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Customer Interaction Platform for MultiChannel Commerce

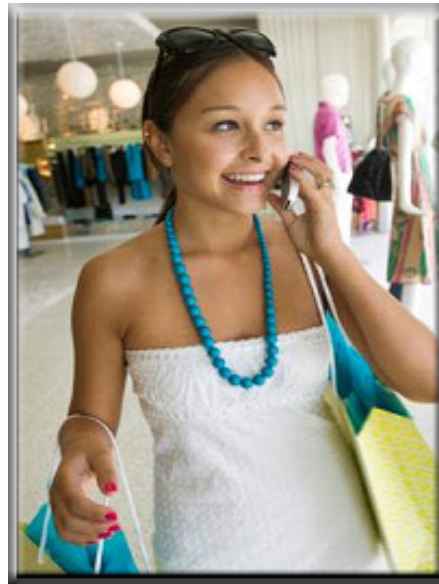
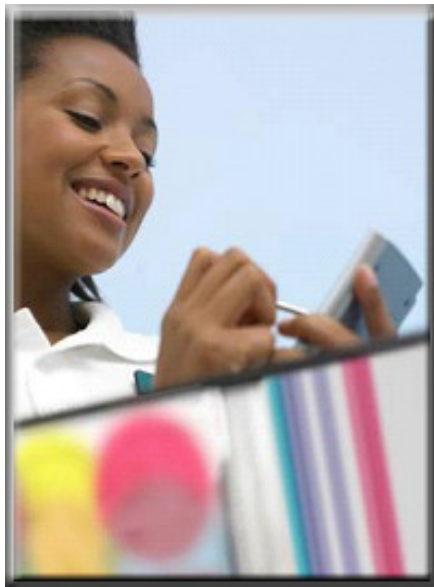
Jeremy Phuah

WebSphere Solutions Architect, ASEAN
SOA, Connectivity & Commerce



3 Key Themes for e-Commerce in 2010

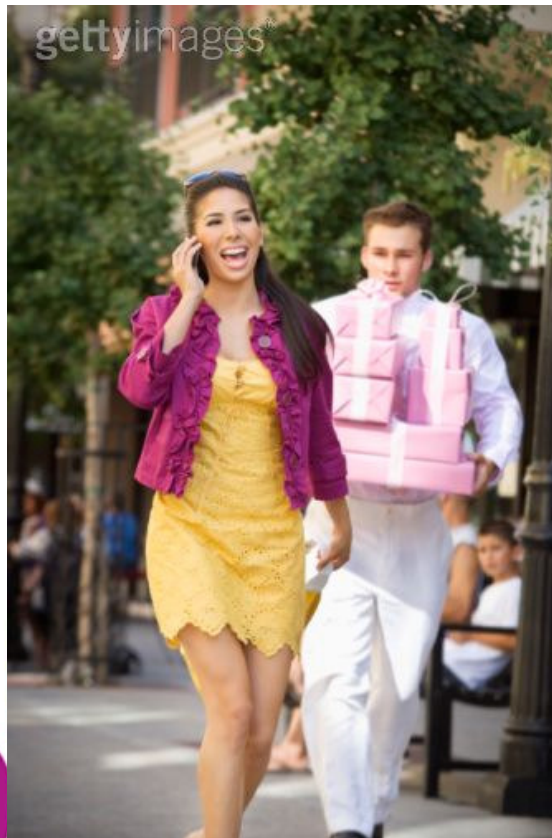
- Provide Unique, Consistent & Personalized Experiences across **Multiple Channels**
- **Mobile** Commerce is Here
- Think **Social!**



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1. Provide Unique, Consistent & Personalized Experiences Across Multiple Channels



Consumers obtain different value from each touchpoint and consequently are deconstructing the shopping process



Source: IBM Global Retail Industry

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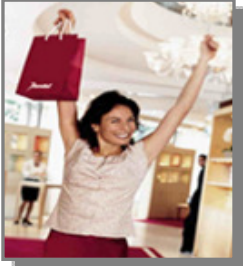


Consumer expectations continue to rise – but don't distinguish between channels / touch points; only Brands

Consumer



Customer



- Choice** *Giving customers the ability to shop how they want*
- Consistency** *Ensuring fulfillment of brand promise and customer expectations*
- Context** *Providing the right interaction at the right time*
- Community** *Facilitating a social and emotional connection*
- Continuity** *Enabling seamless “flows” across touchpoints*

Source: IBM Global Retail Industry



Consumers in different countries have varying levels of comfort in using technology to shop and purchase



Websites are widely accepted across countries, especially China



Kiosks are popular across all countries, especially Brazil and China



Use of **TVs** to shop and make purchases is also much more accepted in the growth markets than mature markets

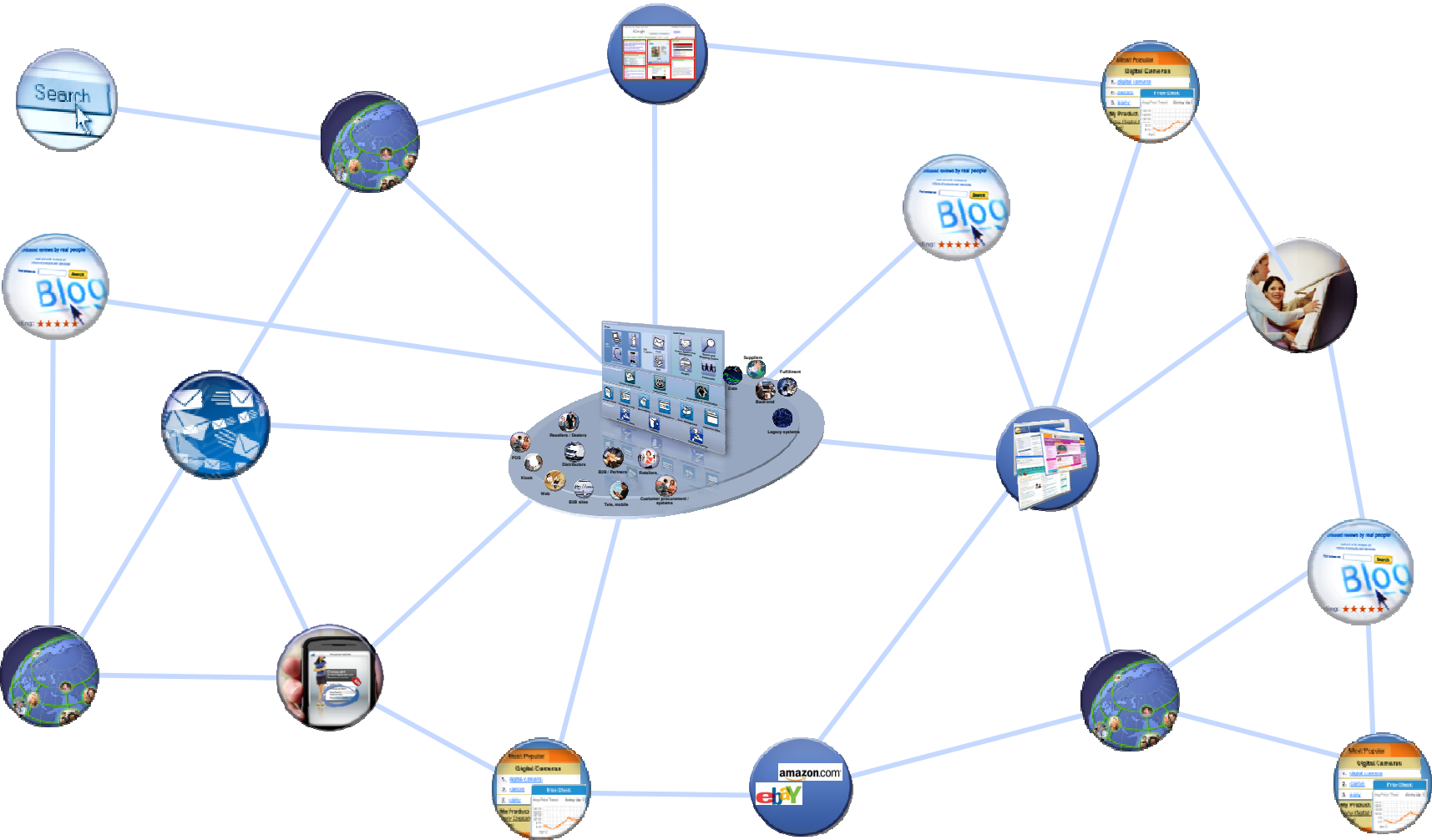


Mobile phones are much more widely accepted in the growth markets than mature markets

Source: IBM Institute for Business Value Analysis, Retail 2010, population selected website n=21904; population selected Kiosk n=11423; population selected Mobile phone n=4039; population selected TV n= 5568



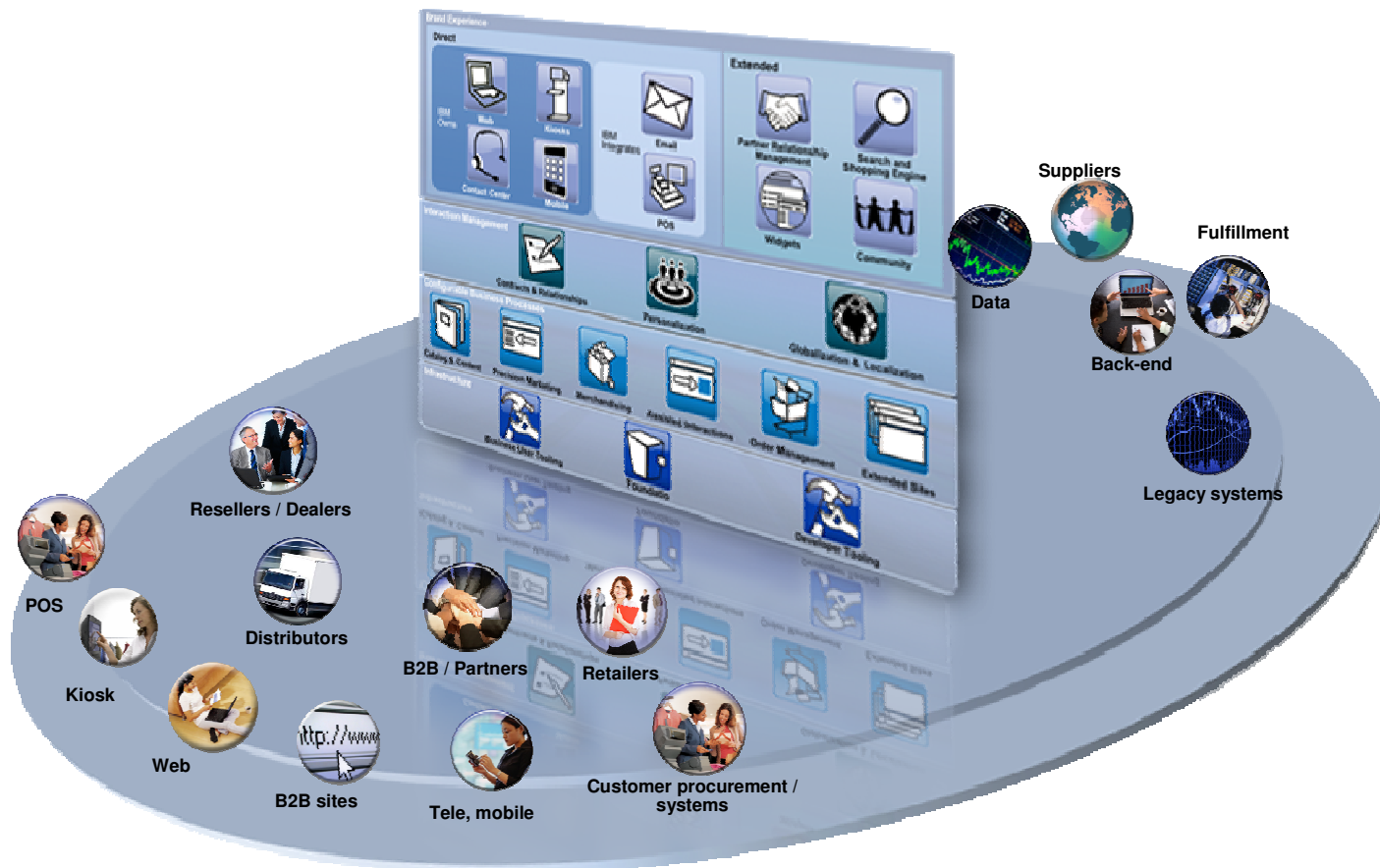
We will have to change the way we market, build relationships, and deliver brand value



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IBM's Cross-Channel Customer Interaction Platform enables companies to deliver consistent, customer-centric experiences across multiple channels and touch points



Evolving shopping behaviors require new marketing approaches

- Cross Channel Precision Marketing
 - Web, Mobile, Cross Channel
 - Social Participation
 - Integrated with ecosystem
 - Behavioral segmentation and personas based on interactions
- Multi-Variate Testing



Extend the Brand Experience



Search and Comparison



Affiliate Sites



Aggregators/ Portals



Communities

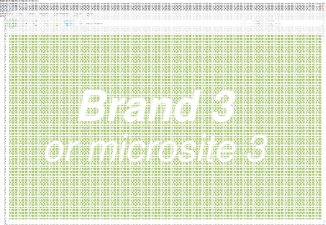
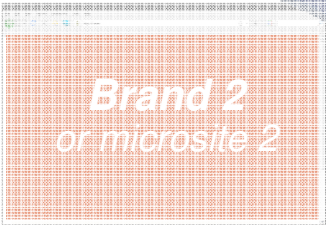
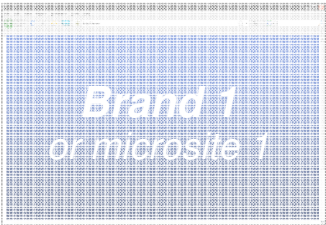
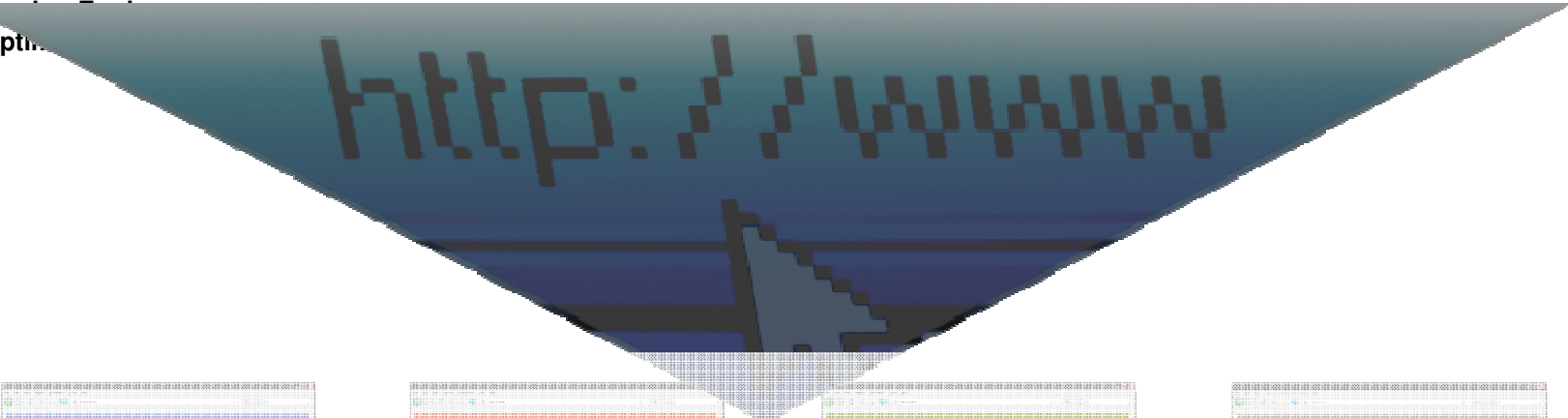


Widgets, (Internet, Desktop & mobile)



Viral Marketing

Site
Optim



Remote Widgets: Retailer-driven Scenarios

- **Promotions & Brand Widget:** Connect WebSphere Commerce eSpots to retailer owned social networking sites, affiliate and partner sites.
- **Centrally manage and control** all remote eSpots from the Management Center, WC business user tool



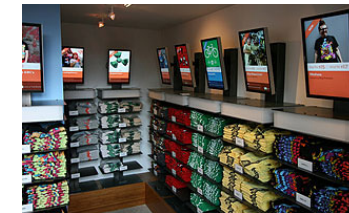
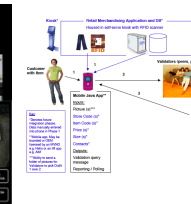
Co-Shopping

- Bringing the social aspects of shopping to e-commerce
- Connecting two customers to enable a joint shopping session
 - Sharing same URL
 - Pointing out product features
 - Chatting via instant messaging
 - Shopping together in a completely secure fashion



Cross-Channel Customer Interaction Platforms will drive immersive in-store retailing experience

- Extend cross channel commerce experiences into the store
- Web Based POS
- Store based proximity services
- Continued investments in in-store touch points, processes, and experience optimization
- Digital Signage
- Ability to centrally manage all of these digital touch points



Retailers can create advocates by creating a better in-store shopping experience through self-service

Top Service Basics by Retail Sector	1	2	3	
Office Supply,	I N S T O C K	Easy to Find	Informed Staff Avail.	
Book, Music, Video, Convenience, Discount, Drug, Grocery, Warehouse			Fast Checkout	
Department			Easy to Return	
Clothing		Easy to Return	Easy Find	
Home Improvement, Hardware, Sporting Goods		Informed Staff Available	Pro Inform	
Appliance		Informed Staff Available	In Stock	Ch to
Computer				
Electronics				

24% making a purchase were unable to find at least 1 item

15% were unable to find item price information

14% could not locate a store associate to assist them

Source: Gartner; Wharton University



REI running WebSphere Commerce Kiosks



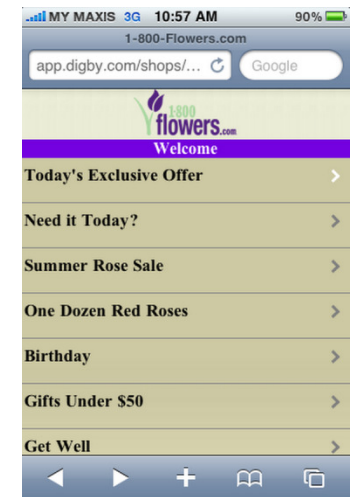
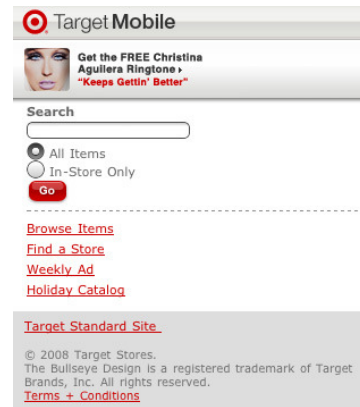
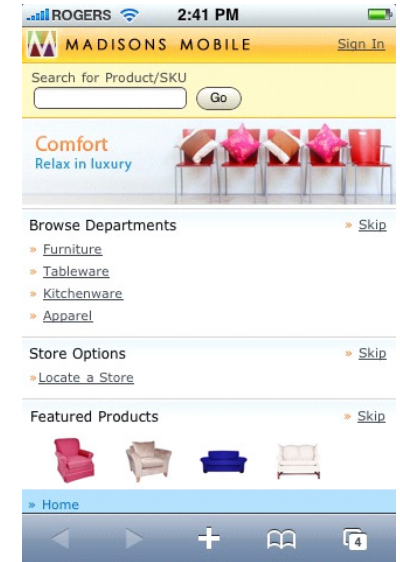
2. Mobile Commerce Is Here



It's Like 1995 All Over Again...



1995



2010

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Mobile Becomes Increasingly Important

INNOVATION GIANTS, MAXIS & PAYPAL, PUSH BOUNDARIES IN PAYMENTS VIA ONLINE & MOBILE

World's First Collaboration for Easy & Secure Transactions Online and Through the Mobile

Powering Malaysia's E-Commerce Eco-System: Instant customer benefits

Over 12 million Maxis Berhad ('Maxis') customers will soon be able to perform payments via online and mobile using PayPal. The two innovation giants today announced their plans for a strategic collaboration that will enable Maxis customers to easily and safely shop online, on their mobile devices, and on their television sets in the near future.

<http://www.maxis.com.my/mmc/index.asp?fuseaction=press.view&recID=447>



Many Drivers to Move to Mobile Commerce

Google Bets on Mobile -

“ With Google Inc. betting that consumers want to access the web more often through mobile devices than through other computers, retailers should make sure consumers can easily receive inventory, product reviews, location and other information through their handheld phones, Stephanie Tilenius, the search engine giant's new vice president of e-commerce, told attendees today at the Internet Retailer Conference & Exhibition.” -

<http://www.internetretailer.com/2010/06/10/google-bets-mobile>





The consumer mobile device will become an essential personal sales tool and more importantly unify the out-of-store and in-store shopping experience



- Home
- Furniture
 - Lounge Chairs
 - Office Chairs
 - Desks
 - Coffee Tables
 - Table Lamps
 - Desk Lamps
 - Fabric Sofas
 - Leather Sofas
 - Loveseats
 - Outdoor
 - Tableware
 - Plates
 - Silverware
 - Table Glasses
 - Wine Glasses
 - Tea and Coffee Cups
 - Tea Pots
 - Kitchenware
 - Cooking Oils
 - Frying Pans
 - Pots
 - Accessories
 - Coffee Makers
 - Apparel
 - Sleepers and Pyjamas
 - Tops
 - Bottoms
 - Girls Dresses and Skirts
 - Windows & Doors
 - Blinds
 - Exterior Doors
 - Window Security
 - Door Hardware


ROGERS 2:41 PM

Celebrate MADISONS MOBILE Sign In

Get \$25 off Saturday

Search for Product/SKU Go

Comfort
Relax in luxury




Browse Departments » Skip

- » [Furniture](#)
- » [Tableware](#)
- » [Kitchenware](#)
- » [Apparel](#)


Store Options » Skip

- » [Locate a Store](#)


Featured Products » Skip



Clearance » Home



AromaStar Deluxe AromaStar 8 cup Coffee Enzi Espresso Machine, Thermal 10 cup Auto


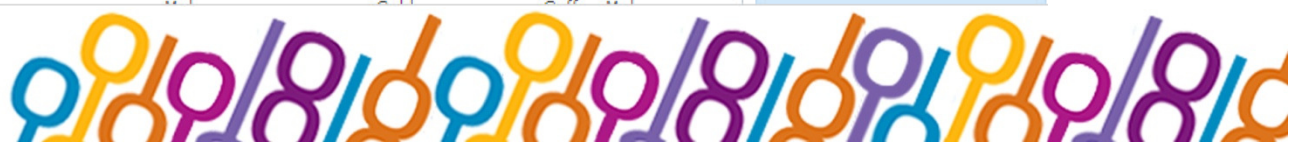


Spring Savings
Enjoy the low prices of spring.

E-mail Newsletter
Subscribe now!



Free Shipping
on all \$70 purchases.

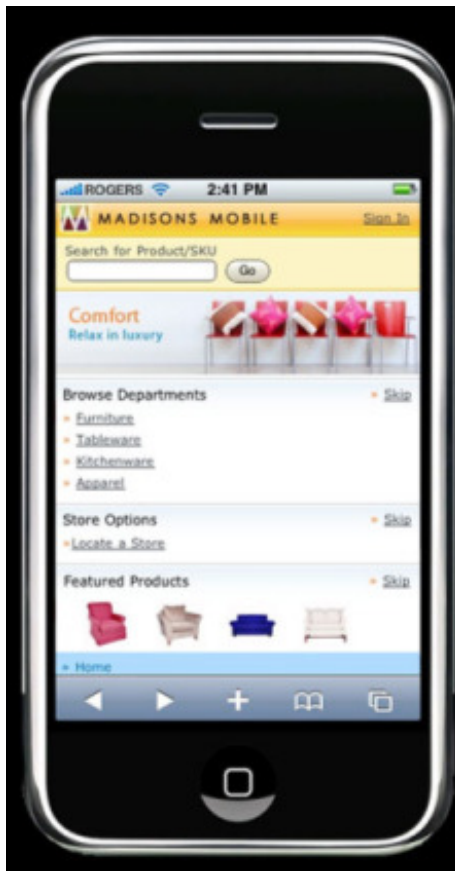
WebSphere Mobile Commerce delivers more than convenience

- **Mobile Store Model & Mobile Native Applications**
 - Product Information / Availability
 - Order Status / Tracking
 - Store / Stock Locator
 - Shopping List
 - Mobile Marketing
- **Support smart phones with 240*320 or higher resolution**
 - Supports **Apple® iPhone™**, **Blackberry®**, and **Nokia** smart phones; as well as smart phones using **Windows® Mobile** and **Android™** operating systems
- **Mobile Message Support (SMS)**
- **Mobile Transactions and Cross Channel Support**
- **Integrated into Cross Channel Precision Marketing with support for Mobile triggers, actions**
- **Mobile Coupon Wallet**

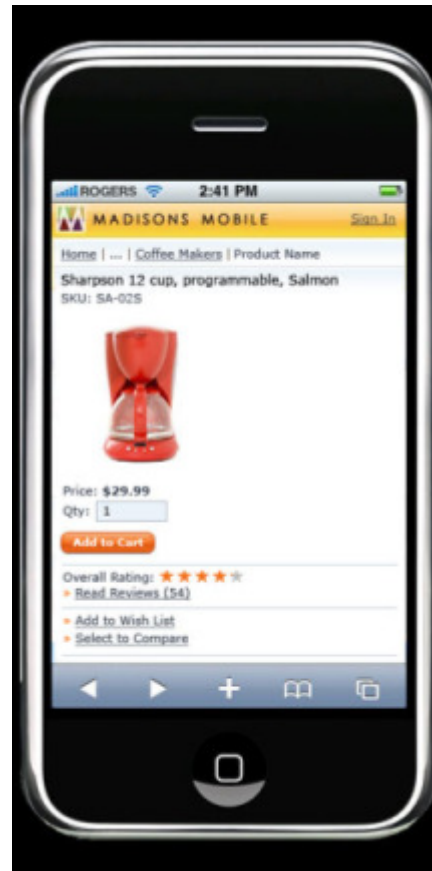


Consistent Mobile Optimized Experience for Speed & Efficiency

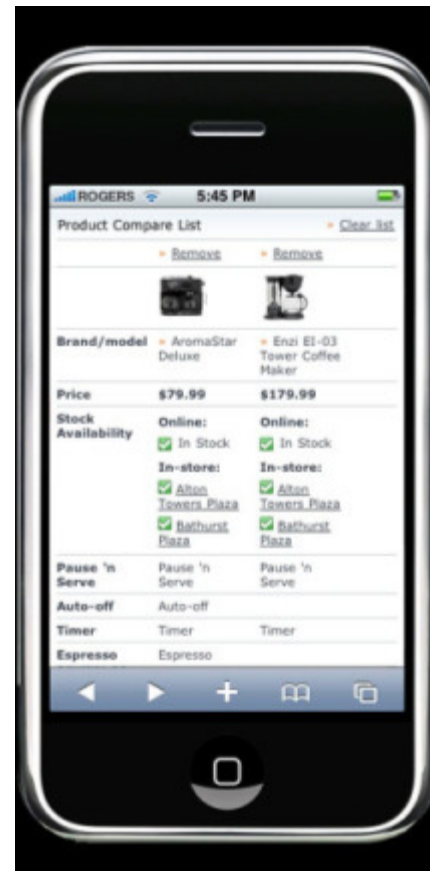
Browse Catalog



View Product Detail



Compare Products

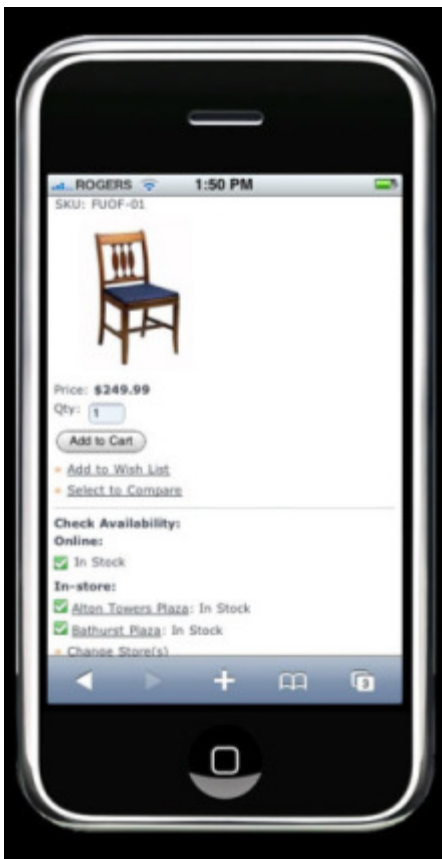


Search Products



All Key Web Store Functions on the Go

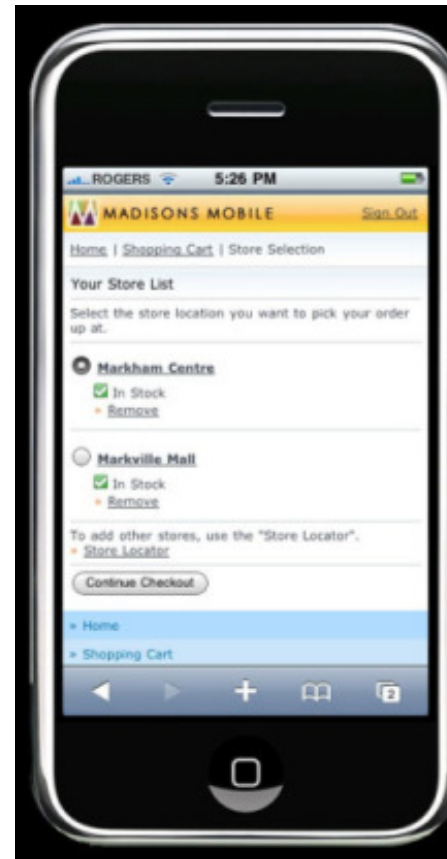
Add to Cart



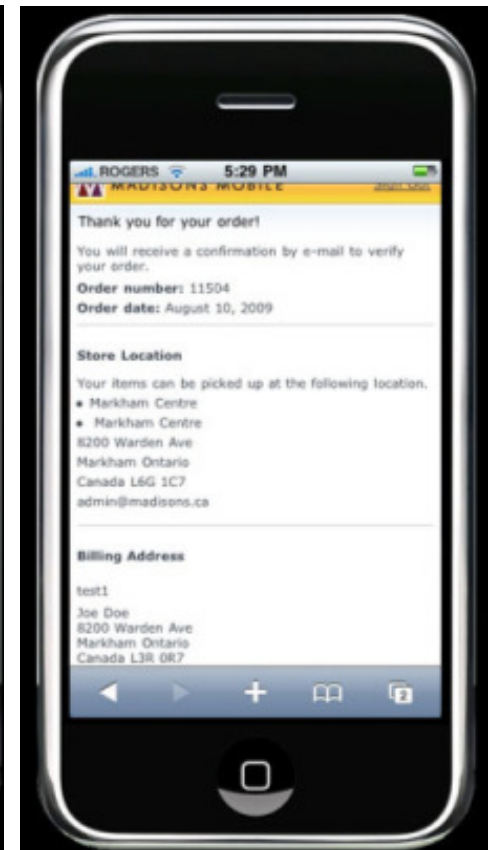
GPS-Based Store Locator



Select Pickup Store & Checkout



View Order Confirmation



3. Think Social!



The top 50 websites in the world – as of late August 2009



The fastest growing population on Facebook?

That would be
women 45-55



69% percent of consumers who buy mostly online **visit social networking sites**, while **50%** have listened to **podcasts** and **49%** have blogged



It's about...



Listening



Engaging



Participating



The key is not telling them a story – but enabling them to tell it

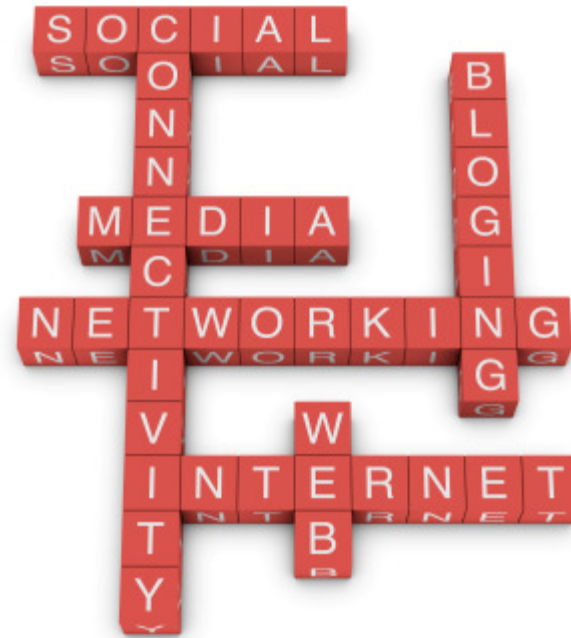


A close-up photograph of a hand moving a chess piece on a board. The hand is positioned at the top, with fingers gripping a dark-colored chess piece. The board is light-colored with dark squares. Other chess pieces are visible in the background, slightly out of focus. The lighting is soft, highlighting the texture of the hand and the wood of the pieces.

“Successful social media marketing is 80% strategy and 20% technology.”
Jeremyah Owyang, Forrester

Social Commerce Basics

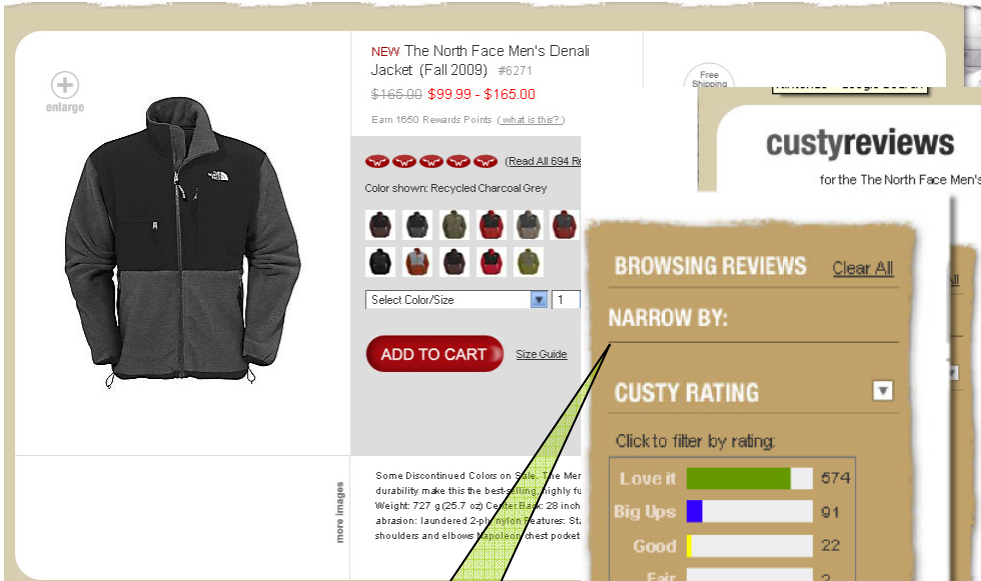
- Strategize
- Know your customer
 - Who are they?
 - What do they like?
- Understand where they spend time on the internet
- Be authentic
- Monitor, adjust and react



- Spread yourself too thin
- Try to be everything to everyone
- Ignore the chatter



When reviews get popular...



NEW The North Face Men's Denali Jacket (Fall 2009) #6271
 \$165.00 **\$99.99** - \$165.00
 Earn 1050 Rewards Points (what is this?)
 (Read All 694 Reviews)
 Color shown: Recycled Charcoal Grey
 Select Color/Size: 1
ADD TO CART Size Guide

Some Discontinued Colors on Sale. The Mer durability make this the best selling. Highly fu Weight: 727 g (25.7 oz) Center Back: 28 inch abrasion: 1aundersed 2-ply nylon. Features: St. shoulders and elbows. Ripstop chest pocket

custyreviews
 for the The North Face Men's Denali Jacket

Average Custy Rating:  (based on 694 reviews)

RATE THIS PRODUCT
 Write a Review

Sort By: Most Recent View: 12 Per Page
 Only Show Reviews From: Verified Buyer 1 2 3 4 5 6 7 8 9 10 >>

BROWSING REVIEWS [Clear All](#)

NARROW BY:

CUSTY RATING

Click to filter by rating:

Love it		674
Big Ups		91
Good		22
Fair		2
Crap		5

REVIEWER EXPERIENCE LEVEL

- Bad Ass Mo Fo
- Sort of Experienced
- Trendsetter
- Probably Shouldn't Listen to Me
- Moosejaw Staff

AGE GROUP

- Under 18
- Over 45
- 18-25
- 26-35

GENDER

- Babe
- Hunk and a Half

...Give the customer the opportunity to drill down

Sort By: Most Recent View: 12 Per Page
 Only Show Reviews From: Verified Buyer 1 2 3 4 5 6 7 8 9 10 >>

"MUST HAVE JACKET!!!" 09/09/09
 If you don't have this jacket you ain't got a clue. The Denali is the must have winter jacket. You can rock it to the club or the slopes. No better all environment jacket out there. Enough said!!
 by [JASON](#) from APO
 Was this review helpful? [Yes](#) / [No](#)
 Full Review of The North Face Men's Denali Jacket

"warm jacket" 09/01/09
 this jacket is great for the cooler weather, the fit is great and the material is soft.
 by [percy](#) from auburn
 Was this review helpful? [Yes](#) / [No](#)
 Full Review of The North Face Men's Denali Jacket

"This jacket is the best jacket I've ever owned!" 09/01/09
 This jacket exceeded my expectations by far. I've many other fleece jackets and figured this jacket would be no different but it is a keeper. The very first time I wore this jacket I was on a camping trip. This jacket kept the cold wind out and kept me very warm. On this same trip I also fell into a stream while fishing and I was wearing the jacket and it repelled the water to wet that my shirt underneath this jacket was still dry. I would highly recommend this jacket to anyone!
 by [Traci](#)
 Was this review helpful? [Yes](#) / [No](#)
 Full Review of The North Face Men's Denali Jacket



Find a Store:

color inspiration >

Search: Keyword or Style #

- BUY ONLINE
- REGISTER WITH US
- REQUEST APPOINTMENT
- STYLE & FASHION GUIDE
- REAL WEDDINGS
- WEDDING PLANNING
- SPECIAL OFFERS
- ONLINE CATALOGS
- VIDEO GALLERY
- HELP & FAQ

Home / Real Brides

meet emily & brian



WEDDING DATE: September 20, 2008
 WEDDING PLACE: Outdoors, Roachdale, Indiana
 WEDDING COLORS: Chocolate and Copper
 WEDDING SIZE: 4 bridesmaids and 100-150 guests

A GREAT RESCUE!

The bridal shop burned down 14 weeks before my wedding and I was working two jobs, going to school plus planning a wedding, I didn't have a new dress. The ladies at David's Bridal were absolute angels! I thank them for helping me... they encouraged me and talked me through trying on many dresses, I finally found the one that gave me that "better than the first one and I couldn't have been happier. There are all the thanks and appreciation! You made part of my dream day come true.



We did a fall theme and our colors were David's Bridal Chocolate and

*win a free
bridal gown or up to
5 bridal party dresses of
your choice.*

ENTER NOW >

Coordinated Gifts & Favors

SHOP ONLINE >

20% OFF Custom Invitations

SHOP ONLINE >

CONTACT ARCHIVE ABOUT HOME

SEARCH


Stay connected with The Home Depot

A Home Depot Welcome for New Cincinnati Distribution Center

Posted on September 11th, 2009 | 0 comments

We opened a new, state of the art Rapid Deployment Center in Cincinnati, Ohio in August, and already this week we announced additional hiring for this growing facility. When we open a new facility—store or supply chain—we give our new associates a big Home Depot welcome.

[READ MORE >](#)




Orange Relief for California Wildfires

Posted on September 11th, 2009 | 1 comment

Tough times and tough weather bring out the best in Home Depot associates. Stores throughout California heard the call to action last month as fire season roared into Southern California. our stores were quick to provide assistance to local fire departments, evacuation centers, Red Cross chapters and the Salvation Army.


[READ MORE >](#)



Milk Jugs Turn a Playground 'Green' in Portland

Posted on September 9th, 2009 | 4 comments

More than 200 volunteers from The Home Depot, Human Solutions Inc. and KaBOOM! built an eco-friendly playground in Portland, Ore. this summer.



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thenorthface

Follow

More TNF athletes are converging on the island of Mallorca for the world's best Deep Water Soloing. Check out the... <http://bit.ly/1GrF4h>
about 6 hours ago from Facebook

More TNF athletes are converging on Mallorca. Check out Cedar's latest 'Dispatch' and if you have a moment let... <http://bit.ly/17vDSm>
about 6 hours ago from Facebook

More TNF athletes are converging on Mallorca. Check out Cedar's latest 'Dispatch' and if you have a moment let... <http://bit.ly/177SRV>
about 6 hours ago from Facebook

Four TNF athletes. Five disciplines. Two months. Follow the Cho Oyo Trinity Expedition. Correct link <http://bit.ly/topF8>
about 16 hours ago from web

Four TNF athletes. Five disciplines. Two months. Follow the Cho Oyo Trinity Expedition. Moro, Barmasse, Hawker, Previtali. <http://bit.ly/...>
about 18 hours ago from web

Four TNF athletes. Five disciplines. Two months. Follow the Cho Oyo Trinity Expedition. Moro, Barmasse, Hawker, Previtali in the Himalay...
about 18 hours ago from web

Name The North Face
Location Bay Area, CA
Web <http://www.thenorthface.com>
Bio Official The North Face Twitterstream. We're here to help you explore. Tweet with us on gear, athletes, sports, trips, tips, comments, and questions.

382 following 5,341 followers

Tweets 440

Favorites

Actions
block thenorthface

Following

RSS feed of thenorthface's tweets

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TRemembered

Follow

Gift idea from our customer: Instead of a unity candle, use an engraved decanter & wine glasses to toast your first day as husband & wife.
about 2 hours ago from web

Looking for a unique way to propose? Buy a bottle of wine from the restaurant you plan to pop the question. Engrave it "Will you marry me?"
8:56 AM Sep 10th from web

09/09/09 Celebrate the once-in-a-lifetime day! Buy 2 lottery tks. Keep 1. Tuck 1 in lucky packaging for a friend <http://tinyurl.com/kmodr>.
9:32 AM Sep 9th from web

Our customers celebrate non-traditional occasions with engraved gifts too: Divorces and Break Ups Sobriety Becoming a woman Quitting a job
8:53 AM Sep 4th from web

a locket engraved "I'll always be with you" for his 7 year old daughter. The locket was to be given to her on her wedding day.

Name Things Remembered
Location Highland Heights, Ohio
Web <http://www.thingsremembered.com>
Bio The Official Things Remembered website. Celebrate Life's Moments. Custom engraving while you shop.

334 following 502 followers

Tweets 129

Favorites

Actions
block TRemembered

Following

RSS feed of TRemembered's tweets

Home Profile Find People Settings Help Sign out

BordersMedia

Follow

Buying a book this weekend? Why not save 30% with a trusty coupon? ><http://bit.ly/1afQ8c>
about 19 hours ago from web

@AileenHarkwood Sorry it took me a couple days. Here you go ><http://bit.ly/4wQwL8> (Let me know what you think if you make it.)
about 24 hours ago from web in reply to AileenHarkwood

Life catches up with The Princess Bride in Papua New Guinea ><http://bit.ly/pkhLT>
9:40 AM Sep 10th from web

@vrgri Just trying something out -- we did 9 total. Something crazy happened over the weekend with repeated posts. Sorry about that.
11:54 PM Sep 9th from web in reply to vrgri

@JustForFunHMN Accept no imitations! (Thanks for the props.)
6:05 PM Sep 9th from web in reply to JustForFunHMN

.. Be the first to go to either store, visit the desk, and ask for it, and it's yours. First come, first served.
6:02 PM Sep 9th from web

It's a 2-fair! 1 *free* collector's 9 movie book at the Info Desk

Name Borders :: Books
Web <http://www.borders.com>
Bio Tweets that speak volumes from Matt at the Borders home office in Ann Arbor, Mich.

19,700 following 24,045 followers

Tweets 519

Favorites

Actions
block BordersMedia

Following

RSS feed of BordersMedia's tweets

Home Profile Find People Settings Help Sign out

1800flowers

Follow

CONGRATS @mintybliss! U r the winner of today's #bdy giveaway! Be on the look out for a DM from us :)
about 20 hours ago from web

I ley NYC bloggers! Join CEO Jim McCann as we launch new gourmet food baskets at the Palm Restaurant on 9/15. RSVP with knivera@mww.com.
about 23 hours ago from web

One of our BloomNet member florists, Tracy's Flower Shop, is hosting a Merchant SideWalk Sale, Fundraiser & Blood... <http://bit.ly/1AxGY>
about 23 hours ago from Facebook

How would you caption this picture? We just found this cool shot of Ashton Kutcher with our Happy Hour bouquet, but not... <http://bit.ly/1VvAN>
3:26 PM Sep 9th from Facebook

How would you caption this picture? We just found this cool shot of Ashton with our Happy Hour bouquet, but not... <http://bit.ly/3UIBSs>
3:25 PM Sep 9th from Facebook

Congratulations to @purplepassion12 today's #bdy winner!! DM us ur info so that we can send ur #bdy gift to ur

Name 1-800-FLOWERS.COM
Location New York
Web <http://www.1800flowers.com>

1,439 following 1,867 followers

Tweets 1,539

Favorites

Actions
block 1800flowers

Following

RSS feed of 1800flowers's tweets

Summary Thoughts

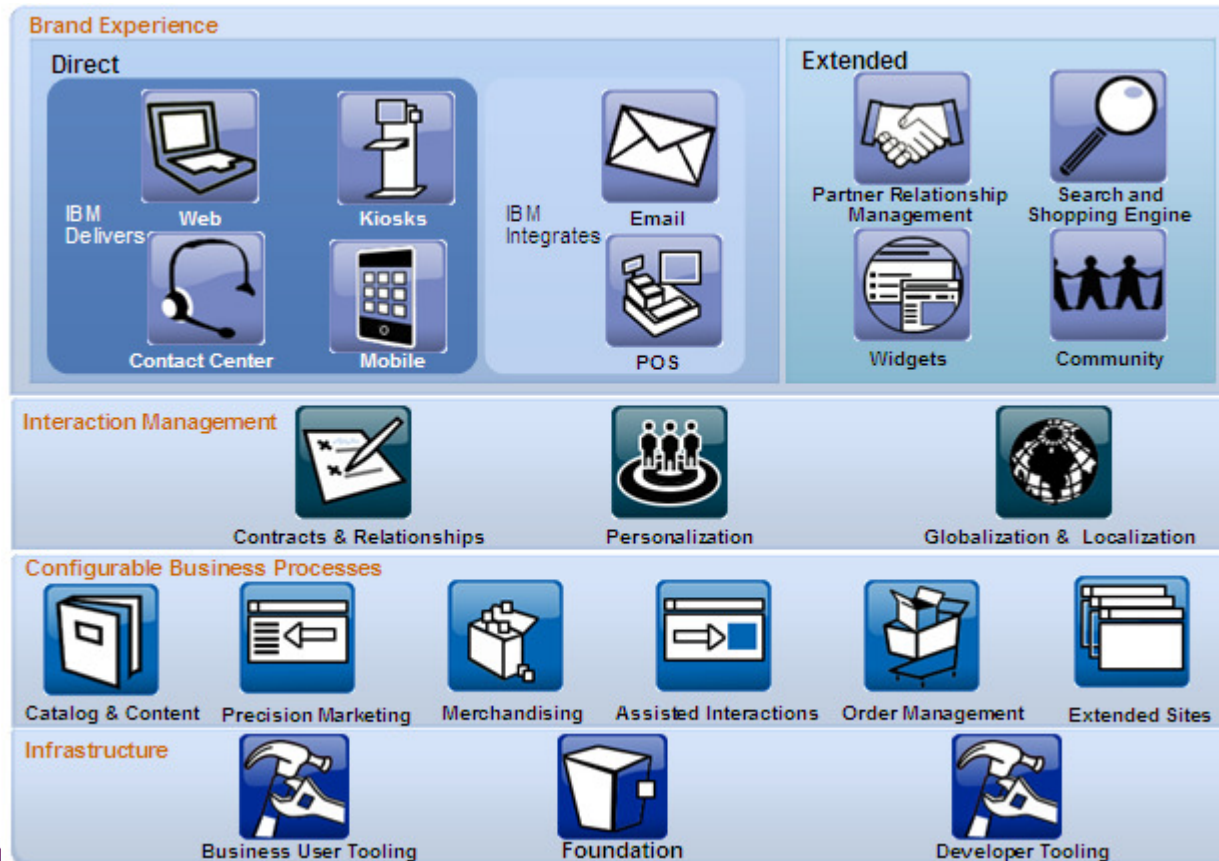
- **3** Key Important Themes
 - Provide Unique, Consistent & Personalized Experiences across Multiple Channels
 - Mobile Commerce is Here
 - Think Social!

- **2** Key Things That Are Needed to Be Successful
 - Strategy
 - Technology



1 Solution Platform That Does It All

IBM. **WebSphere.** Commerce



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Analysts Agree That WebSphere Commerce is Leader

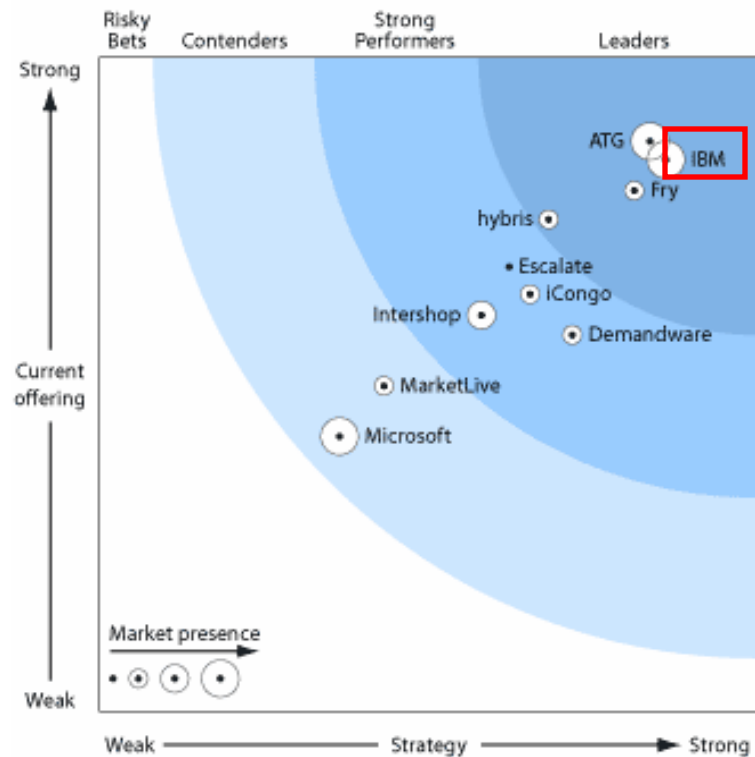
Gartner

Figure 1. Magic Quadrant for E-Commerce



Source: Gartner (May 2010)

Forrester 2009



Source: The Forrester Wave™: B2C eCommerce Platforms, Q 1 2009 by Brian K. Walker, January 27, 2009

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors in the "leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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"This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated with the rest of the report. The Gartner report is available upon request from IBM."



A Small Glimpse of Our Many Successful Customers





that was easy:



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