Hosted e-commerce with Net.Commerce NCHS V3.2.1 Plug-In Enhancements

e-business

Net.Commerce Hosting Server

Enhancing Solutions for Commerce Service Providers

IBM

Hosted e-commerce with Net.Commerce NCHS V3.2.1 Plug-In Enhancements

- **Plug-In Objective**
  - ▶ Extend CSPs leadership in market for hosted e-commerce
  - ▶ Deliver on key emerging market needs

- **Evolving needs:**
  - ▶ Maximize CSP financial opportunity
  - ▶ Support a wider range of solutions
  - ▶ Facilitate Alliances
  - ▶ Enable the Financial Institution
  - ▶ Protect Merchant investments
  - ▶ Enhanced merchandising

CSP opportunity: shared e-commerce hosting
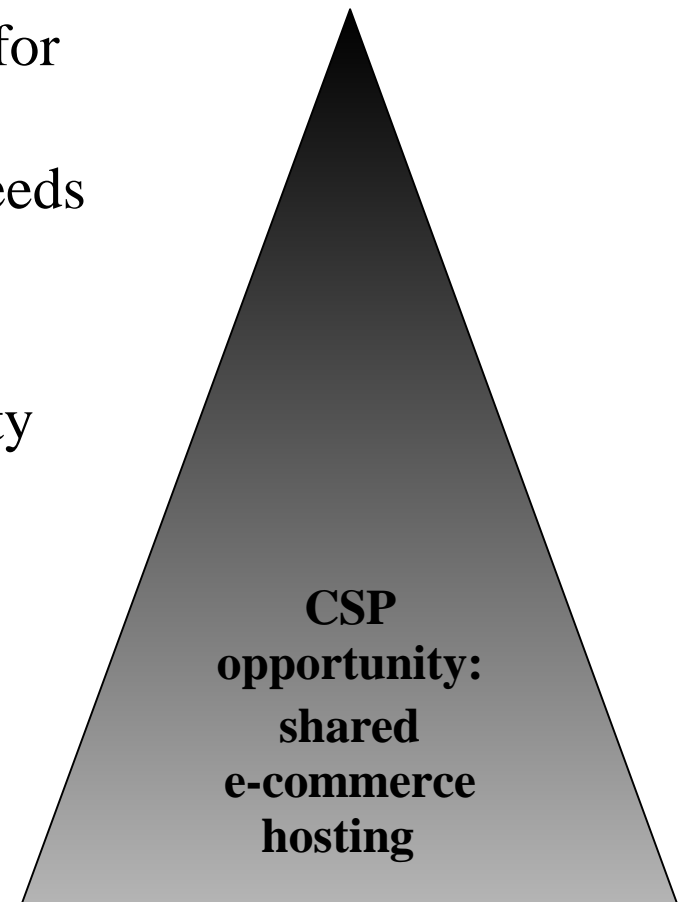
Hosted e-commerce with Net.Commerce NCHS V3.2.1 Plug-In Enhancements

- **Delivered Enhancements**
  - ► Snap-On e-commerce
  - ► Merchandising Capabilities
  - ► Enhanced Catalog Management
  - ► Customizations Made Easy
  - ► Improved Support for Custom Designed HTML Pages
  - ► Merchant tool enhancements
  - ► Open Payment Interface
  - ► Quick Buy

Meeting the Challenges

Net.Commerce Hosting Server

Hosted e-commerce with Net.Commerce NCHS V3.2.1 Plug-In Enhancements

- ● **Snap-On e-commerce**
  - ► Commerce enable existing web sites
  - ► Site can reside anywhere on the Internet

- ● **How?**
  - ► It's easy
  - ► Merchants use the browser based tools
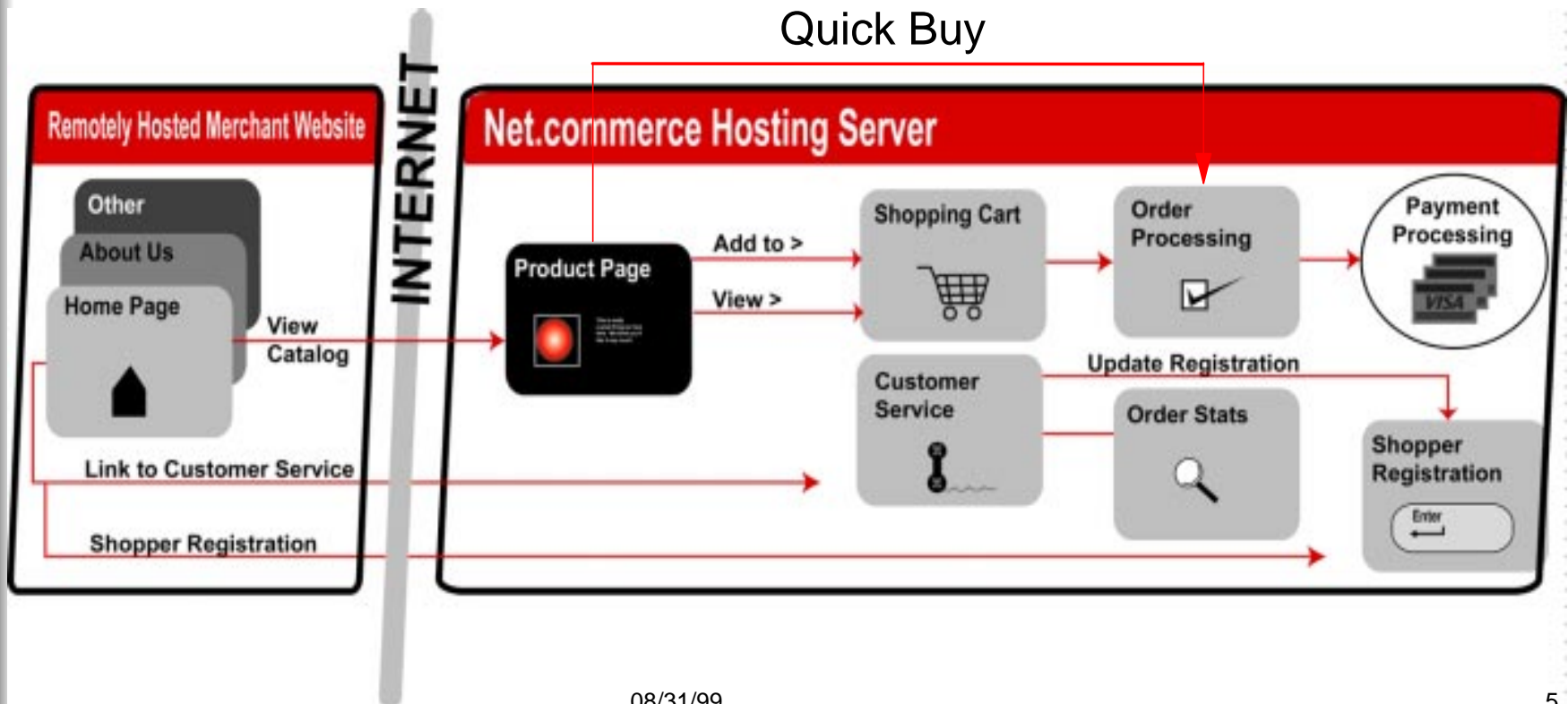 - ► Add the e-commerce functions appropriate for their situation

Lets consider two scenarios...

Hosted e-commerce with Net.Commerce NCHS V3.2.1 Plug-In Enhancements

Full Commerce Enablement

- Merchants Snap-On:
  - ▶ A Searchable Navigable Catalog
  - ▶ Shopping Cart
  - ▶ Order Processing
  - ▶ Credit Card Transactions
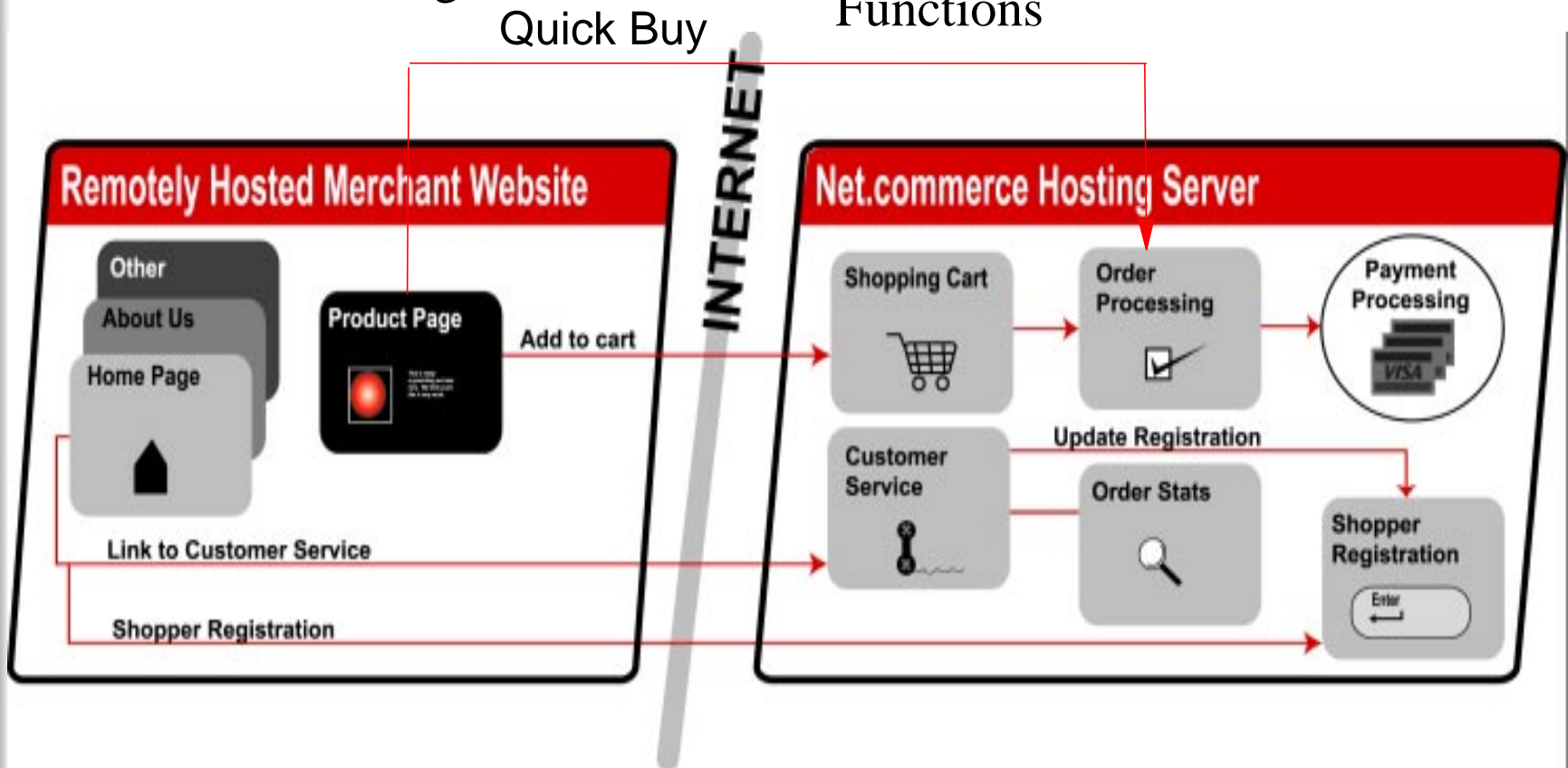 - ▶ Customer Service Functions

Partial Commerce Enablement

- Merchants Snap-On:
  - ► Shopping Cart
  - ► Order Processing
  - ► Credit Card Transactions
  - ► Customer Service Functions

Quick Buy

Remotely Hosted Merchant Website

Other
About Us
Home Page
Product Page
Add to cart
Link to Customer Service
Shopper Registration

INTERNET

Net.commerce Hosting Server

Shopping Cart
Order Processing
Payment Processing
VISA
Update Registration
Customer Service
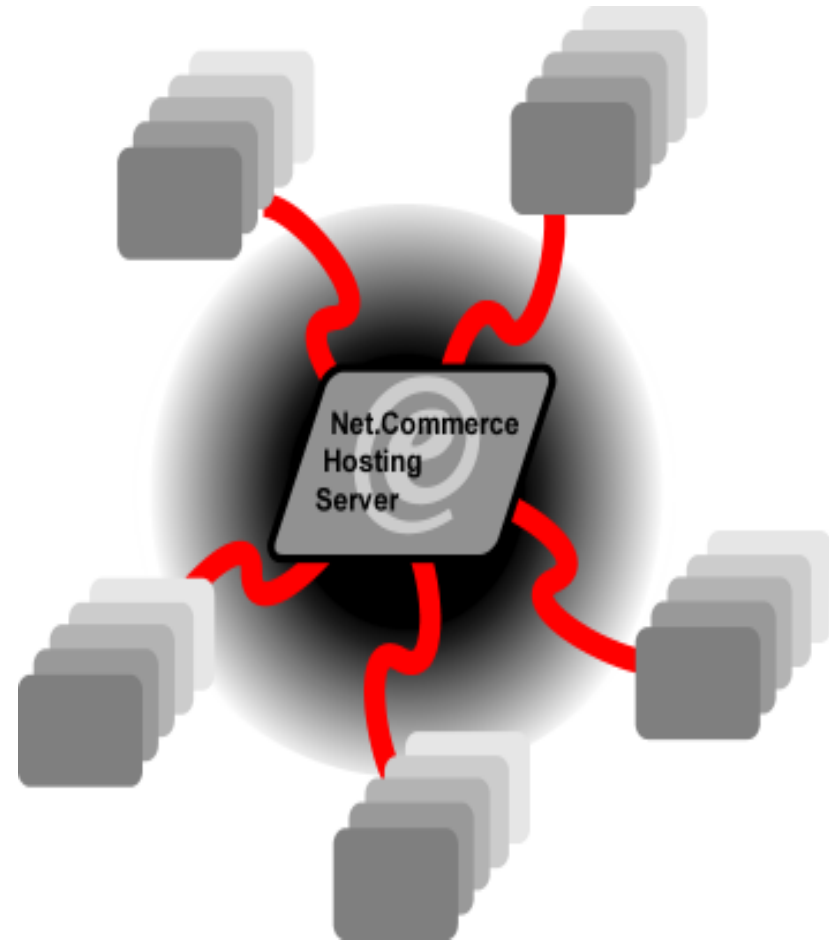Order Stats
Shopper Registration
Enter

Hosting Net.Commerce
IBM's commerce server solution

Snap-On e-commerce

- **Value for the CSP**
  - ► Enhance the range of e-commerce solutions supported
  - ► Snap-On solution = lower cost structure
  - ► Increase revenue opportunity
  - ► Facilitate Partnerships

Net.Commerce Hosting Server

and the Financial Institution...

Hosting Net.Commerce
IBM's commerce server solution

Snap-On e-commerce

- **Value for the Financial Institution**
  - ▶ Logical extension of existing merchant services
  - ▶ Lead with core competency of financial transaction processing
  - ▶ No requirement to invest in web site creation and management staff - NCHS does it all.

Net.Commerce
Hosting
Server
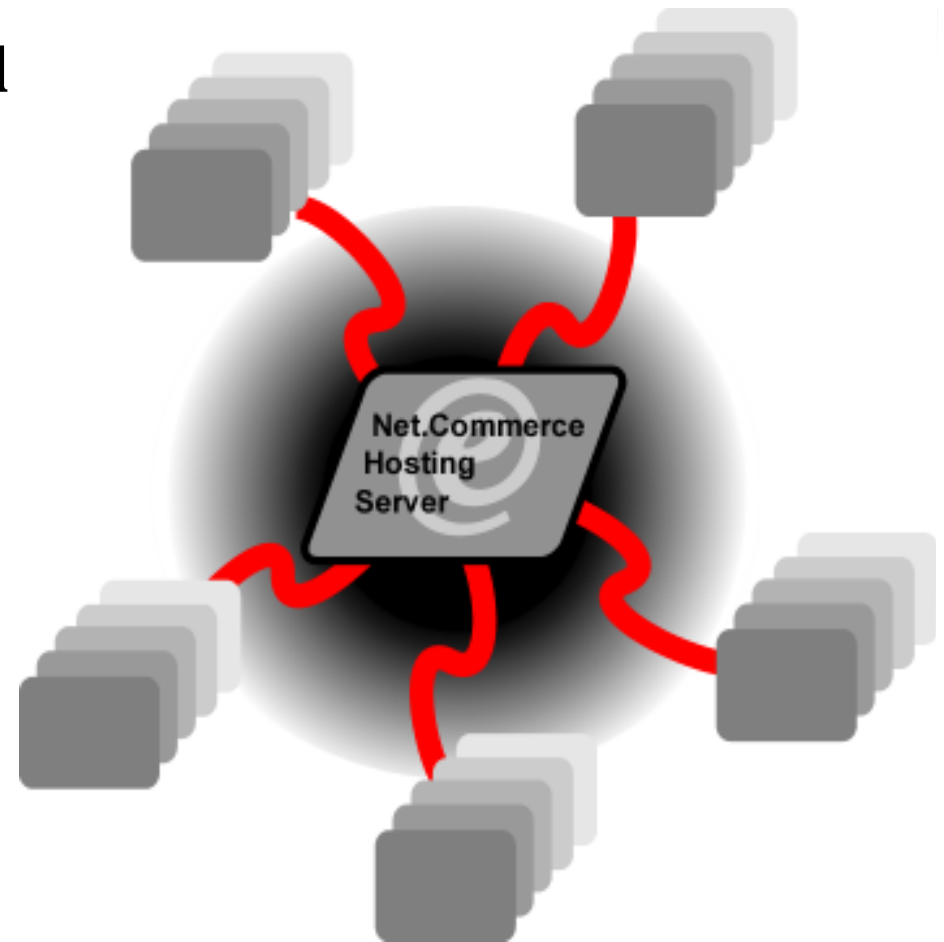
and the merchant...

Hosting Net.Commerce
## IBM's commerce server solution

Snap-On e-commerce

- **Value for the Merchant**
  - 30% - 45% of all very small, small and medium sized businesses have already invested in creating a Web site
  - Investments include:
    - Web site design and creation
    - Marketing programs to drive traffic
    - Printed collateral
  - Snap-On e-commerce protects these investments

NCHS V3.2.1 Plug-In Enhancements

Merchandising

- ● Commerce enable:
  - ► NCHS broadcast e-mail
  - ► Banner ads all over the Internet
  - ► Product pages everywhere
  - ► NCHS reporting tracks click throughs and associated revenues

NCHS V3.2.1 Plug-In Enhancements
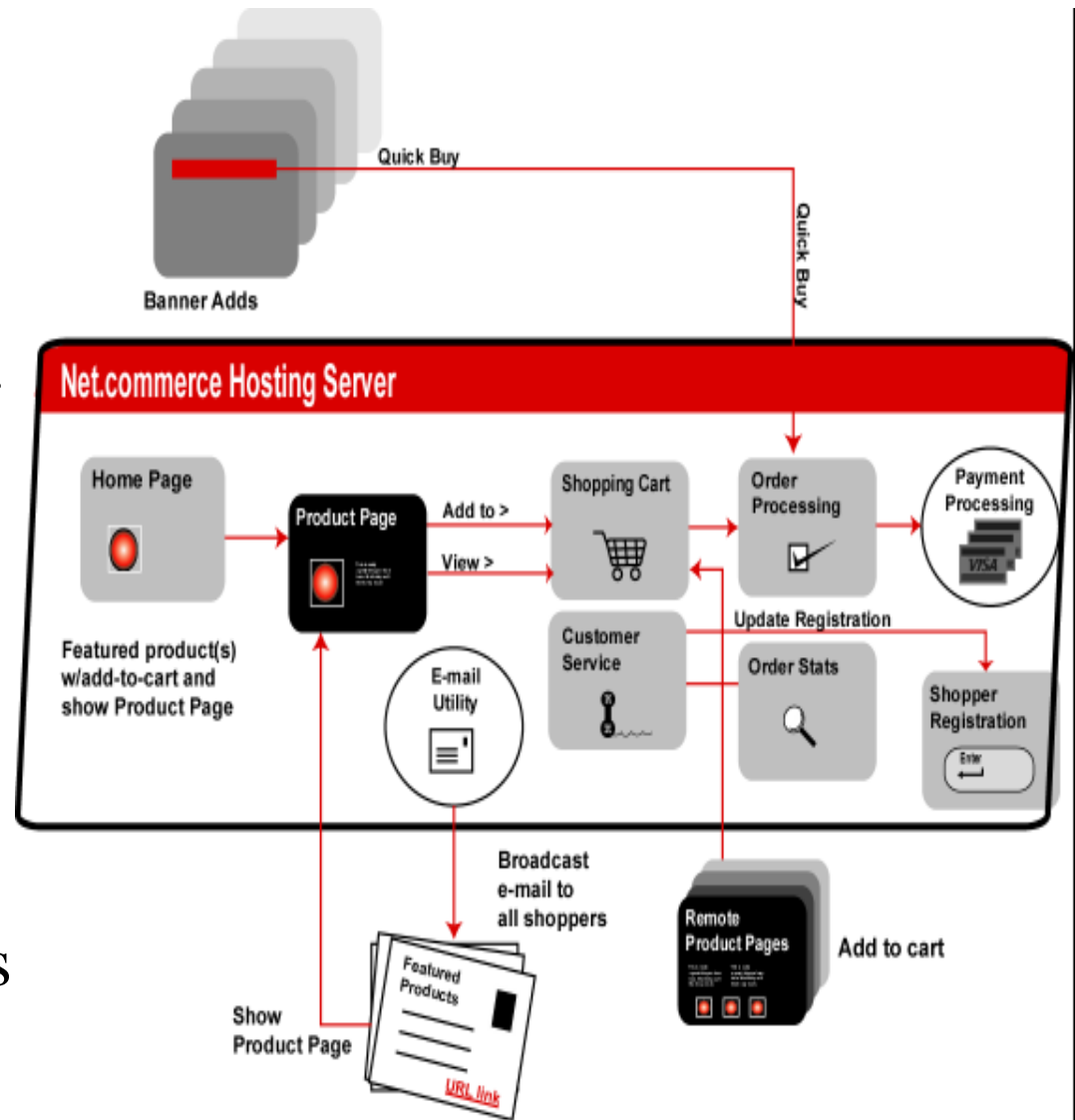
Enhanced Catalog Management

- CSPs can upload large catalogs into NCHS on behalf of the merchant using the Mass Import Utility
- Merchants maintain their catalogs through the performance enhanced browser based catalog editor
- Catalog Image Manager files, sorts and lists catalog images

NCHS V3.2.1 Plug-In Enhancements

Improved Support for Custom Designed HTML Pages

- NCHS Supports customer designed HTML pages today
- Link Generator makes it easier
- Link custom pages to all aspects of NCHS quickly and easily
- HTML can be hard-coded
- HTML creation tools such as TopPage can be used

Open Payment Wizard

- Now CSPs, BPs, and ISVs can extend NCHS V3.1.2 to support additional payment solutions
- An open, architected interface allows custom payment solutions to be used with NCHS
- Facilitates Partnerships
  - ► CSP + PSP = Powerful end to end solution
- Merchant Benefits
  - ► Fast and easy start up
  - ► Quick problem resolution
  - ► Single source for complete seamless solution

NCHS V3.2.1 Plug-In Enhancements

Customizations Made Easy

- Customization Themes For Future Releases
  - ▶ Customers are not required to learn proprietary languages
  - ▶ Customers are not required to learn underlying code
  - ▶ Use industry standard languages and tools
- Open interface to plug into existing systems
  - ▶ Modify XML
  - ▶ Override URL commands or enable custom URL calls

- Customization points are documented in:
  - ▶ Downloaded PDF with Plug-In
  - ▶ Examples provided

NCHS V3.2.1 Plug-In Enhancements

Customizations Made Easy

- ● Open Payment Wizard
  - ► Enables CSP to easily add custom PSP services
  - ► Modify XML based merchant payment wizard to:
    - – Reflect payment method offered
    - – Custom panels for capturing merchant account information
    - – Finish step sends captured info. to PSP via XML

Customizations Made Easy

- Order Management Tool
  - ► Modify XML to provide URL links to:
    - ► Get authorization status of an order
    - ► Add custom code to change status
    - ► Add custom code to add comments

NCHS V3.2.1 Plug-In Enhancements

Customizations Made Easy

● Updating Shopping Flow

  ► Customize Net.Commerce to plug-in new payment method

  (Using do_payment API)

  ► Modify XML file to plug-in custom Net.Data macros

  (show shopper payment methods available)