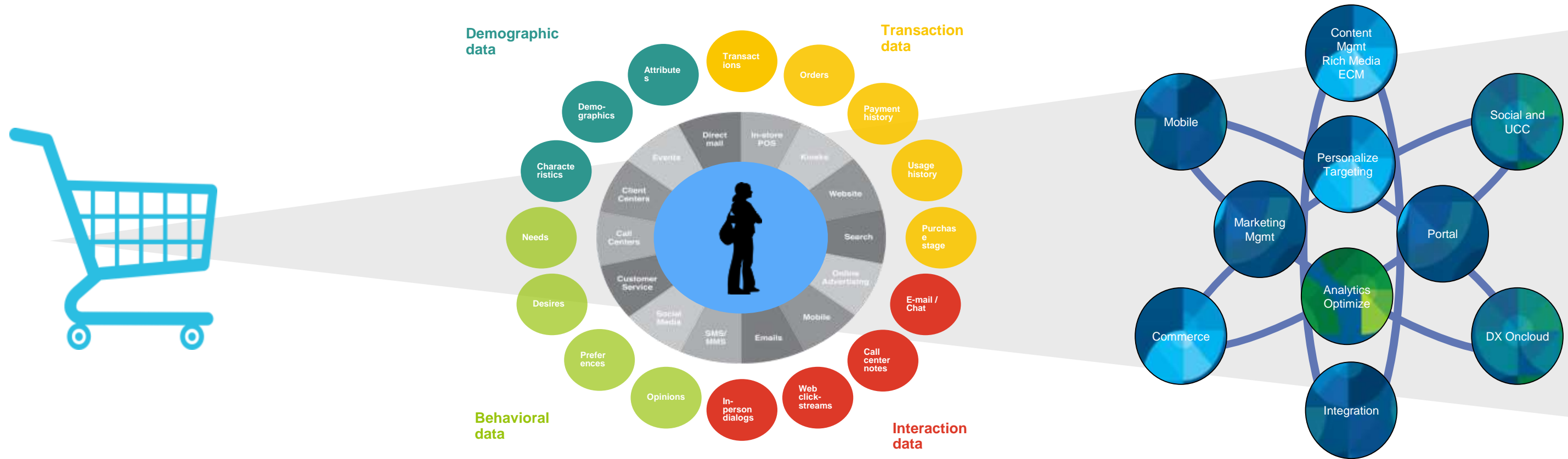
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HTML x
1
2 <div style="display:none" data-script-portlet-original-
  tag="head">
3
4 <script src="http://code.jquery.com/jquery-1.10.2.min.js">
  </script>
5 <link rel="stylesheet" type="text/css"
  href="http://cdn.jsdelivr.net/jqplot/1.0.8/jquery.jqplot.min.c
  ss"></LINK>
6 <script
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  "></script>
7 <script
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  nderer.min.js"></script>
8 <script
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  oryAxisRenderer.min.js"></script>
9 <script
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  Labels.min.js"></script>
10 <script src="[Plugin:ScriptPortletElementURL
  element="jqplot_chart.js"]"></script>
11 </div>
12
13
14
```



Tools for Developers and Designers

Help Support Search & Explore

Simplify the message: Omni Channel customer engagement strategy



Foundation Element Focus

- Product Catalog
- Shopping Cart
- Pricing & Promotions

Customer Analytics Focus

- Understand Customer Interactions
- 360 Degree view of customer interactions

Business Imperative Focus

- Outcomes tailored to customer interactions
- Multiple points of entry (i.e. offline / online)

Scenarios

The commerce store manages the catalog, shopping cart and layout of the store. You can enrich the experience by integrating a centralized and integrated web content management system

You provide a rich digital experience for online researchers but provide a full Commerce store catalog, and shopping cart. You maintain SSO between storefront and the store

A digital experience is the front end to the retail experience. You can build and maintain your store with 100% flexibility. Commerce manages the store

Commerce Front-End

Commerce
Widgets

Side-by-Side (Simple Aggregation)

SSO

Federation

Common WCM

DX Front-End (Unique User Experience)

Web Page

Web
Content

DDC

Script

Commerce Front End, When to Use?

- Content is not focus of site. Ordering is focus of site.
- Good for B2B sites
- Example: a site to support dealers and dealerships. Users want to:
 - Log on > Place order > Log off
- Majority of page requests are for commerce pages
 - Example: 90% requests for one Commerce Portal were for Commerce pages.



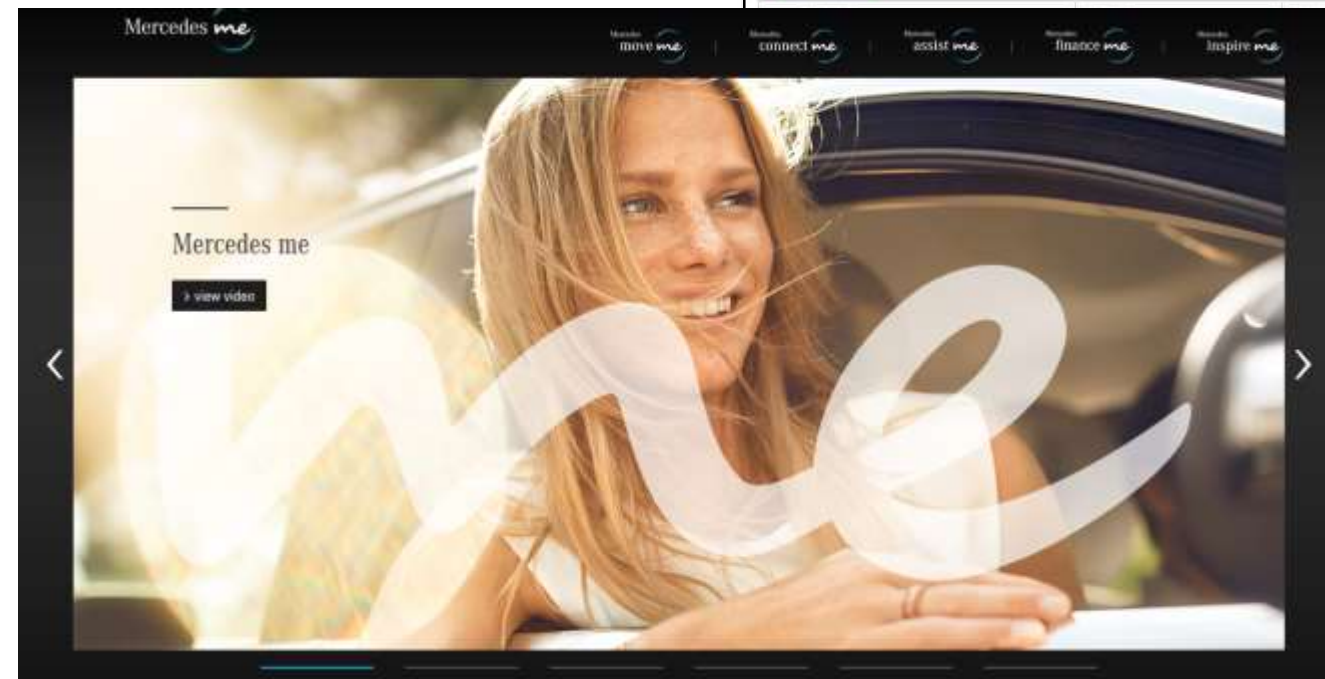
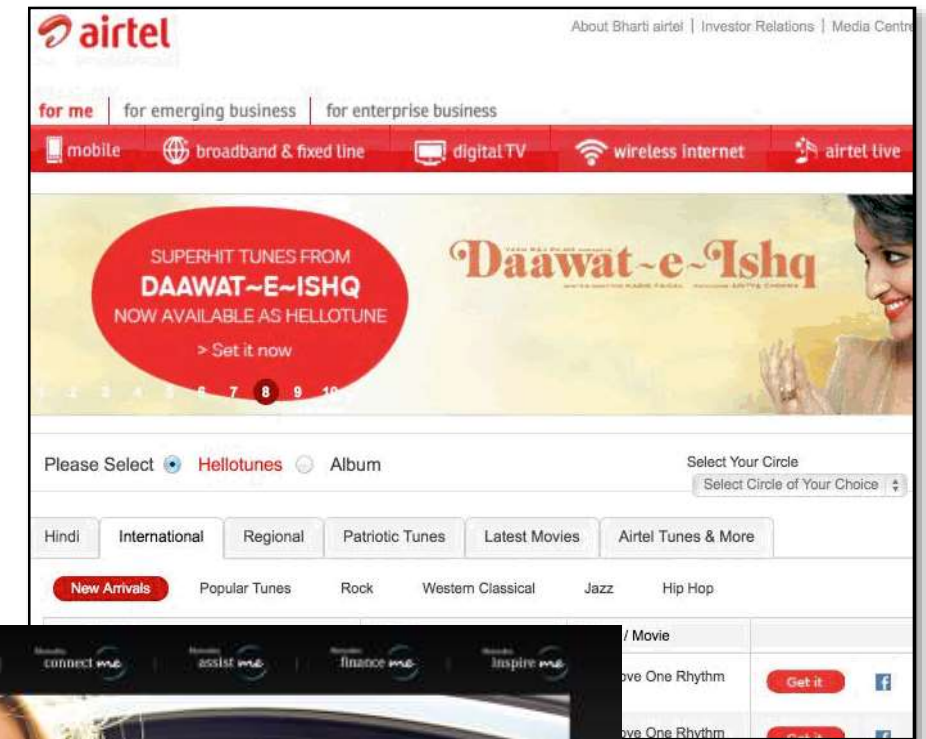
Side by Side, When to Use?

- Delivers richest commerce and richest DX functions – but can sacrifice usability (with context switches)
- User accesses either DX or Commerce, depending on page being viewed. DX pages show web content & social, whereas Commerce shows shopping cart and product catalog.
- To some extent, commerce information can be displayed on DX pages and vice versa. The information is exchanged via REST services.
- Customer Examples : Illy, Performance Bike, Cars.com

The screenshot displays the Performance Bicycle website interface. At the top, a black navigation bar contains the phone number 800-727-2453, a Live Chat icon, a My Store link with a bicycle icon and the text 'Find a store near you', a My Account dropdown, and a CART (0) dropdown. Below the navigation bar, the Performance Bicycle logo is on the left, and promotional banners for 'LIFETIME GUARANTEE' and 'FREE SHIP-TO-STORE On Standard Weight & Size' are on the right. A secondary navigation bar includes 'Shop by Category' (highlighted in blue), 'Shop by Brand', 'New Products', 'Deals', 'Learn', and a search bar with the text 'Search by keyword or item #' and a green 'SEARCH' button. Below this, a breadcrumb trail reads 'PerformanceBike.com / Learning Center'. The main content area is titled 'Learning Center' and features a search box with 'Enter Search' and a green 'Search' button. To the right of the search box is a 'Browse by Category' menu with links for 'Buyers Guides', 'How-To Guides', 'Product Reviews', and 'Riding Tips'. The main content area contains a large image of a cyclist on a road bike with a dark overlay box that reads 'LEARNING CENTER' in large white letters, followed by a welcome message: 'Welcome to the Performance Bicycle® Learning Center. We are here to serve you by presenting a thorough collection of cycling information. Browse our Buyer's Guides, Product Reviews, How-To Guides, or insightful Riding Tips categories for the latest in cycling expertise. Our doors are always open. Welcome and explore.'

Digital Experience Front End, When to Use?

- Lead with brand experience and engage via content and/or communities
- Deliver multiple sites (not just commerce)
- Integrate to multiple back-end systems
- Leverage full Digital Experience Platform (including self-service, social collaboration, web content, Forms, integration, DAM, etc.)



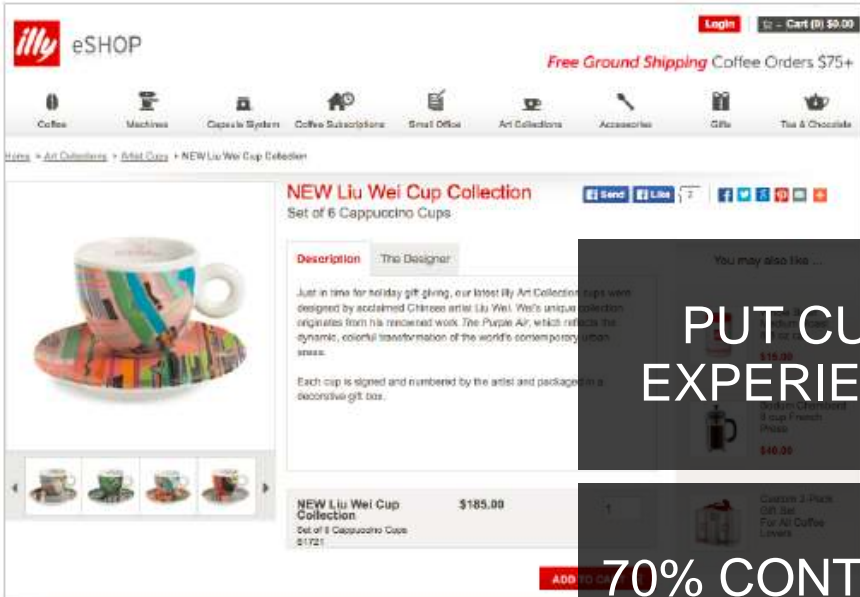

Digital Experience Storefront

Inspirational versus Transactional

il.ly Path to conversion

Make you fall in love
Emotional Path

Make buying frictionless
Product Page



PUT CUSTOMER EXPERIENCE FIRST

70% CONTENT ONLINE IS STORYTELLING

40% INCREASE IN TRAFFIC

Headless Commerce

- Originally headless commerce allowed creators of digital content to become a retailer. Typically it was used by companies that sold software, electronic games, books, images, videos, and other forms of digital media.
- Traditional retailers can also adopt a headless commerce approach to impact sales by delivering an exceptional digital experience optimizing product discovery and merchandising while also providing access to products and delivering the shopping cart experience. You increase sales, increase product awareness, and build relationships. Its also possible to reduce Commerce infrastructure costs* and capitalize on new revenue channels.

Benefits of a Digital Store Experience

- Desire-to-Action is Key for conversion rates
- The customer experience needs to be continuous and seamless. Web to Store, Store to Web, Mobile to Web, Web to Mobile
- You need to enable business users to easily change the experience
- You need the business to create and deliver content
- You need to deliver multi-channel, omni-channel, and multi-language
- The scope needs to go beyond product information, marketing, and cart
- Social media integration and management
- Rich media keeps on growing
- You need to adapt without IT intervention and leverage resources

Smarter Commerce Integration with DDC

- Business User edits the portlet to
 - Select Source
 - Filter by Category Path and/or Brand
 - Define the Appearance of the List
- Managed by WCM component

The screenshot shows the 'Open Edit Form' for a portlet configuration. The form is divided into several sections:

- Source:** A dropdown menu with options: Products, Products (ignoring subcategories), Product Details, Categories (one level), Categories (two levels), Categories (all levels), Current Category, Brands, and Brands (ignoring subcategories). A callout box points to this section with the text "Select source from a predefined list".
- Filter By Category Path:** A text field with the value "/HOME_DEPOTMasterCatalog/Appliances/Refrigerators". A callout box points to this field with the text "Filter by a specific Category Path".
- Filter by Brand:** A text field with the value "GE". A callout box points to this field with the text "Filter further by Brand".
- List Appearance:** A dropdown menu with the value "Shop Design / Product Grid". A callout box points to this dropdown with the text "Select how the list is shown".

At the bottom of the form, there are buttons for "Save and Close", "Read", "Preview", "Apply Authoring Template", "More", and "Close". A note at the bottom indicates "* Required Fields".

IBM Digital Experience and IBM Commerce Components

- Categories
- Products
- Product Details
- Store Locator
- Marketing
- Shopping Cart
- Register
- Login
- Wishlist
- Personal Details
- My Orders
- Address Book
- Quick Checkout Profile
- Search Facets
- Search
- Recently Viewed
- Saved Originals

IBM provides the source code

The presentation layer is fully customizable

The presentation layer can use modern web development languages

Integration with Commerce is using REST services

Business users can drag and drop the components on any page

IBM Commerce Integration

The screenshot displays the IBM Commerce integration interface. At the top, it shows 'Published Site' and 'Edit Mode: ON'. Below this, there are tabs for 'Page Components' and 'Applications'. The main content area is titled 'WebSphere Commerce' and shows a list of 16 components. The components are arranged in two rows. The first row includes: Product Details, Recently Viewed, Search, Search Facets, Quick Checkout Profile, Address Book, My Orders, Personal Details, Wishlist, Login, and Register. The second row includes: Cart, Marketing, Store Locator, Products, and Categories. The 'Categories' component is highlighted with a blue border and a plus sign in the top right corner. At the bottom of the interface, there is a pagination indicator '1 - 16'.

Published Site Edit Mode: ON

Page Components Applications

Page Components > WebSphere Commerce

WebSphere Commerce

Contents - 16 Sort: True Order

Product Details Recently Viewed Search Search Facets Quick Checkout Profile Address Book My Orders Personal Details Wishlist Login Register

Cart Marketing Store Locator Products Categories

1 - 16


IBM Commerce Integration

Published Site Edit Mode: ON


commerceshruti3.ibm.com

Store ID:
10201


Categories




Accessories




Laptops



Tablets



Desktops



Components

BaseCategoryId
10027

Configure Spot

Categories *published*


- Open Read Form
- Open Edit Form
- Delete

Extended Content Targeting based on external Marketing Tools

Integration with IBM Interact and IBM Marketing Center

- The edit mode of a Portal/WCM page can be used to configure the link between a offer in IBM Interact/IBM Marketing Center and the corresponding web content

IBM Marketing Center Spot (Specified)



Sample Offer

IBM Enterprise Marketing Management.

Engage buyers in highly relevant, interactive dialogues across digital, social and traditional marketing channels.

Hide Marketing Center Spot Settings [Learn More](#)

Default Content
Sample Offer

***Zone ID**
mc_OctoberShoeOffer


***Droppable**
Yes

Height
Automatic

CSS Style
None

Refresh


IBM Interact Spot (Specified)



Home Loan Package

Get the best housing loan for your dream home!

We have shared the dream of an ideal home with millions of our customers. We can offer you a convenient housing loan plan that suits your needs.



аповнення заявки_ch مرحبا كيف حالك être collé こんにちは お元気ですか 6

This is a sample Interact offer.

With IBM Interact, marketers can personalize (in real time) the experience of customers interacting with websites, call centers and other inbound marketing channels. مرحبا كيف حالك être collé こんにちは お元気ですか аповнення заявки_ch

Hide Interact Spot Settings [Learn More](#)

***Interaction Point**
Portal Interaction Point

***Number of Offers**
2

Default Content
www.ibm.com

Interactive Channel
Portal Interactive Channel

Audience Level
Individual

Content as a Service

New patterns for DX solutions



**Content
as a
Service**

External application owns & manages the user experience.
From ~2015 we see the emerging Content as a Service pattern. REST Services, API/SDKs for Mobile apps, single page applications, 3rd party apps.

**IBM Digital
Experience**

Experience delivery platform.
Shared content repository.

**Web &
mobile
sites**

DX owns and manages the user experience.
Portlets, widgets, page layouts, application integration, site creation, and page rendering. Until ~2014/5 this was the entire market.

Content as a Service with WCM today

Digital Experience v8.5 CF05+

Use WCM, and publish content
as JSON feeds

Pre-built APIs shipped in CF05

Combine website delivery and
content as a service on a
single platform

On-premises or managed cloud

<http://bit.ly/wcmcaasapi>

Mobile Application Content Manager

Focussed on mobile
application needs

Provides content as a service
for mobile only

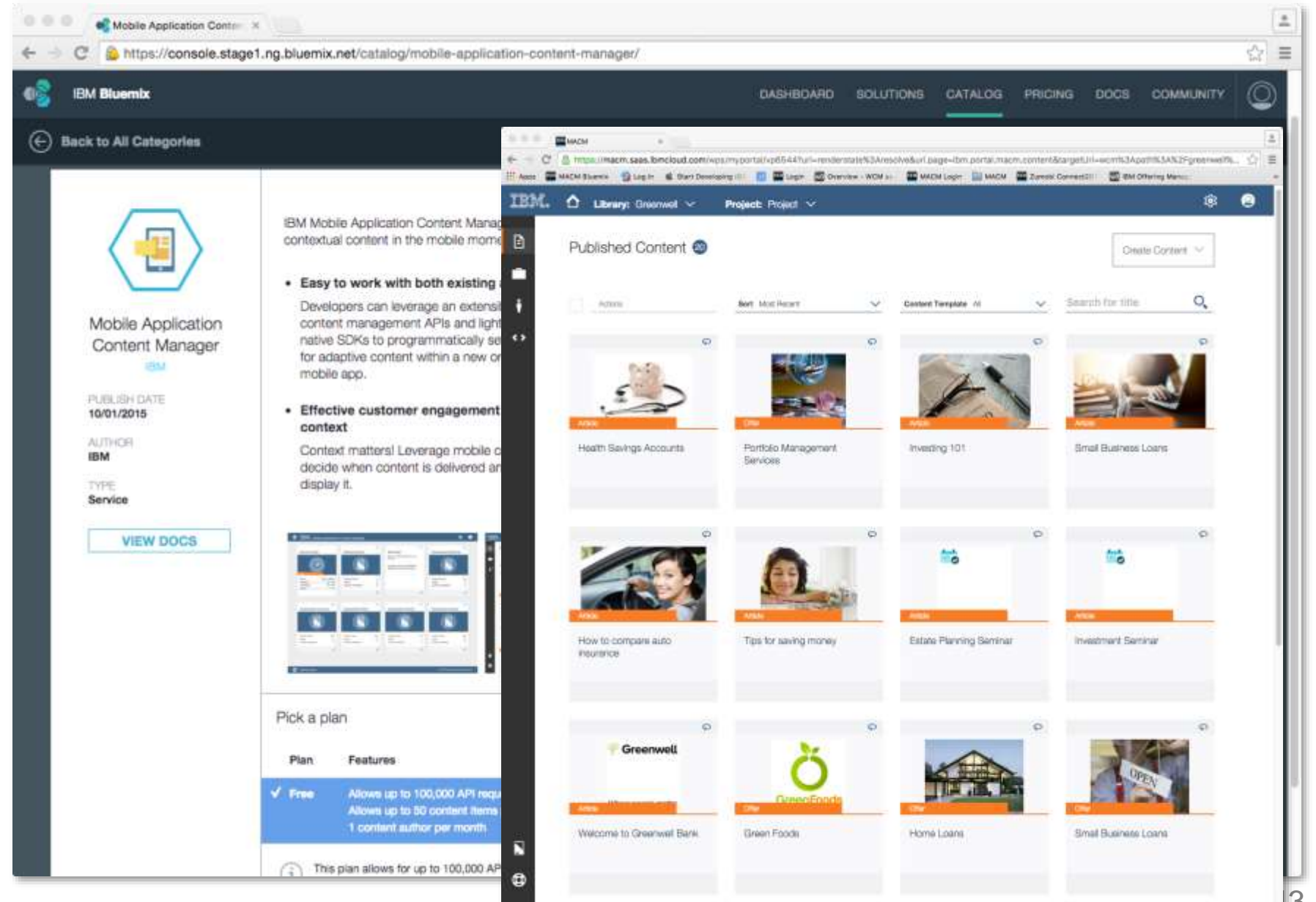
SDK available for Android and
iOS to access CaaS APIs

Available as SaaS via Bluemix

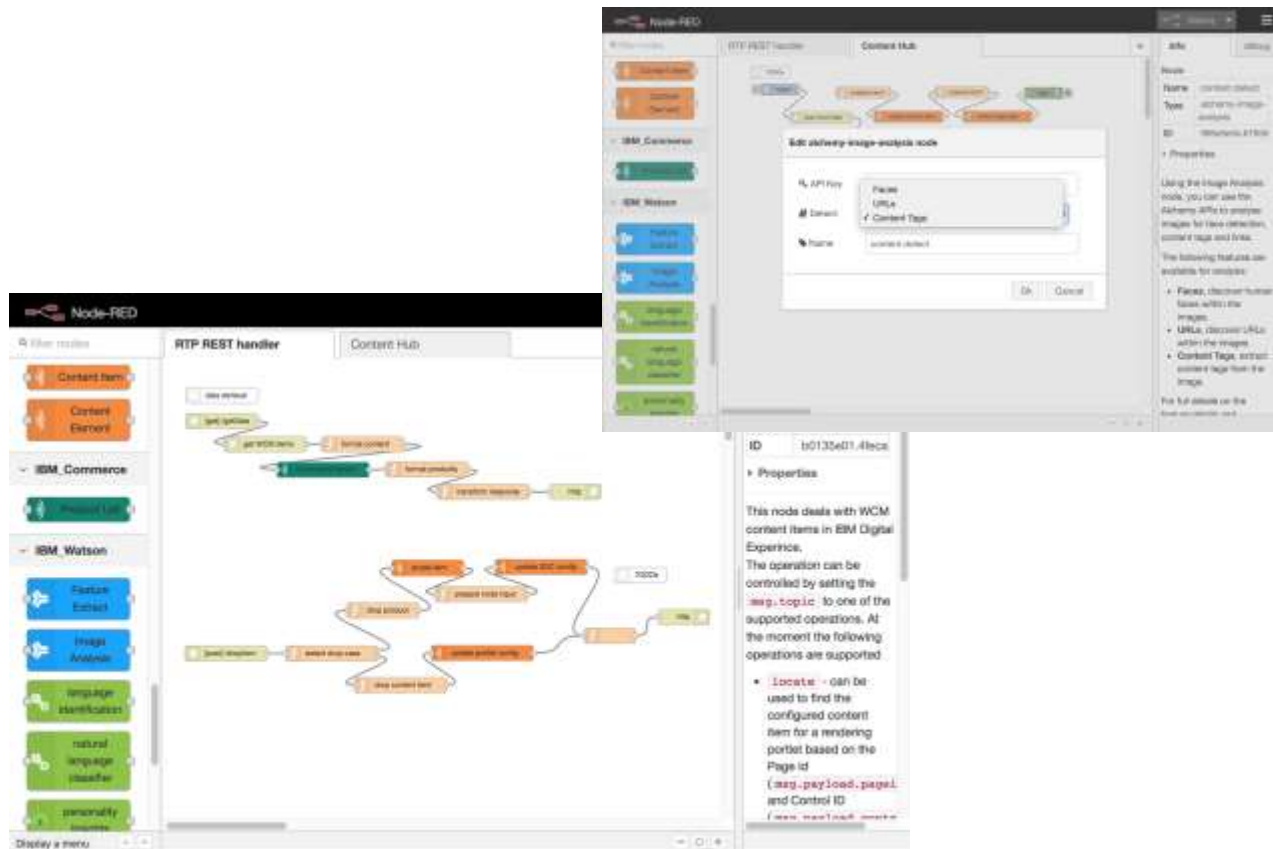
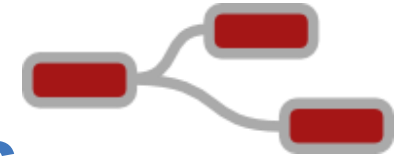
<http://bit.ly/ibmmacm>

Mobile Application Content Manager

- Enabling mobile project teams to engage mobile app users with personal and contextual content, in the mobile moment
- Cloud based content management with ease of use
- Deliver persuasive, targeted and contextual content to your mobile apps
- Easy to work with both existing and new apps



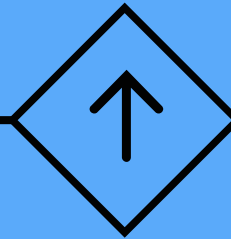
Node-RED: Building business logic based on Web APIs



- Supports visual flow editing
- Node.js based
- Many integrations available
- Flows can be shared
- Allows rapid prototyping

<https://github.com/digexp/Sample-Node-RED-dx>

Vielen Dank



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