TENDANCES LOGICIELLES 2008
Mardi 25 mars 2008 – Hilton Arc de Triomphe

Customer Centric Commerce

WebSphere Commerce

Agenda

- E-Commerce Trends

- Web 2.0

- Cross Channel Integration

- Enterprise Solution

- Directions

Customer Centric Commerce

- **"Social Commerce" focus on Community and Active Participation**
  - ▸ Leverage new communication methods to interact with customers on their terms

- **Further exploit Web 2.0 widgets to support a wide range of productivity tools**

The Rise of Collaborative Communities

Craigslist.org Beat Monster.com, Match.com
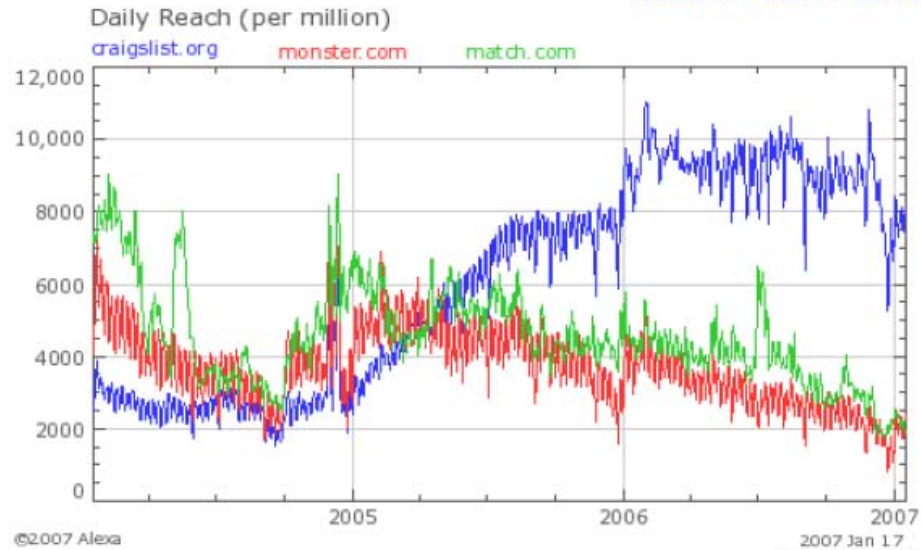
The Rise of Collaborative Communities

Wikipedia.org beats Britannica.com

WIKIPEDIA

VS.

Britannica Online

Daily Reach (per million)

wikipedia.org   britannica.com
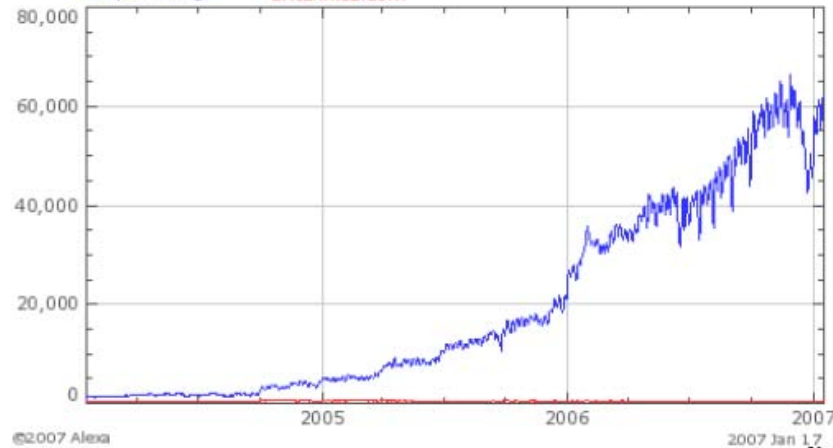
Source:
Don Tapscott
New Paradigm Learning Corp. 2007

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2007 Jan 17

The Rise of Collaborative Communities

Epinions.com vs ConsumerReports.org
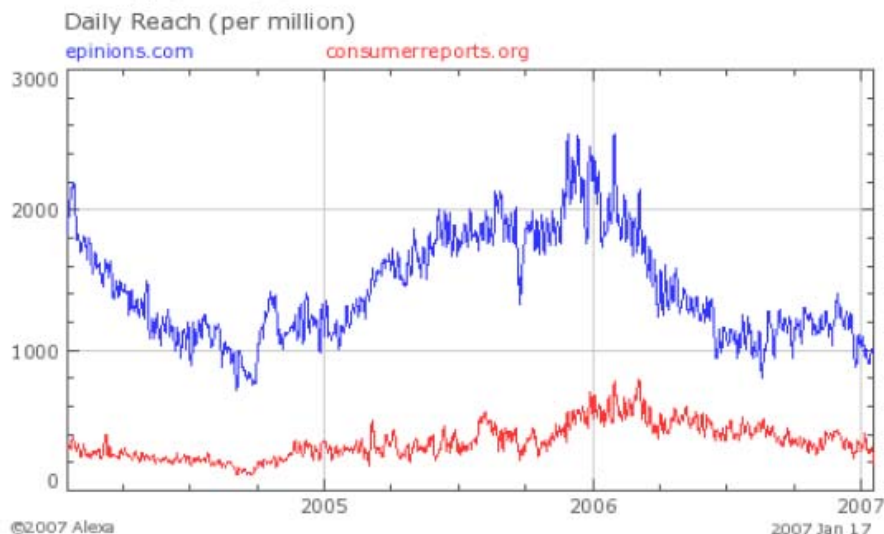
Source:
Don Tapscott
New Paradigm Learning Corp. 2007

Active Participation and Community

Rankings and Reviews

Harness the power of customer rankings and reviews, usage photos/videos, review SyndicateVoice for SEO, integrated analytics

Profiles

Create public profiles and "MySpace Lite" pages to interact with "a person like me"

Communities

Create, find, join, and work with communities who share a common business objective, area of expertise, etc

myFavorites (dogear)

Save, organize, and share favorite products and links

Communication: Wikis, Forums, Blogs, Wefeeds

Wikis, Forums, Blogs may be leveraged to exchange product advice, create 'knowledge banks' for web self service, and learn from the expertise and experience of others.

Utilize new communication mediums such as Webfeeds/SMS.

The Traditional Shopping Metaphor No Longer Applies in Today's Online Environment

Dynamic interactions
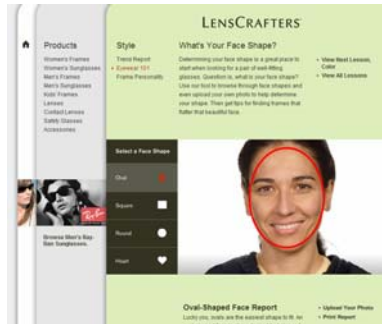
Find the perfect eyeglasses
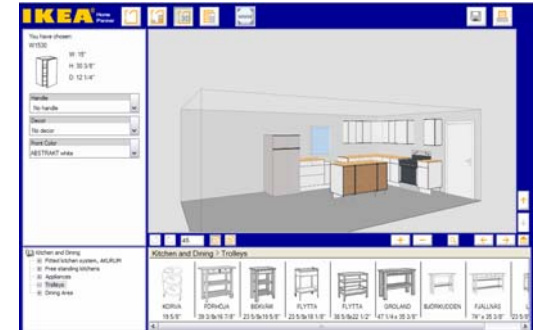
Plan a room

Customer Driven Content

Productivity Tools

Virtual 3D

VTeen

Integrate to Innovate

VTeen Multi-Channel Demo   WebSphere Commerce Business Tooling Demo

Dynamic interaction
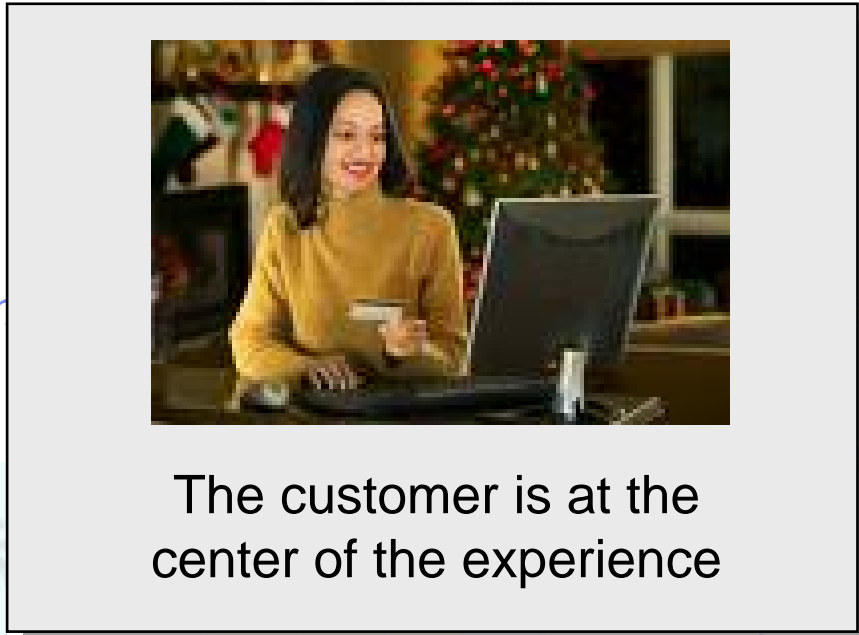
Plan a project

The customer is at the
center of the experience

*Lifestyle shopping
experience*

Productivity Tools
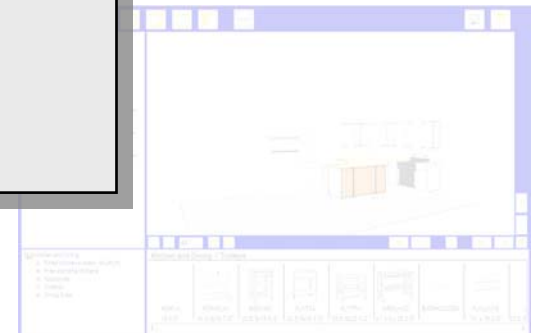
Plan a room

Web 2.0 ..... Enhancing the Experience

Internet Plays a Role in All Phases of the Buying Process

More than 80% of European online consumers have used the Net to research products in 2006

"Did you research and buy any products or services online in the past three months?"

- ■ Researched online in the past three months
- ■ Researched online and bought offline in the past three months
- ■ Researched online and bought online in the past three months
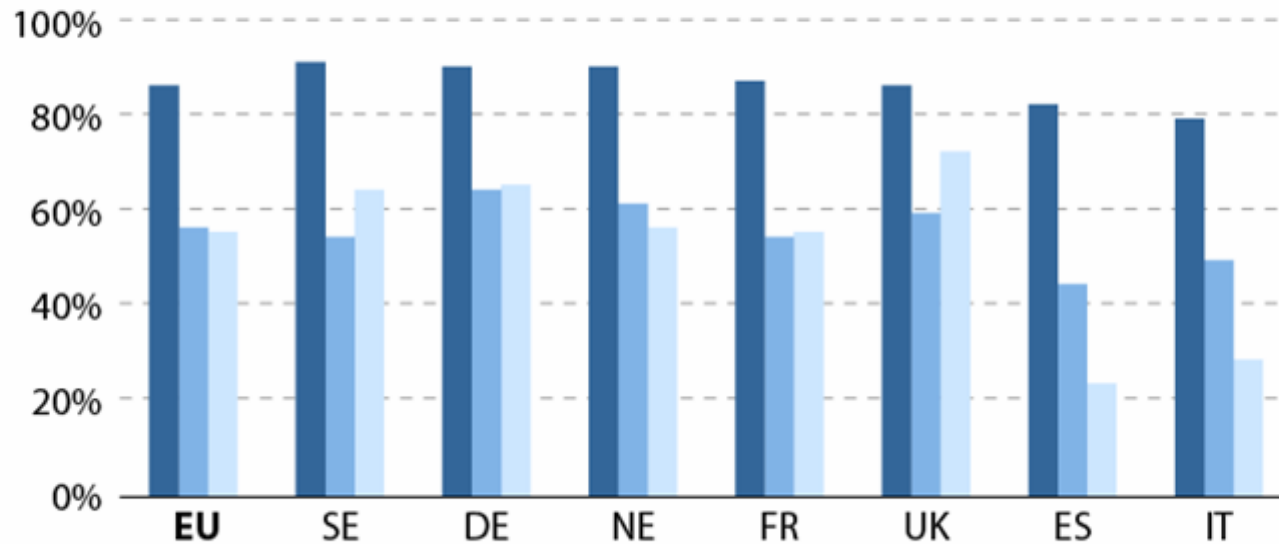
Base: EU-7 online consumers

Source: Forrester's European Consumer Technology Adoption Study Q2 2006 Survey

The Reality of Consumer Behavior

Buying processes are crossing multiple channels

| Recognition | Identification | Browse & Compare | Purchase Decision | Transaction | Post Sale Service |

Siloed Channels Create Barrier to Success

Web Site	**Partners**	**Contact Center**	**Wireless**	**Store Devices**
User Interface	User Interface	User Interface	User Interface	User Interface
Order Taking	Order Taking	Order Taking	Order Taking	Order Taking
X-Sell / Up-Sell	X-Sell / Up-Sell	X-Sell / Up-Sell	X-Sell / Up-Sell	X-Sell / Up-Sell
Registration	Registration	Registration	Registration	Registration
Offers / Promo	Offers / Promo	Offers / Promo	Offers / Promo	Offers / Promo
Customer Profile	Customer Profile	Customer Profile	Customer Profile	Customer Profile

Integrated Channels Provide Leadership and Success

User Interface **User Interface** **User Interface** **User Interface** **User Interface**

Cross Channel Processes

Registration

Open

Flexible   **Responsive**

Reliability   **Availability**   **Scalability**
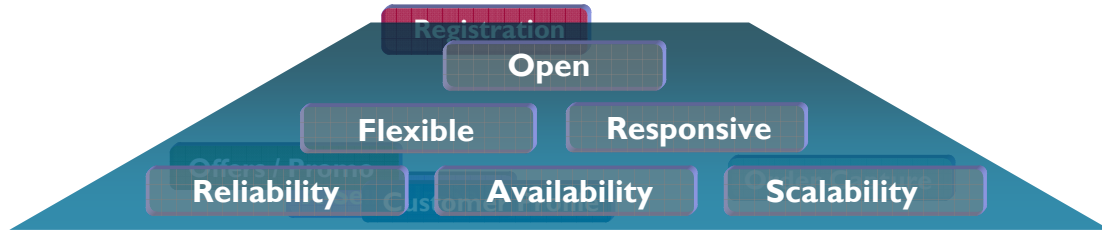
Solid Foundation

Place Your Customer at the Center of Your Business

Customer Interaction Platform
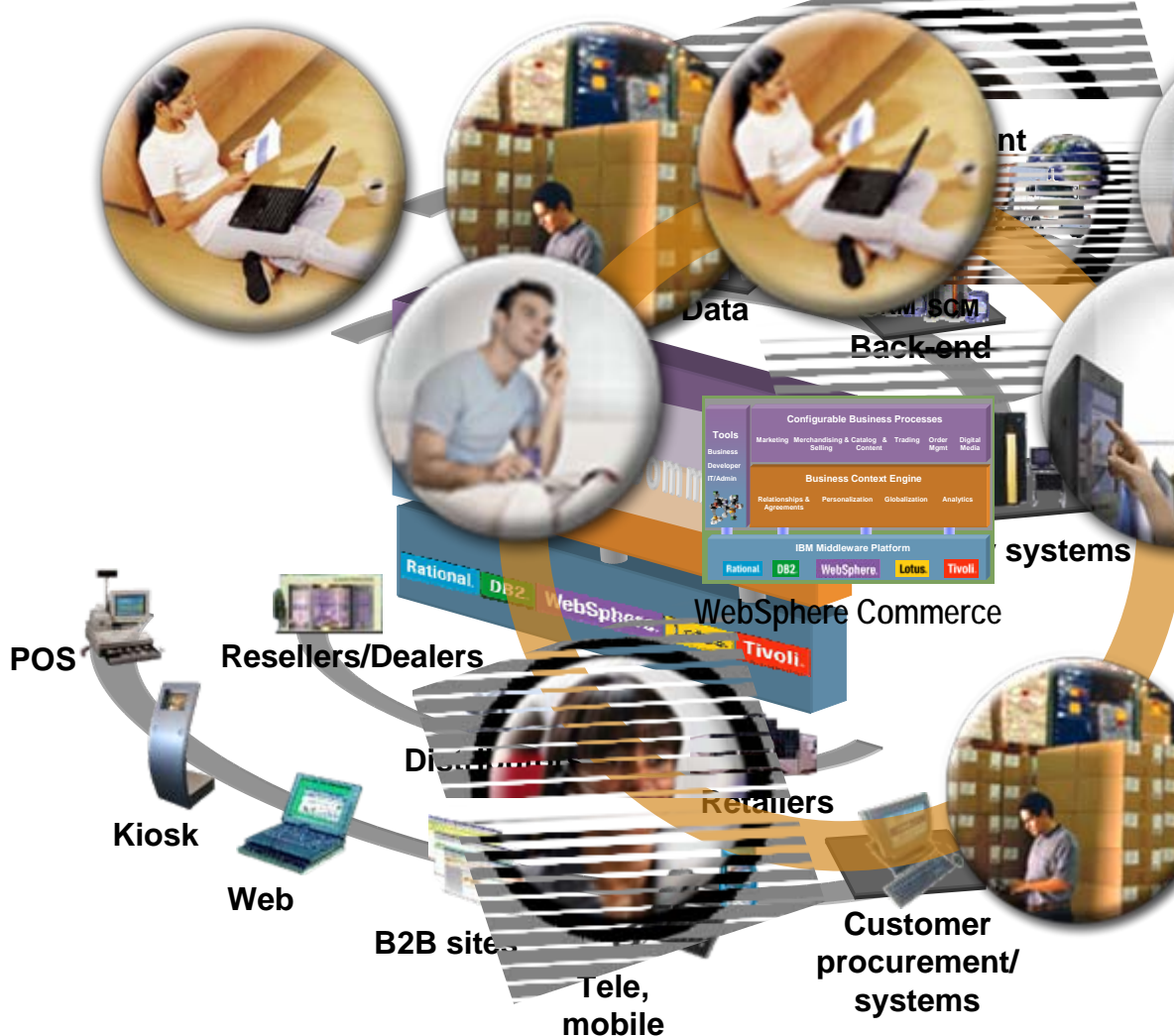
- **Consistent experience across every interaction channel**

- **Single platform & common services provide personalized, relevant experience**

- **Cross-channel and backend integration of data and processes**

- **Best-in-class & industry-specific capabilities**

Configurable Business Processes

Tools | Marketing | Merchandising & Catalog & Selling | Trading Content | Trading | Order Mgmt | Digital Media

Business Developer IT/Admin

Business Context Engine

Relationships & Agreements | Personalization | Globalization | Analytics

IBM Middleware Platform

Rational | DB2 | WebSphere | Lotus. | Tivoli.

WebSphere Commerce

POS

Resellers/Dealers

Kiosk

Web

Distributors

Retailers

B2B sites

Tele, mobile

Customer procurement/systems

Deliver an integrated cross-channel experience

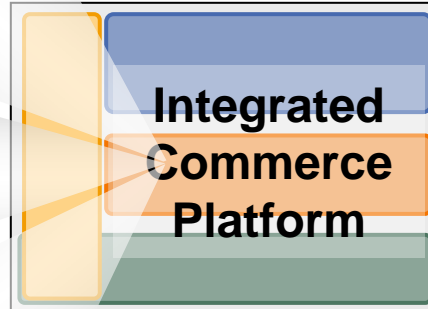# *Argos cross channel strategy enables customers to conveniently shop any time, any where*

- **Internet**: order products using the website or catalogue numbers and arrange for home delivery, or reserve items to pick up in store
- **Store**: purchase items in store; use quick pay kiosks
- **Telephone**: order products via a catalogue for home delivery, or reserve items for store pickup
- **Mobile phone**: send text message to reserve item at local store and take home

✓ *Considered the top multi-channel retailer in the UK*

✓ *2006 Online Retailer of the Year - Retail Week*

✓ *2006 Customer Services Initiative of the Year - Retail Week*

One Solution Used Across Multiple Channels

Call Center

Web Browser

In Store

Kiosk

WebSphere Commerce

Business Logic

Mobile
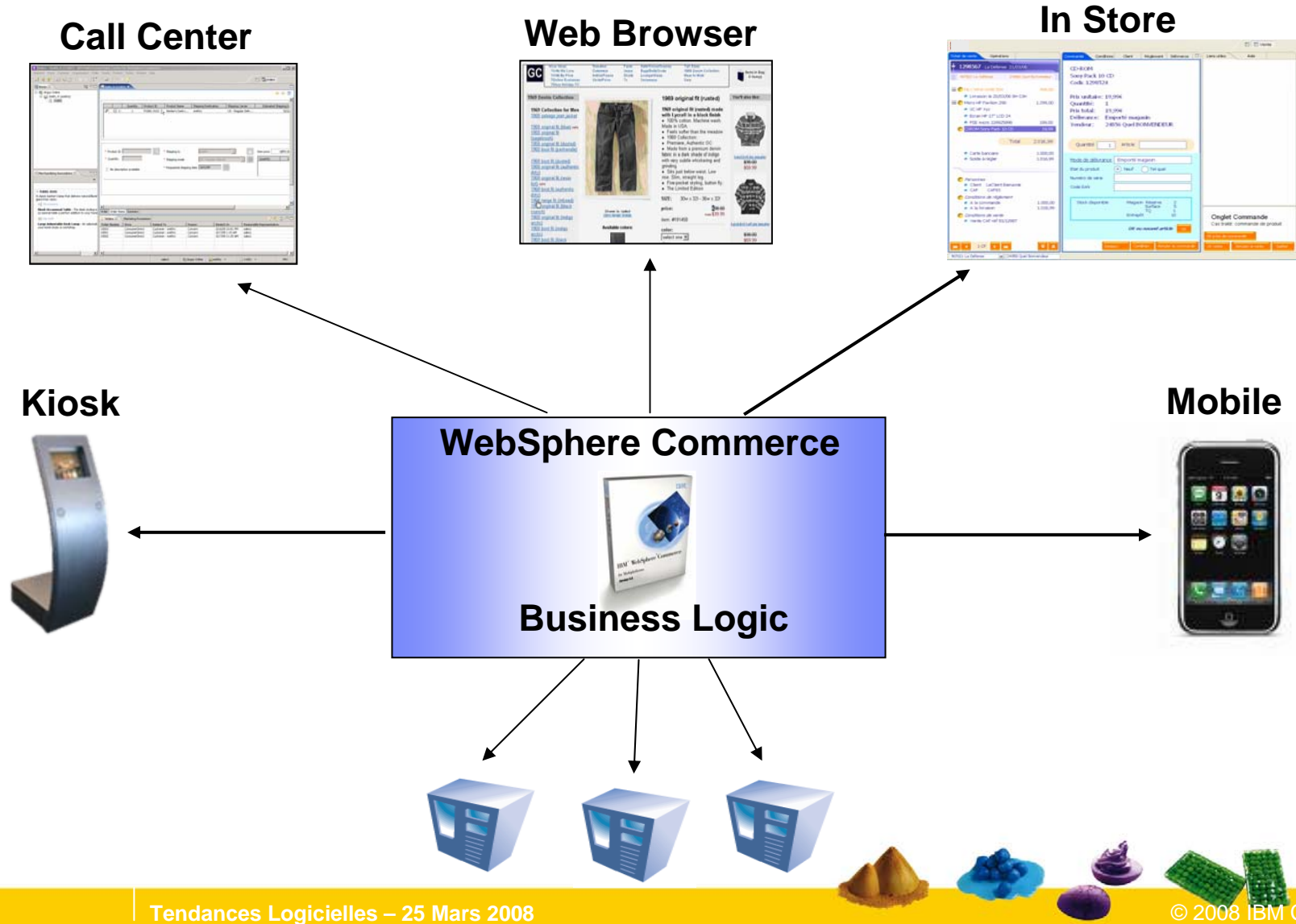
Supports All of a Company's Business Models -- Whether B2C, B2B or Both -- on a Single Platform

B2C

Multi-channel

e-Retail

B2B Direct

Private buyer sites

Public

Integrated Commerce Platform

B2B Channel

Single Tier

Multi-tier

Consumers Employees Affiliates

Small Biz Mid-Mkt Enterprise

Direct Indirect Referrals
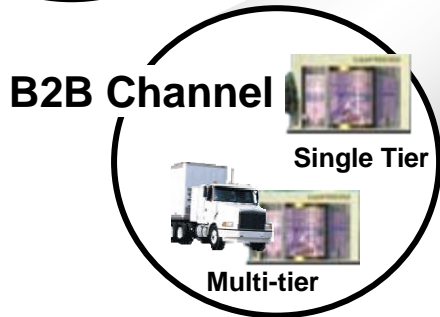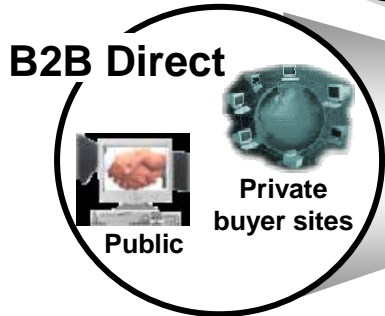
www.ibm.com

One Solution Used in Multiple Countries

Call Center

Hong Kong
Spain
USA

Web Browser

Hong Kong
Spain
USA

In Store

Hong Kong
Spain
USA

Kiosk

Hong Kong
Spain
USA

Common Server

Business Logic

Mobile

Hong Kong
Spain
USA
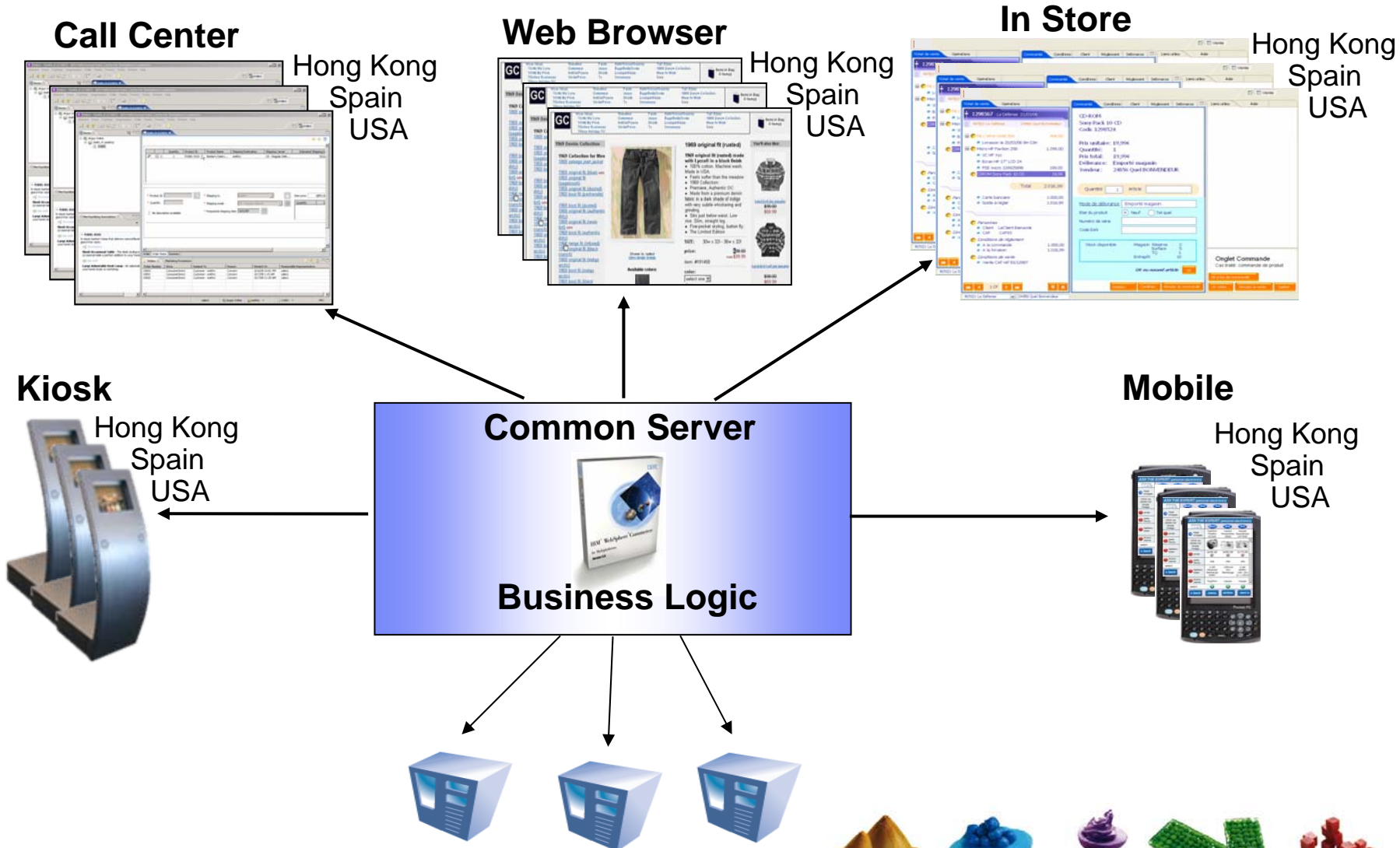
The Web is Evolving

> *"Our five year plan is to make the Internet the foundation for the architecture of the company."*
>
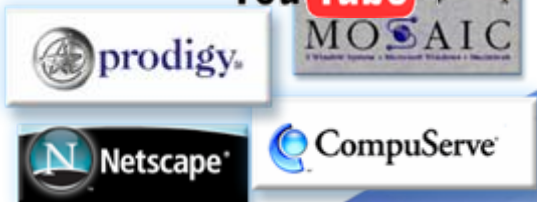> *- Mike Ullman, Chairman and CEO, JCPenney*
> (DMNew, 2007)

- ▪ **Immersive**
- ▪ ***Customer-centric***
- ▪ ***Channel agnostic***
- ▪ ***Foundational***

Web 2.0

- ▪ **Community**
- ▪ **Connected**
- ▪ **Pull-centric**
- ▪ **Dynamic**
- ▪ **Web-centric**

Web 1.0

- ▪ **Product-centric**
- ▪ **Push Model**

Customer Centric Commerce: Strategic Investment

- Improve customer service and satisfaction with 3-D help

- Simulate entertainment experiences

- Custom design tools in a 3-D, immersive environment

- Preview how products will look in your home

IBM Commitment to 3-D Internet is at the Highest Level

"The 3-D Internet may at first appear to be eye candy, but don't get hung up on how frivolous some of its initial uses may seem… 3-D realms such as Second Life are the next phase of the Internet's evolution and may have the same level of impact as the first Web explosion."
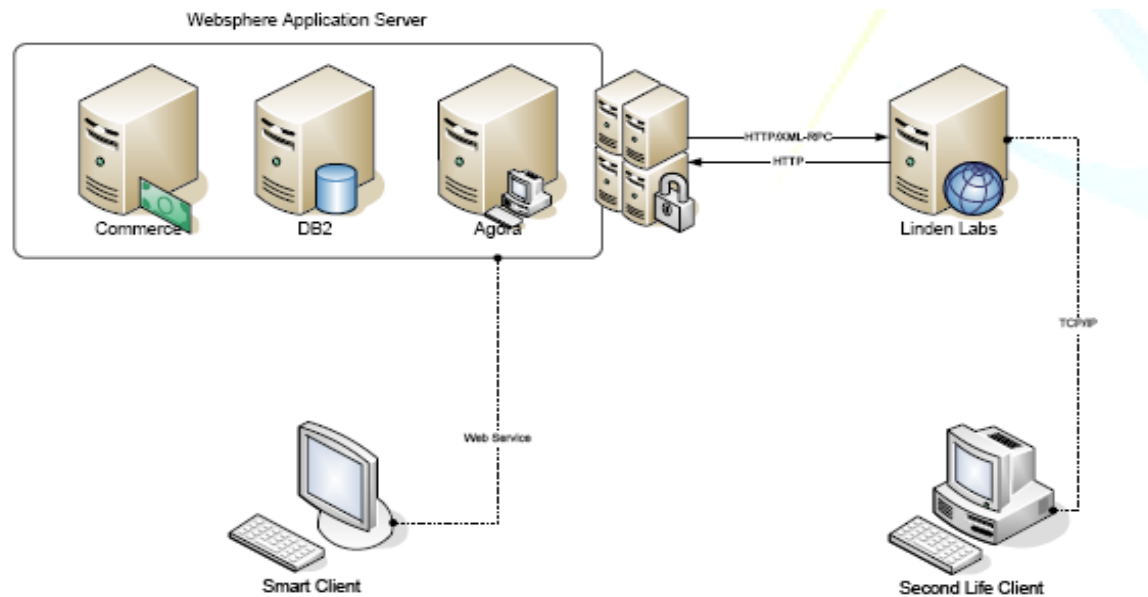
Sam Palmisano,
January 22, 2007

FORTUNE

IBM is investing $10M over next twelve months to increase IBM presence in the market for technologies that enable virtual worlds such as Second Life

Model Based Virtual World Generation

Ultimate goal is to automate the generation of virtual shop fronts and retail outlets from an existing Commerce Catalogue

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Merci