

Smarter Commerce PoT

IBM Hursley
February 2013

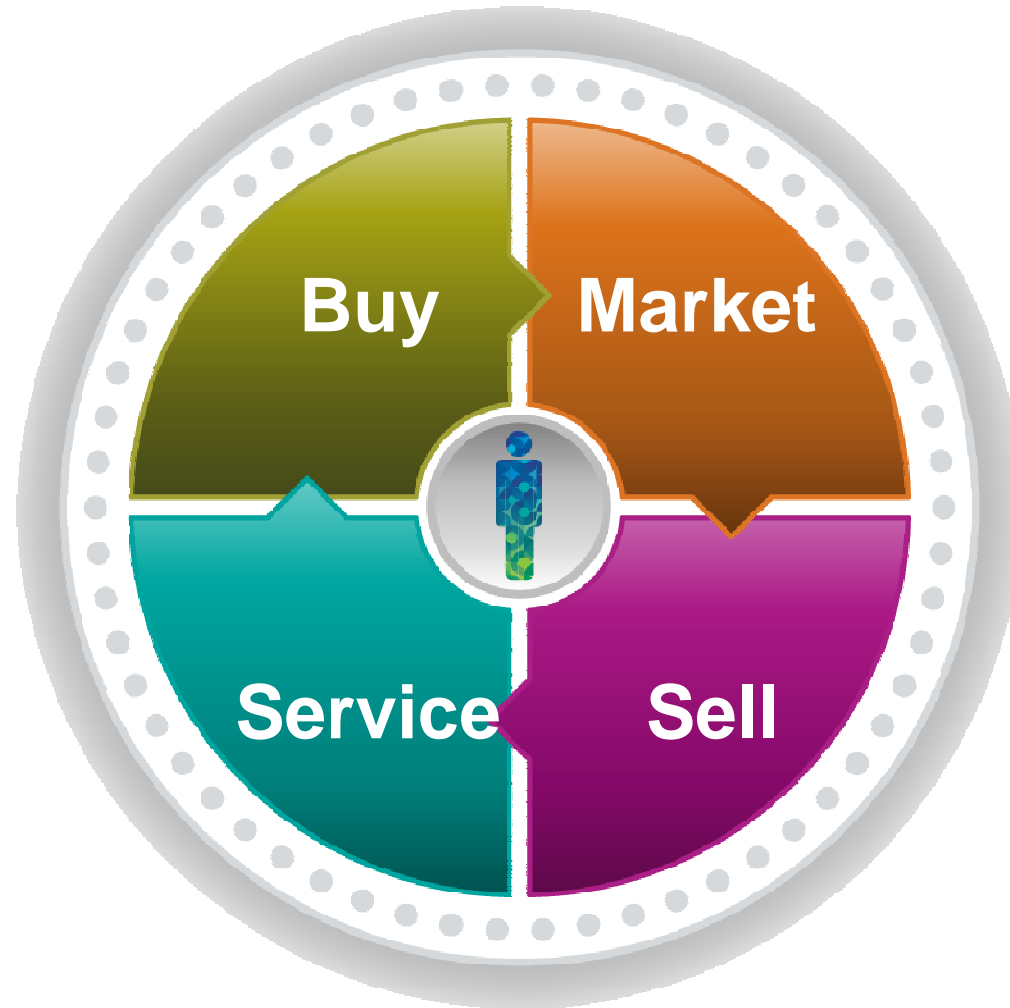


Buy

Adaptive procurement and optimized supply chain

Service

Anticipate behavior and deliver flawless customer service



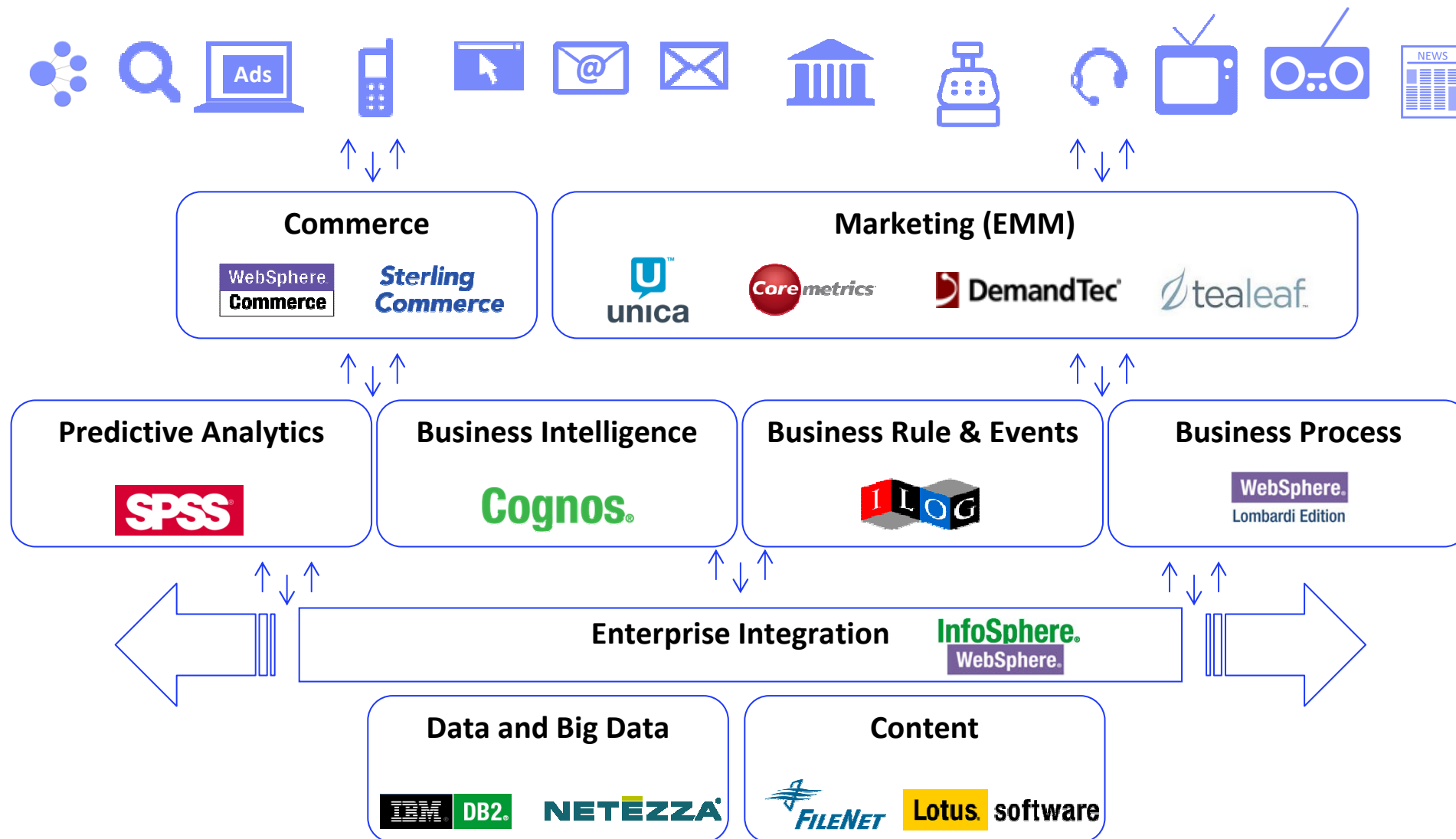
Market

Targeted and personalized marketing across all channels

Sell

Seamless cross-channel customer experience

Technology architecture for marketing



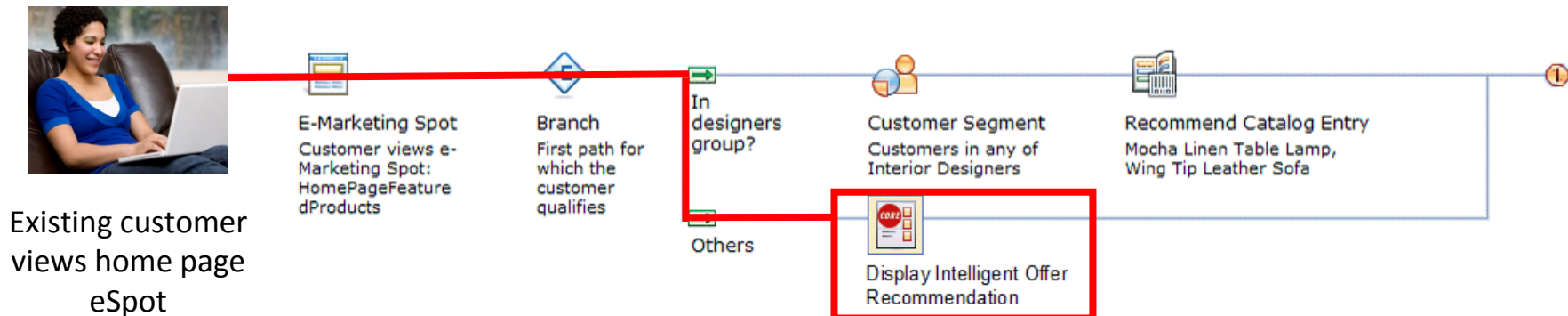
IBM Digital Analytics → WebSphere Commerce

- Intelligent auto tagging, with pre-built WebSphere Commerce tags
- Easy to use, seamless interaction with WebSphere Commerce Management Center with 'one click' access to IBM Digital Analytics and Digital Marketing Execution products
- Common terminology and hierarchy structure
- Advanced profile segmentation and alignment
- Customized WebSphere Commerce out-of-box reports
- Ability to quickly deploy effective and personalized product recommendations within WebSphere Commerce

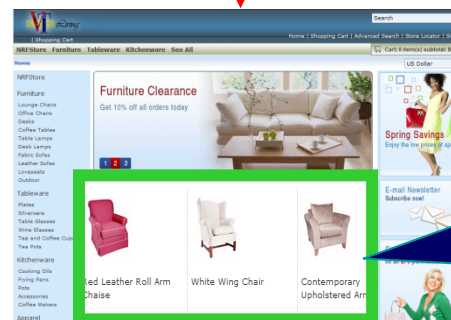
The screenshot displays the IBM Coremetrics Analytics interface. The main dashboard shows a 'Campaigns' report with a chart plotting Sales (Y-axis) against Clicks (X-axis). A sidebar menu on the left lists various reports, with a callout box highlighting the 'WebSphere Commerce' section. This section includes reports such as Campaigns, Campaigns Full List, Promotions, E-Marketing Spots, E-Marketing Spots Full List, Marketing Experiments, Marketing Experiments Full List, B2B Contracts, CSR & Team Summary, and CSR Quotes to Orders. Another callout box shows a 'Profile Segments' window with a product recommendation grid for 'Great offers', featuring items like Garden Arbor, White Wing Chair, Sharpson SmartBrew Coffee Maker, and 3-Piece Silverware Set, each with an 'Add to Cart' button.

IBM Digital Recommendations → WebSphere Commerce

- IBM Digital Recommendations can automatically generate personalized product recommendations based on
 - each customer's current and historical shopping interests
 - wisdom of the crowd, and business rules
- Customers are presented with the most relevant, effective, and timely recommendation possible for wherever they are in the buying process
- WC Precision Marketing can present these recommendations via storefront

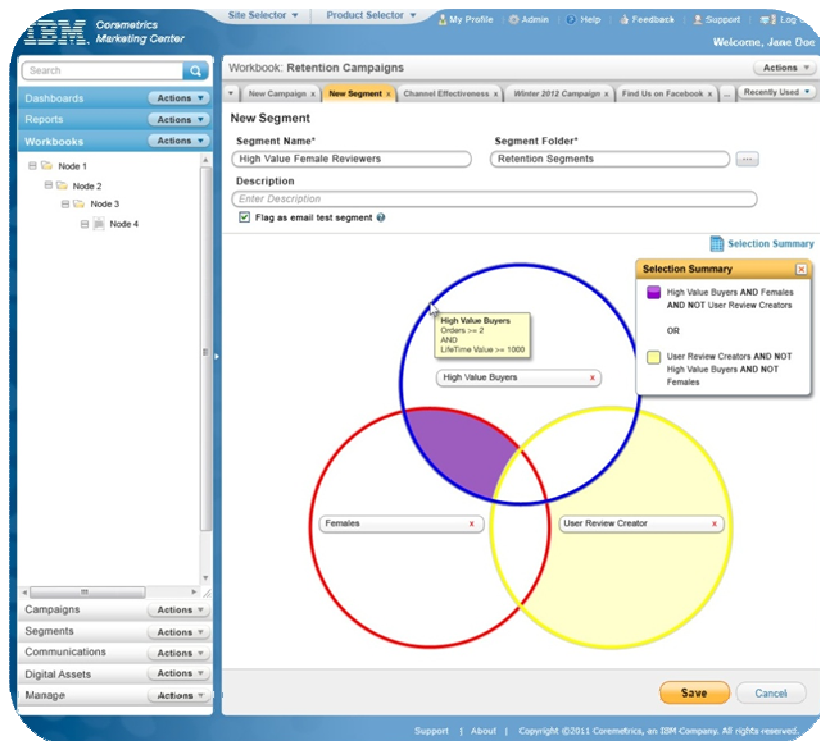


Existing customer views home page eSpot



Product Recommendation based on individual shopping behavior or "Wisdom of the Crowds"

IBM Digital Analytics → Marketing Center



Primarily uses **digital analytics** data as input.
Enables **upload of offline data** as needed.

- Deliver marketing communications designed for each customer as an individual
- With a few clicks go from analytical insight to campaign management
 - Email marketing
 - Site personalization
 - List targeting
- Automate A/B testing
- Automate marketing tracking & analytics
- Campaign management for scheduling, prioritization, contact fatigue rules,, etc.
- Reduce IT costs, complexity, delays previously required to integrate solutions.
- **IBM Digital Analytics customers:** complements existing solution – with no retagging needed
- **New customers:** Can use as a standalone

Hands On Session...

What's going to be covered ?