



Delivering a seamless and consistent buying experience
across digital and physical channels

Dec 2012

Agenda

- ✓ Key Trends Shaping the Market
- ✓ IBM Websphere Commerce Solution Capabilities Overview

Today's demanding customers

More knowledgeable about products, costs, and price

More savvy about technology and products/services

Less loyal to any given retail entity

Self-sufficient and demands information to make smart decisions



Active participants openly sharing and seeking consumer driven content

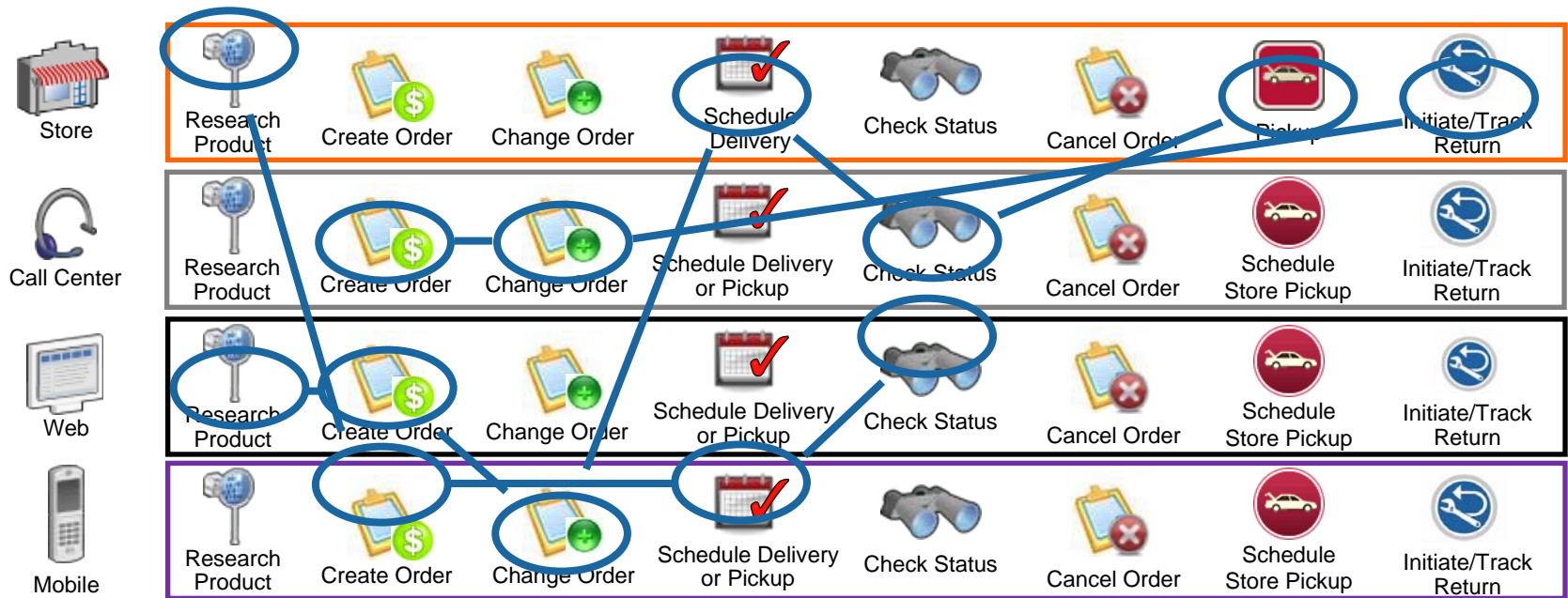
Proud of being an individual and expects personalization and high customer service in every interaction

Driven by three new currencies: time, value, and information

Today's change — and even more so, tomorrow's changes — will come from newly empowered consumers, who, by harnessing the tools that Web 2.0 technology affords them, can wield power and influence over retailers in a way never witnessed before. - Gartner 2008

Cross-channel shopping is the new norm

Consumers' interactions with the brand or varied, ever changing, and challenging retailers to deliver consistent experience irrespective of channels



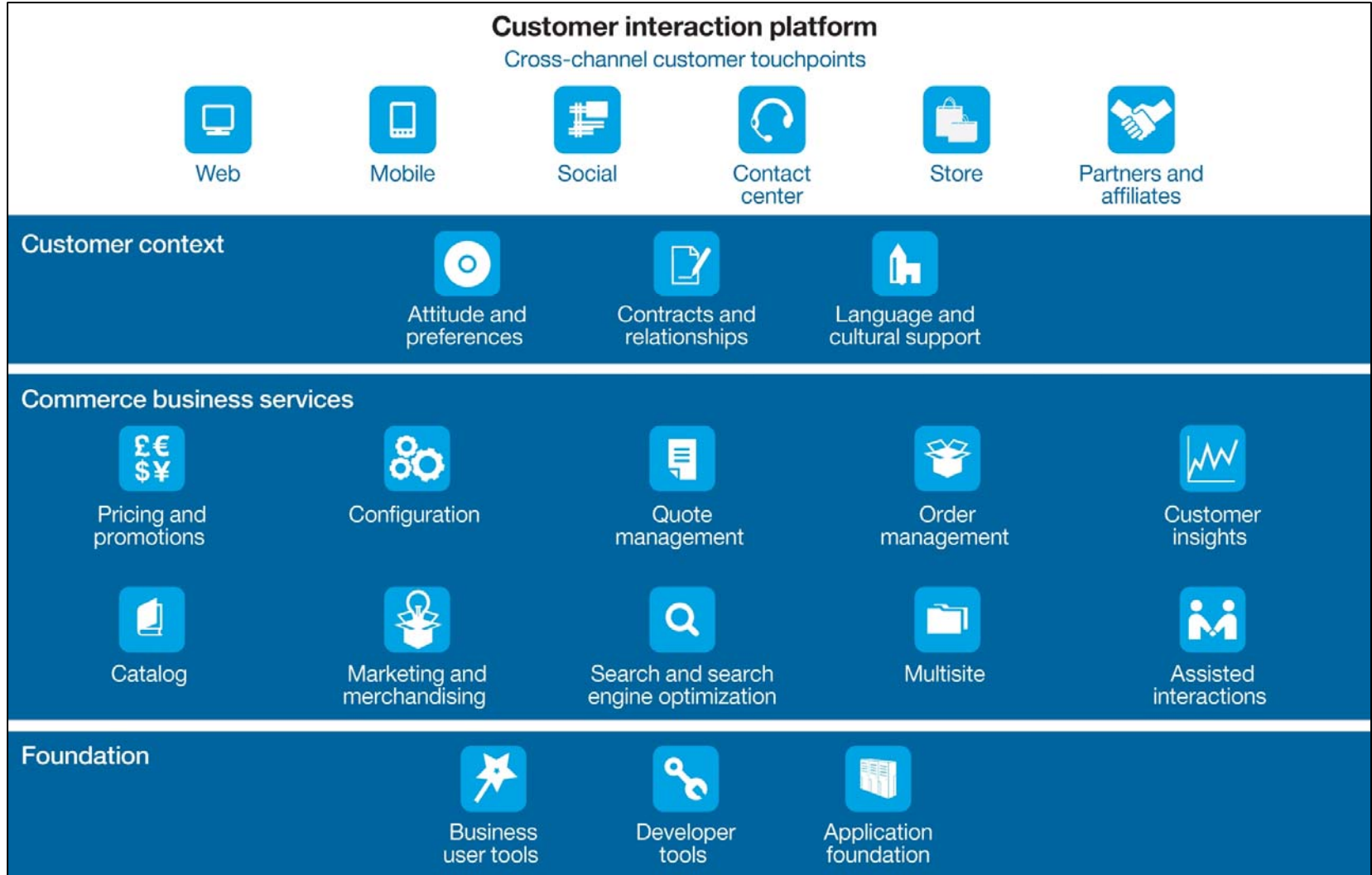
Enables companies to deliver a consistent, customer-centric experiences across multiple channels and touch points



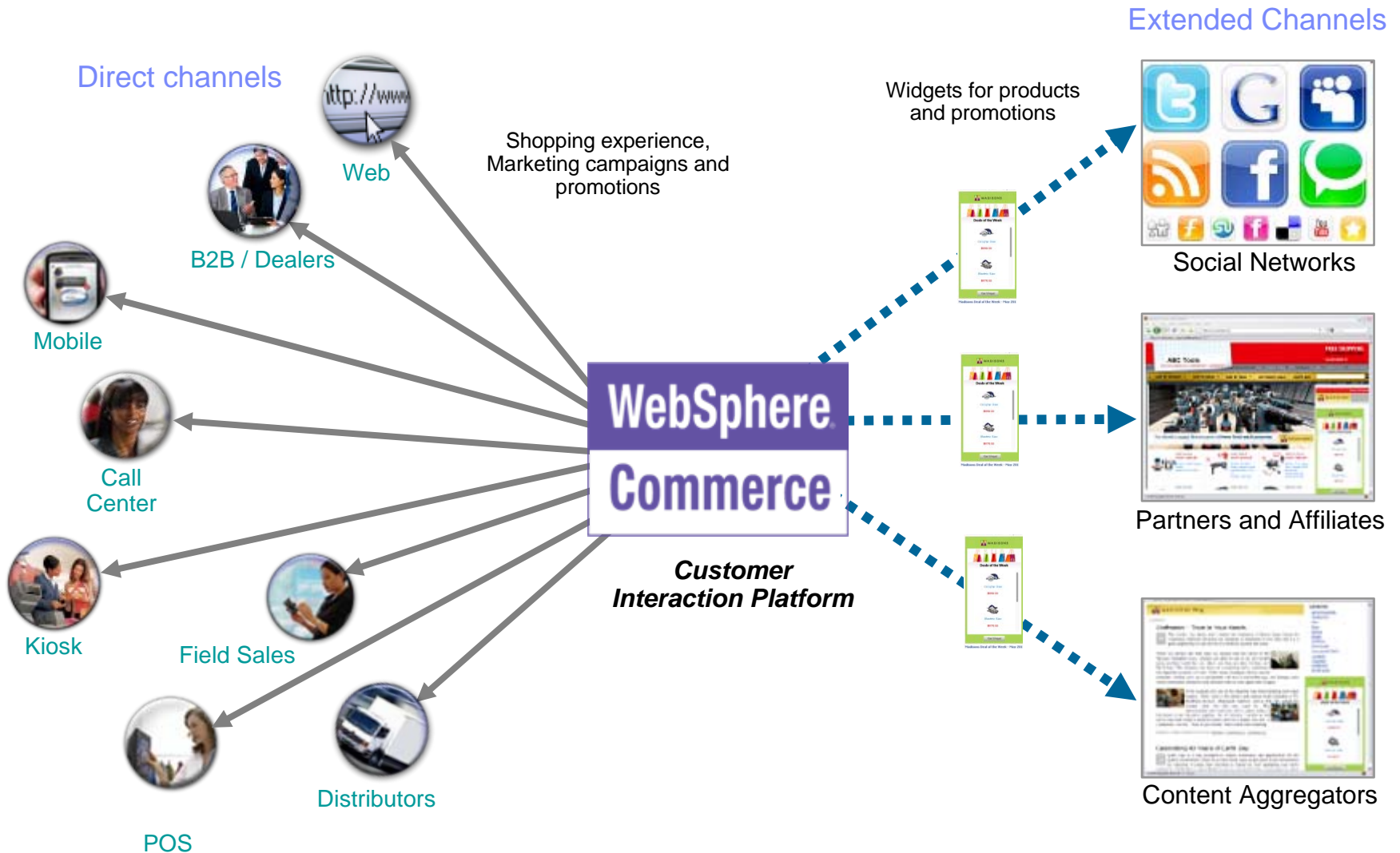
*WebSphere Commerce
“Customer Interaction Platform”*

- Provide market-leading “*Customer Interaction Platform*” to provide a single view of the customer across channels
- Deliver rich, buyer-centric experience to “*automate operations and increase revenues*”
- Power “*complex business models*” and business value chain around B2C, B2B and Demand chain from a single platform

WebSphere Commerce: Customer Interaction Platform



Delivering “one brand experience” across both direct and extended channels



Rich Customer Centric Experience via out-of-the-box Web, Store Models

- B2C and B2B Store Models
- Fast finder, quick view and single page checkout
- Marketing content
- Integrated Social Commerce
- New Web 2.0 Widgets
- B2B Operational Support
- Search Engine Optimization
- Localized stores for Brazil and China

B2C Store



B2B Store



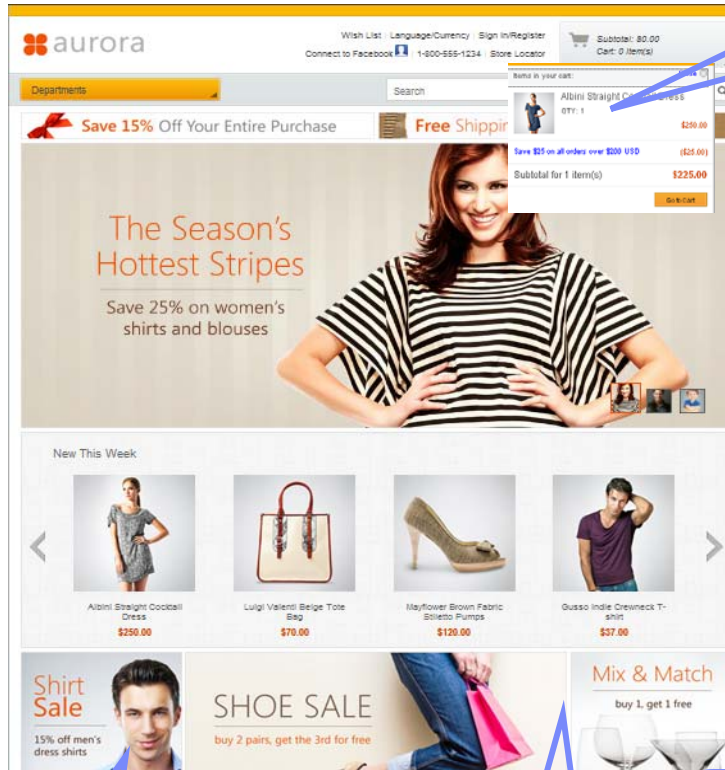
China Store



Brazil Store

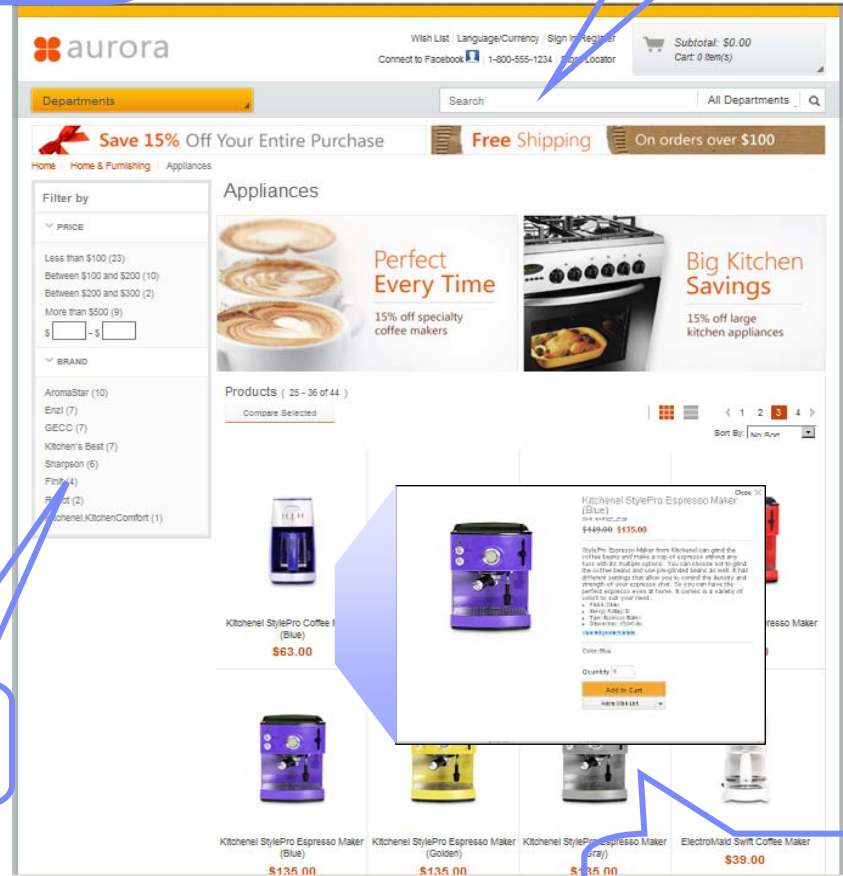


Web 2.0 Ready Starter Store



Mini Shopping Cart

Faceted Search



Product Fast Finder

Rule-based Personalization


Suggestive Selling eSpot

Pop-up Quick Info

Starter Store Product Level Feature

- Multiple product views and swatches to ease decision making
- Integrated inventory data shows item availability
- Product ratings and reviews support customer interactions
- Product recommendations built into the store design
- Coordinate widget supports cross-sell, up-sell of additional products
- Customers also purchased tab
- Recommended panel
- Recently viewed panel


Recommended



Gusso White Casual Shirt


\$40.00

Quick Info




Luigi Vale Corset

\$50.00



Gusso Printed Top

\$40.00




Albini Blouse

\$80.00

Recently Viewed


<
1 - 2
>



5-Piece Everyday Silverware Set

\$14.99

[View Details](#)





5-Piece Kitchen Utensil Set

\$8.99

[View Details](#)

Coordinate


+



Albini Sleeveless Slip Dress + Albini Empire Waist Knit Dress

Combined: **\$150.00**

[Add Both to Cart](#)

Description

Other Customers Also Purchased



KitchenCraft Stainless Knife Set

~~\$179.00~~ **\$145.00**

Seven piece precision stainless steel knife set for the demanding chef.

Quantity

[Add To Cart](#)

Optimize Cross Channel Interactions & Cross Channel Processes

- Buy Online and Pickup In-store (BOPIS)
 - Or Reserve Online and Pay/Pickup In-store
- Endless Aisle
 - Buy out-of-stock items in-store and ship to home
- DOM Integration
 - Store inventory visibility
 - Order transfer, inventory allocation, and status update



Mobile Stores supports Smart phones and Tablets

- **Mobile Starter Store (Mobile Web Application)**

- Optimized shopping flow for smart phones
- Product content and eMarketing spots targeted to mobile users
- Store and stock locators
- Buy on mobile and pickup in store



Mobile store & SMS for Cross-Channel shoppers

- **Mobile SMS support**

- Marketing and promotion
- Order notification and alerts
- Store events

- **Benefits**

- Mobile, web and in-store integration
- Single view of customers and their orders
- Store locator and store information
- Inventory visibility across channels
- Persistent shopping cart: web & mobile



Mobile store for smart phones



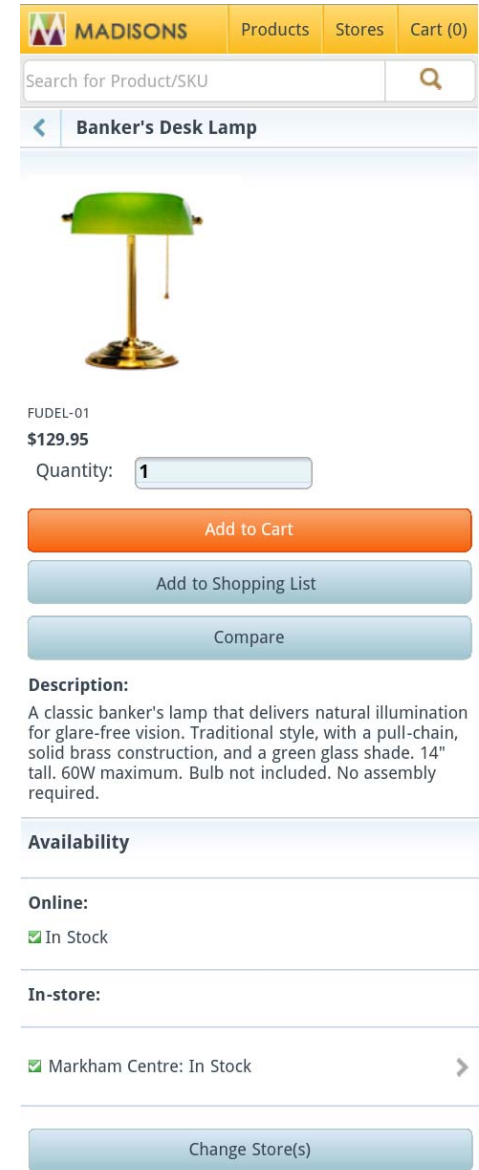
Search

Swipe eSpot

Multiple wish lists

Cross channel inventory

Location based services



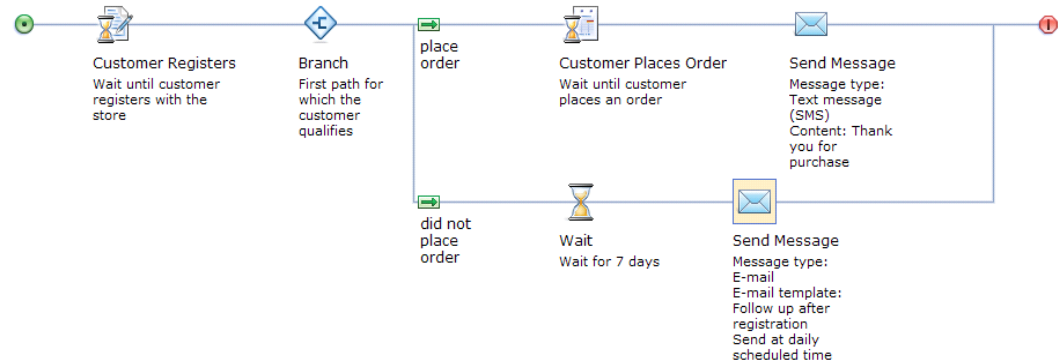
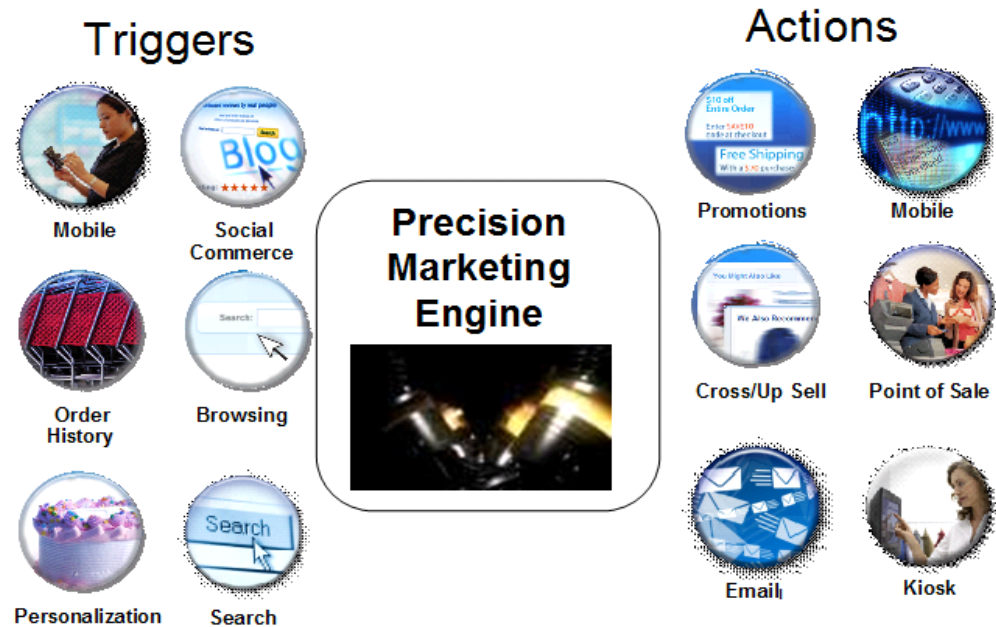
Personalization with Precision Marketing

- Powerful, automated, one-to-one merchandising and marketing based on shopper preference and behavior

- Build an ongoing, event-based dialogue with consumers by processing triggers and responding with actions

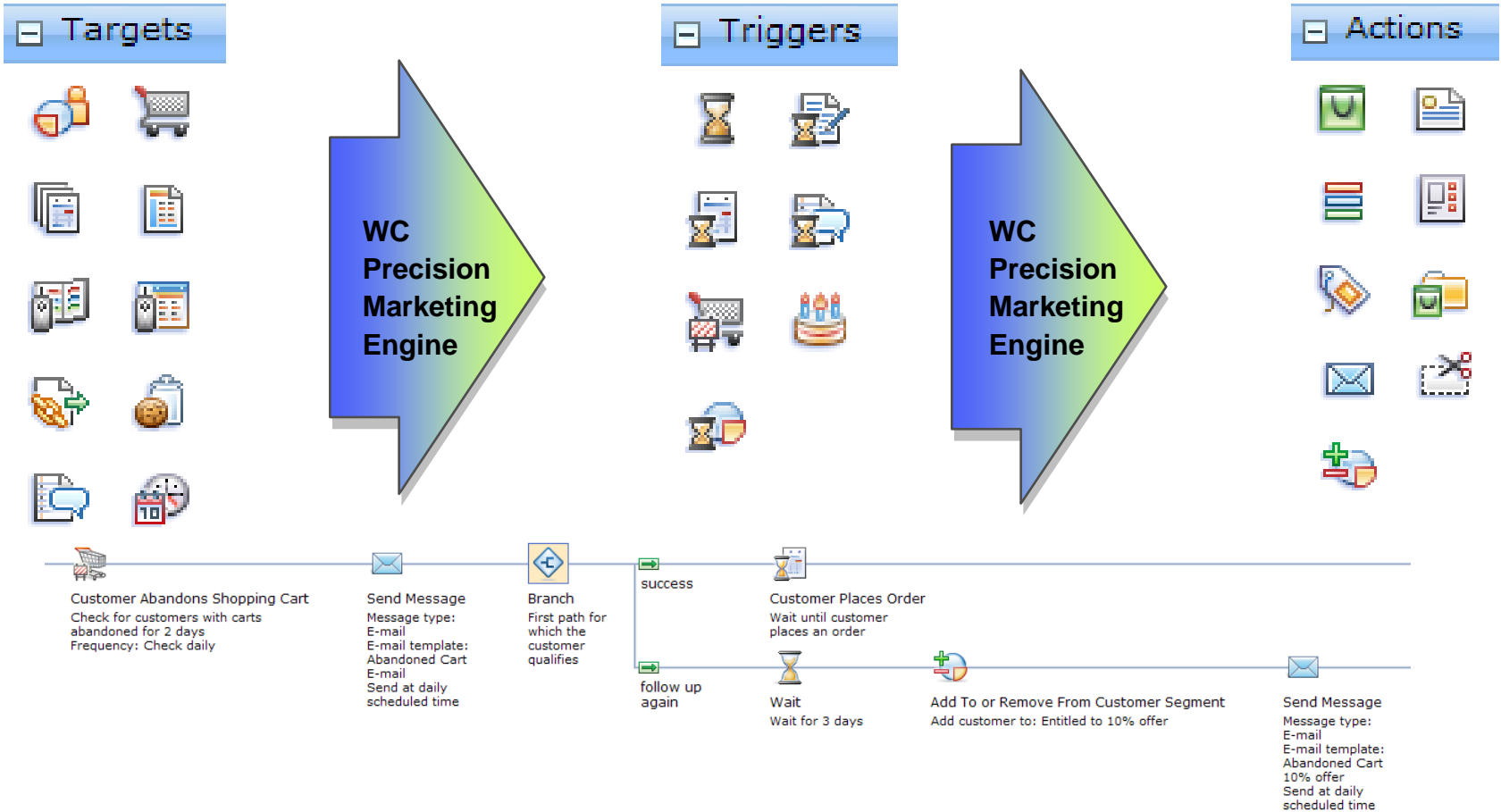
- Cross Channel Precision Marketing Engine supports

- Web, Mobile, Cross Channel
- Social Participation
- Integrated with ecosystem
- B2B “behavioral marketing”
- Behavioral segmentation



Cross-Channel Precision Marketing

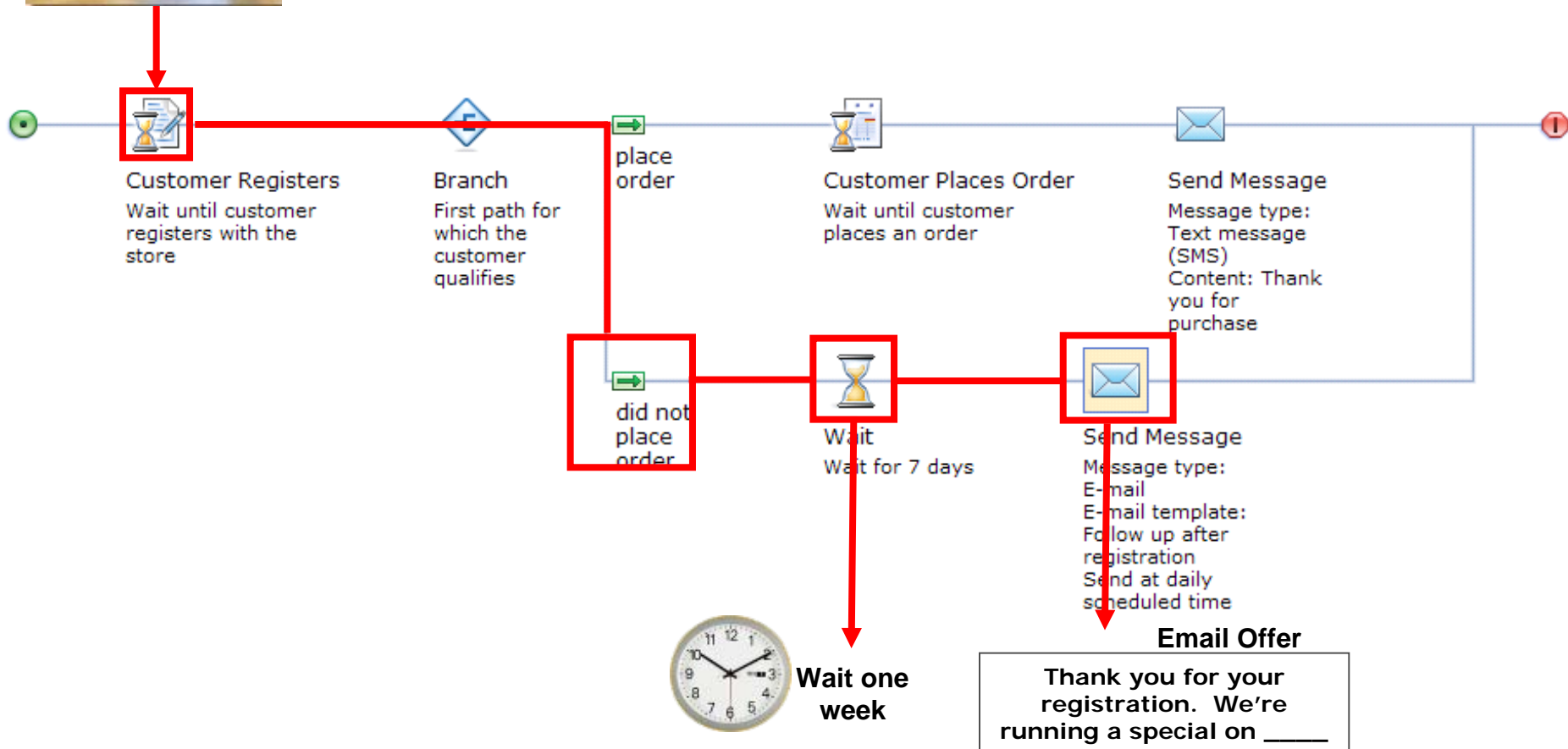
Business user builds a *dialog activity* by selecting *target customer*, *triggers* to wait for customer event or time lapsed, and *actions* to define what to do



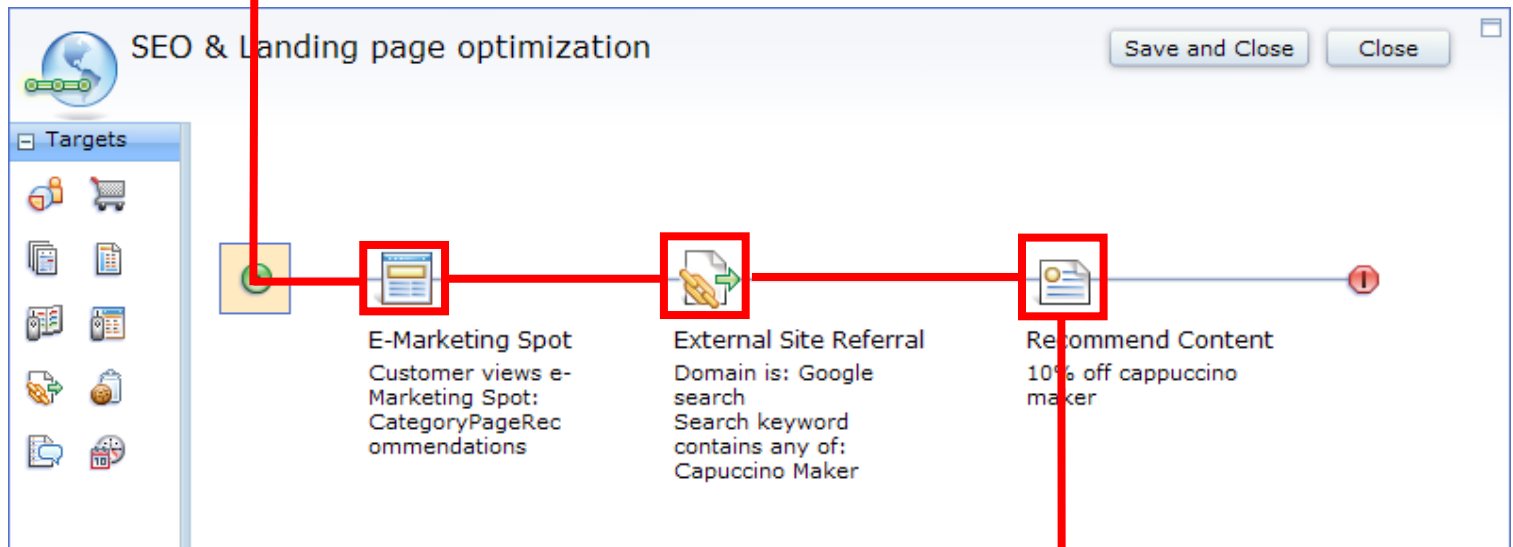
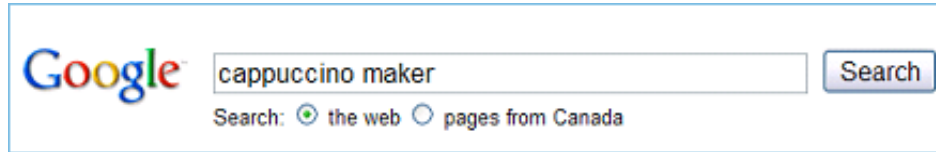
Shopper



Example Precision Marketing Activity: Deliver Email offer when customer takes no action after registration



SEO and Landing Page Optimization



WC Search Solution

Optimizing the search experience with search-based triggers

WC Cross channel Precision Marketing Engine

WC Triggers

WC Search Optimization Framework

Apache Solr

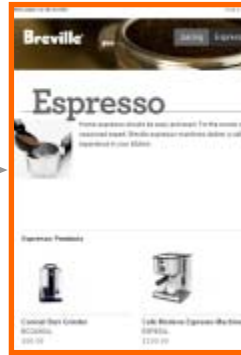
Search Adapter/Crawler

3rd party Search Engine

Business rules drive Search results

2

Landing page



Result Ranking



Product Recommend



Faceted Navigation

Brand
 Any Brand
 Proctor Silex (4)
 Oster (1)
 Krups (5)
 Hamilton Beach (2)
 Cuisinart (7)
 KitchenAid (2)
 Sunbeam (1)
 > See more...

Avg. Customer Review
 Any Avg. Customer Review
 ★★★★★ & Up (4)
 ★★★★☆ & Up (4)
 ★★★☆☆ & Up (4)
 ★★★★★ & Up (3)

Price
 Any Price
 Under \$25 (3)
 \$25 to \$50 (5)
 \$50 to \$100 (4)
 \$100 to \$200 (9)
 \$200 & Above (2)

1 **Search Query**

Auto-Suggest

coffee|

- coffee maker in Home & Garden in Electronics
- coffee grinder
- coffee mug
- coffee machine

Spell Correction

cofeecup

We could not find any matches for your search. - "cofeecup"

Did you mean: "cofeecup" "coffee" "teacup" ?

Phrase

breville coffee machine|

Wildcard

brev* coffee|

Storefront



Social Capabilities to Enable Collaboration and Conversion



On-site

- Facebook Plugins
- Ratings & Reviews
- Blogs & Photos



Off-site

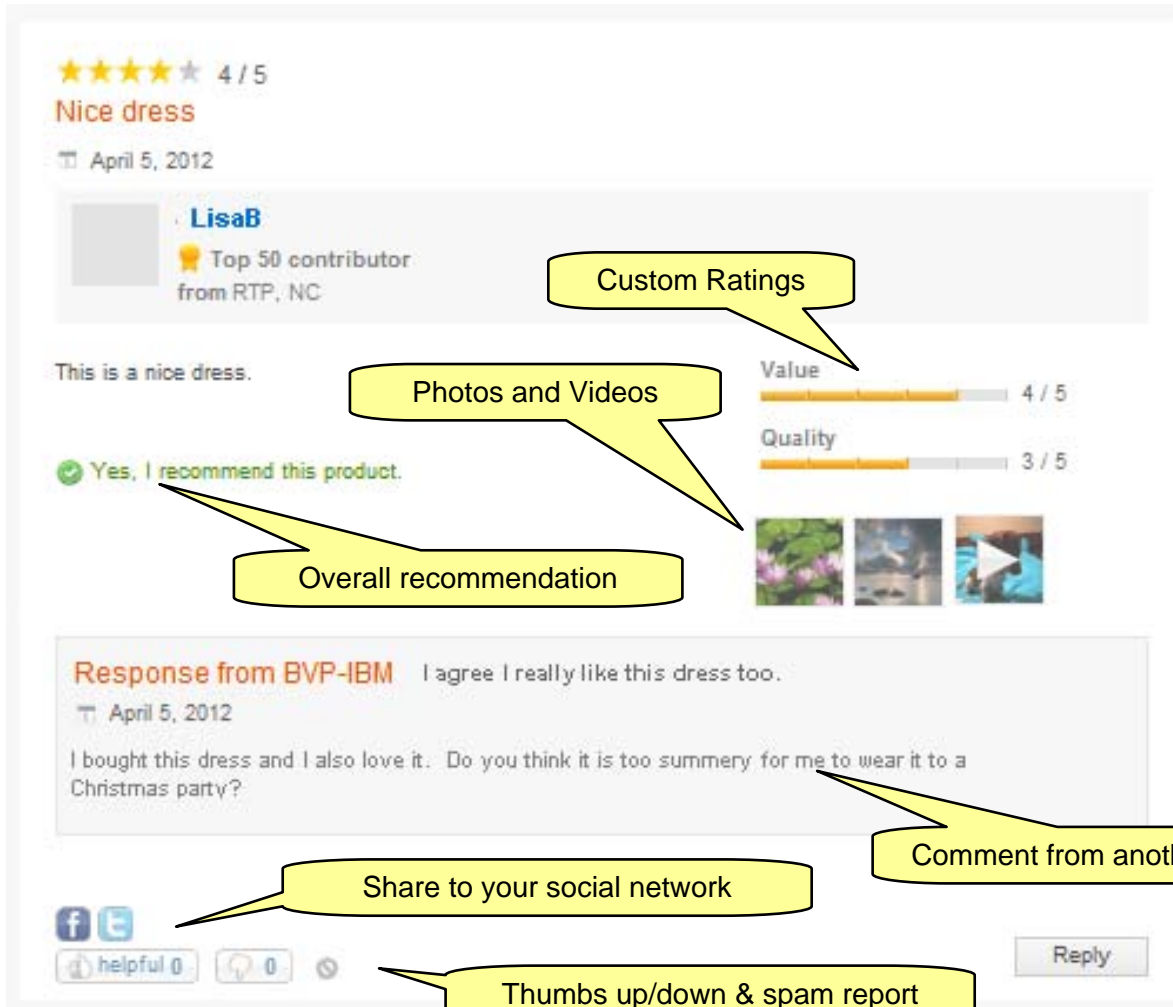
- Promotion Widget
- Wish list Widget
- Social Sharing



Insight

- Social Bridging
- Social Graph
- Precision Marketing

Create ratings and reviews with Bazaarvoice hosted integration

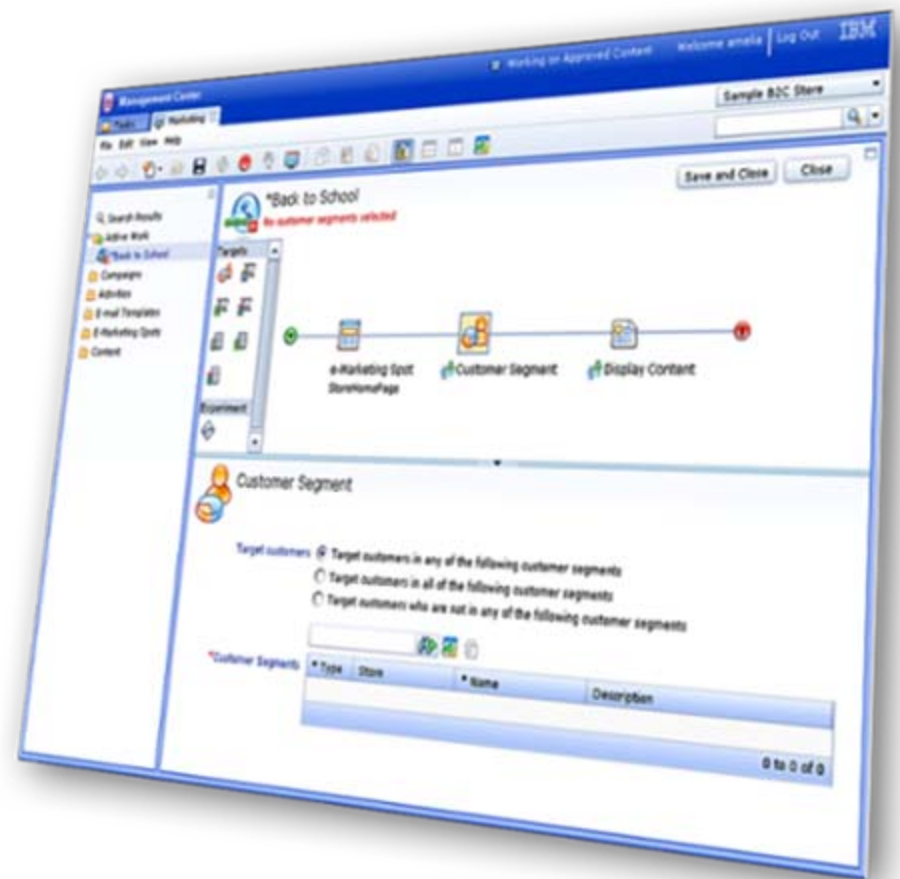


Capabilities include:

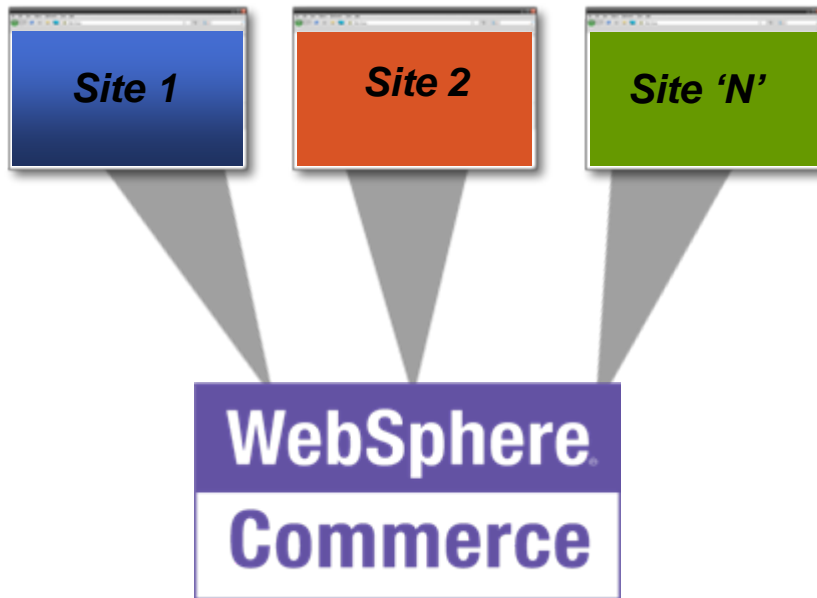
- Support for photo and video uploads
- Featured reviews
- Bazaarvoice statistics and reports
- SEO support for review content

Empower Business Users with Commerce Management Center

- **Management Center** tools empowers business users and increases their productivity and effectiveness
- Rich and intuitive graphical user interface based on Web 2.0 technology
- Key tools include:
 - Catalog management
 - Marketing activities
 - Promotions
 - Multi-variate (A/B) Testing
 - Segmentation
 - Store Assets
 - Store Preview
 - Tasks



Configurable Multi-Sites Improves Speed-to-market and Reduces Admin Overhead



**WebSphere Commerce
Multi Sites**

- Sophisticated multi-site architecture via asset sharing – share and override (inclusion/exclusion) site assets by referencing base assets
- Tools-driven sharing and site configuration – catalog filtering, managing site template and site flow
- Designed to support multiple sites for brands (B2C), partners (B2B), and geos (i.e., internationalization)
- Centralized IT administration

Enable peak performance with foundation enhancements

- Improved response time for rich & personalized experience
 - 1 to 2 second response times delivered, even with complex content

- Scalability for increased volumes
 - Support massive transaction volumes associated with the peaks of the retailing cycle

- Availability for increased criticality
 - Zero downtime maintenance and multi-site redundancy



Best in class performance keeps getting better

- Process more orders
 - Latest IBM JVM delivers up to 20% throughput improvements
 - JDBC Type 4 driver delivers up to 15% throughput improvements
 - Load catalog and inventory data up to 3x faster with new data load utility

- Deliver a superior shopping experience
 - Leverage Web 2.0 stores for fast page loads with rich content
 - Streamlined CSS
 - Fast parsing with Dojo 1.3.1
 - Leverage data cache for SQL queries to improve response times by up to 16x
 - Achieve sub-second response times for most pages



Solution Capability Summary

- **Segmentation**

Right messages and offers to the right people at the right time



- **Marketing Experimentation**

Cost-effectively optimize customer experience through A/B testing



- **Rule-based Discounts & Promotions**

Entice buyers to visit the site and buy more



- **Merchandising**

Maximize order size using product assn. to cross-sell, up-sell and bundles



- **Targeted E-Mail Campaigns**

Stay engaged with customers after the sale and throughout the lifecycle



- **Precision Marketing**

Automated, one-to-one marketing based on behavior and preference



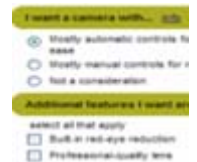
- **Search Engine Optimization (SEO)**

Optimize site to ensure better ranking in search engine results



- **Search**

Help customers find the right products at the right time



- **Social Commerce**

Ratings & Reviews, Blogs, & Forums



- **Management Center**

Business tools for Dialog Builder, Segmentation & Marketing Spots



Q & A

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Thank You

English

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

Merci

French

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean

