

# WebSphere Commerce Proof of Technology

## Welcome to the Workshop



Maria Darke –Commerce Technical Manager

10.00 – 10.05	Introductions (Maria)
10.05 – 10.15	Introduction to Management Centre (Dorothy)
10.15 – 11.00	Promotions Overview and Lab (Chris)
11.00 – 11.15	Break
11.15 – 12.00	Precision Marketing Overview and Lab (Chris)
12.00 – 12.45	Search Overview (1 and 2) and Lab (Dorothy)
12.45 – 1.30	Lunch
1.30 – 2.15	Extended Sites Overview and Lab (Dorothy)
2.15 – 3.00	Social Commerce and CoShopping Overview (Andy)
3.00 – 3.15	Break
3.15 – 4.00	Mobile Overview (Jeremy)
4.00 – 4.10	Conclusions, Wrap Up and Q&A (All)

Maria Darke	maria_darke@uk.ibm.com
Dorothy Wang	dorothy.wang@uk.ibm.com
Chris Kennedy	chris.kennedy@uk.ibm.com
Andy Lambert	andy.lambert@uk.ibm.com
Jeremy Taylor	jeremy_taylor@uk.ibm.com

# WebSphere Commerce - Management Center

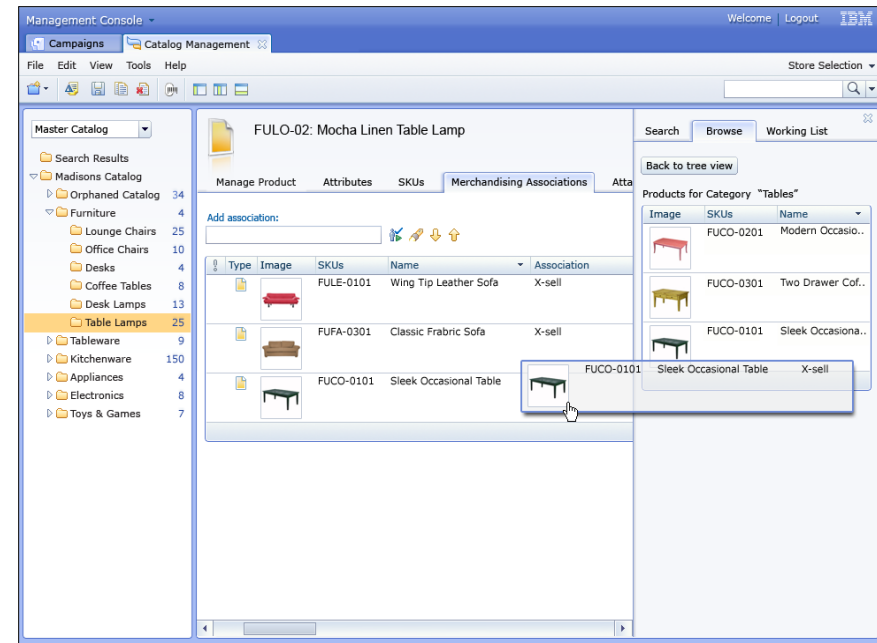
Dorothy Wang – WebSphere Commerce Technical Professional



- Benefit and Overview
- Management Center Capabilities

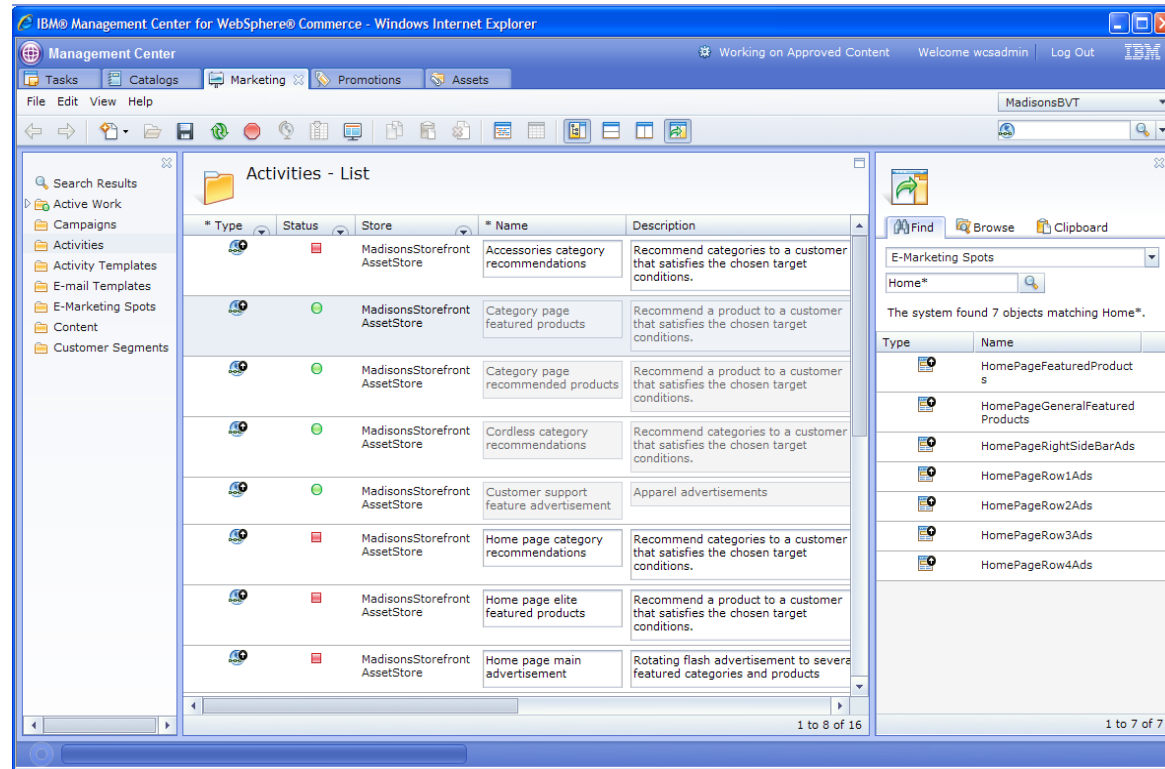
IBM WebSphere Commerce has incorporated leading-edge thinking based on Web 2.0 in its new business tools

- **Efficient and productive**
  - Designed for business user
  - Multi-tasking
  - Left tree navigation
- **Multi-Pane UI**
  - Search, browse, clipboard capabilities
- **User Interface**
  - Based on latest Web 2.0 technology
  - Configurable by business users
- **Behavioral Marketing**
  - Allows targeted marketing triggered by customer's behavior
- **SKU-based catalog**

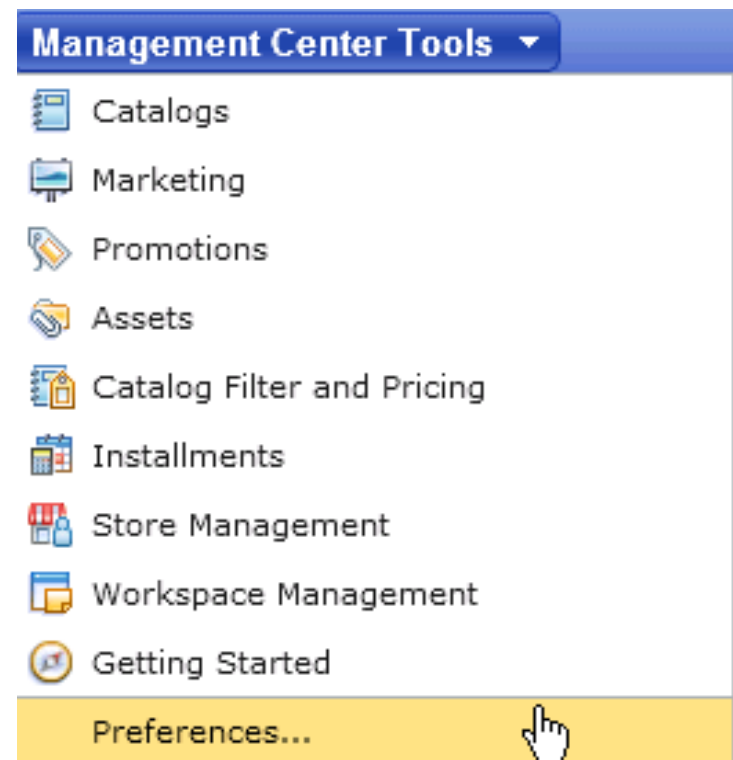


Management Center **empowers** business users and increases their productivity & effectiveness

- Marketing & merchandising support
- Marketing experimentation
- Tooling support for Workspaces
- Asset (attachment) management
- Multi-language support
- Tooling localization preferences
- Enhanced promotion management
- Store preview



- Eight business tools
  - Catalogs Management
  - Promotions
  - Marketing
  - Catalog Filter and Pricing
  - Assets Management
  - Installments
  - Workspace Management
  - Store Management





## ■ Efficiency

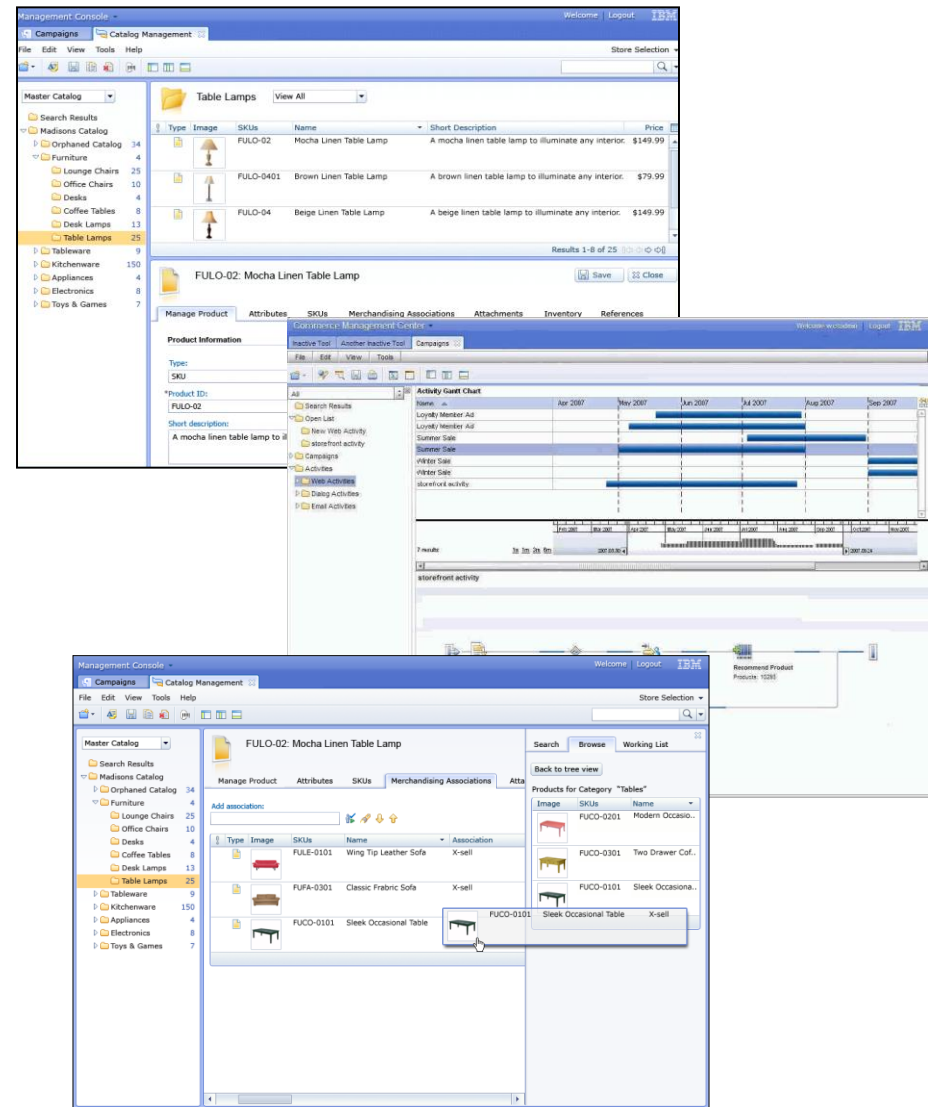
- Search function within Catalog, Marketing Campaigns, and Promotions
- Sort lists by content on any column in ascending or descending order
- Left tree navigation with multiple pane views
- Rich text editor
- Clipboard

## ■ Ease of Use

- Drag-and-drop
- Right-click capability
- Pop-up date selection widgets

## ■ Flexibility

- Configurable UI by business user
- Configurable table view: Resize, change column order, and hide / add columns
- Flexible data updates: in-place, or using editor



The screenshot shows the IBM Management Center Tools interface. The top navigation bar includes 'Management Center Tools', 'Working on Approved Content', 'Welcome wcsadmin', and 'Log Out'. Below this is a secondary navigation bar with tabs for 'Tasks', 'Catalogs', 'Marketing', 'Promotions', 'Assets', 'Catalog Filter and Pricing', 'Installments', and 'Store Management'. A standard menu bar (File, Edit, View, Help) and a toolbar with various icons are present. The main content area is divided into three panes:

- Left Pane (13):** A tree view for 'Master Catalog Categories' with sub-items like 'Apparel', 'Furniture', 'Coffee Tables', etc. 'Fabric Sofas' is selected.
- Center Pane (8):** 'Fabric Sofas - Catalog Entries List' showing a table of entries. A 'Show All' dropdown is at the top. The table has columns for Sequence, \* Type, \* Code, and Name.
- Right Pane (11):** A 'Find' panel with 'Browse' and 'Clipboard' buttons. Below it is a tree view for 'Master Catalog Categories' with 'Madisons' selected.


The 'Fabric Sofas - Catalog Entries List' table contains the following data:

Sequence	* Type	* Code	Name
0.0	<input checked="" type="checkbox"/>	FUFA-01	Red Fabric Roll Arm Sofa
2.0	<input checked="" type="checkbox"/>	FUFA-02	White Fabric Roll Arm Sofa

The 'Madisons' pane shows a table with the following data:

Type	Code
<input checked="" type="checkbox"/>	Furniture
<input checked="" type="checkbox"/>	Tableware
<input checked="" type="checkbox"/>	Kitchenware
<input checked="" type="checkbox"/>	Apparel
<input checked="" type="checkbox"/>	Newsletters

At the bottom, a status bar (14) displays the message: 'Save action completed for Product FUFA-01.' The bottom right pane shows a 'Manage Product' section for 'FUFA-01' with tabs for 'Descriptive Attributes', 'Defining Attributes', and 'Merchandising'. The 'General Product Information' section includes fields for '\*Code' (FUFA-01), 'Name (United States English)' (Red Fabric Roll Arm Sofa), and 'Short description (United States English)' (This sofa offers plush comfortable seating and I).




**User name**  
wcsadmin

**Password**  
\*\*\*\*\*

Change password

**Log On**



**Change Password**

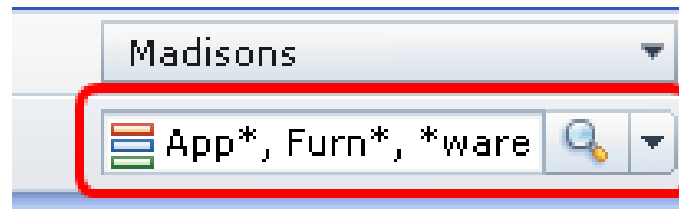
**Old password**  
\*\*\*\*\*

**New password**  
\*\*\*\*\*

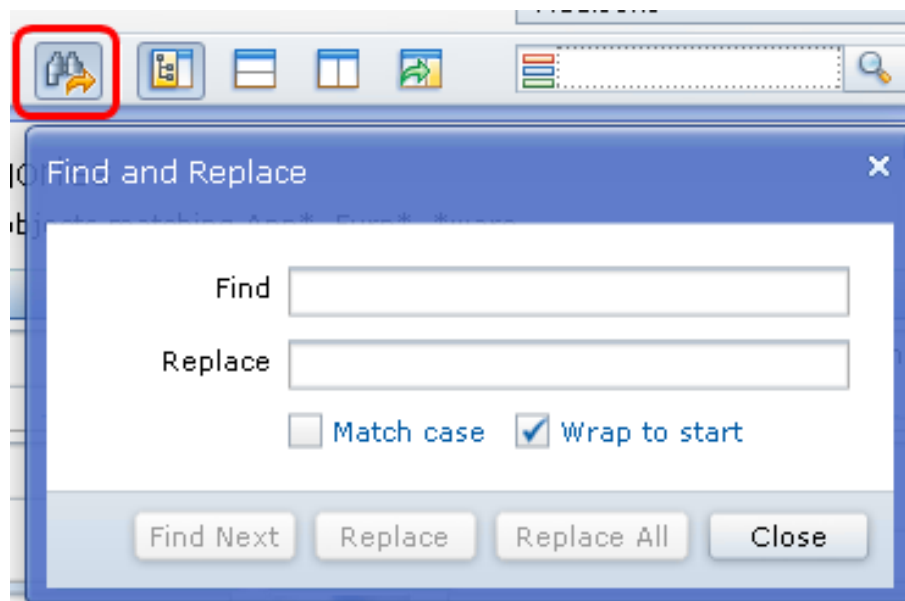
**Confirm new password**  
\*\*\*\*\*

**Change** **Cancel**

- Support wildcard search



- Find and replace



## General Product Information

\*Code MW-0018

Name (United States English) Denim jumper for girls

Short description (United States English) Our sweet denim jumper

- Check Spelling
- Undo
- Redo

Long description (United States English)

**Our sweet denim jumper** will have her hopping, skipping and jumping. Design features front pockets so she can collect fall flowers along the way.

Display HTML

Long description (United States English)

`<span style='font-weight:bold;'>Our sweet denim jumper</span>` will have her hopping, skipping and jumping. Design features front pockets so she can collect fall flowers

Display rich text

Preferences

Store Name ⓘ

Language ⓘ  
United States English

Number format ⓘ  
1,234,567.89

Date format ⓘ  
YYYY/MM/DD

Time format ⓘ  
12-hour clock

**Time zone ⓘ**  
Central Time

Start week with this day ⓘ  
Sunday

Enable detailed tooltips ⓘ

OK Cancel

General Properties

Related Activities

Priority ⓘ 1

Start date 2007/10/01



04:00 PM



Central Time

End date 9999/12/31

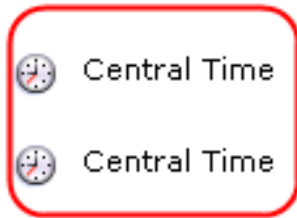


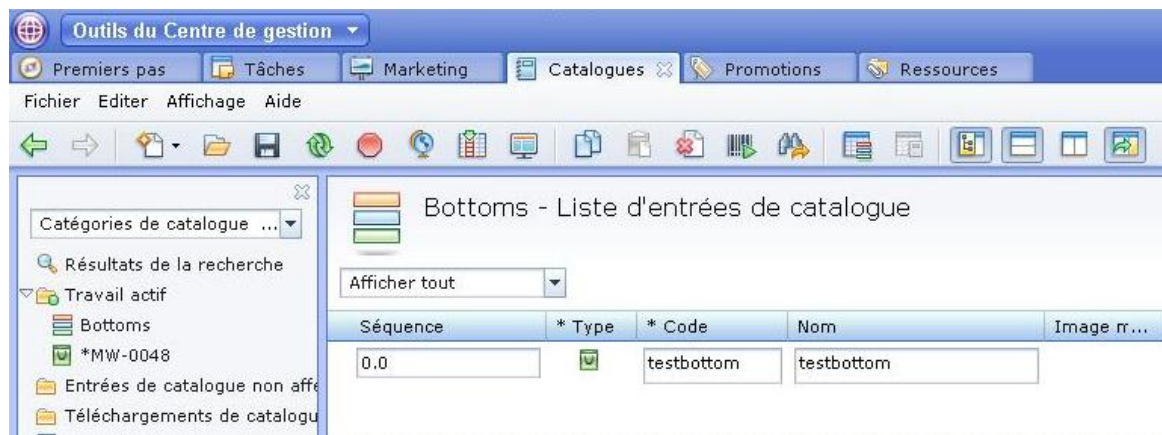
11:59 PM



Central Time

Repeatable ⓘ





Sequence	* Type	* Code	Name
50.0	<input checked="" type="checkbox"/>	MW-0018	Denim jumper
51.0	<input type="checkbox"/>	21	Garden denim
52.0	<input type="checkbox"/>	27	Pretty in pink

- Open
- Copy
- Copy to Clipboard**
- Paste
- Delete
- Edit Column
- Select All
- Deselect All
- Settings...
- About Adobe Flash Player 10...

Copy one or more items to the clipboard

Find Browse **Clipboard**

Clear

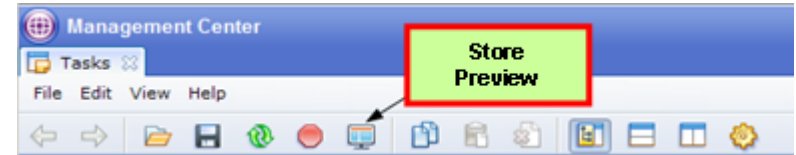
Select or deselect all objects in the clipboard

Type	Name
<input checked="" type="checkbox"/>	MW-0018
<input checked="" type="checkbox"/>	MW-0019
<input checked="" type="checkbox"/>	MW-0027
<input checked="" type="checkbox"/>	MW-0021

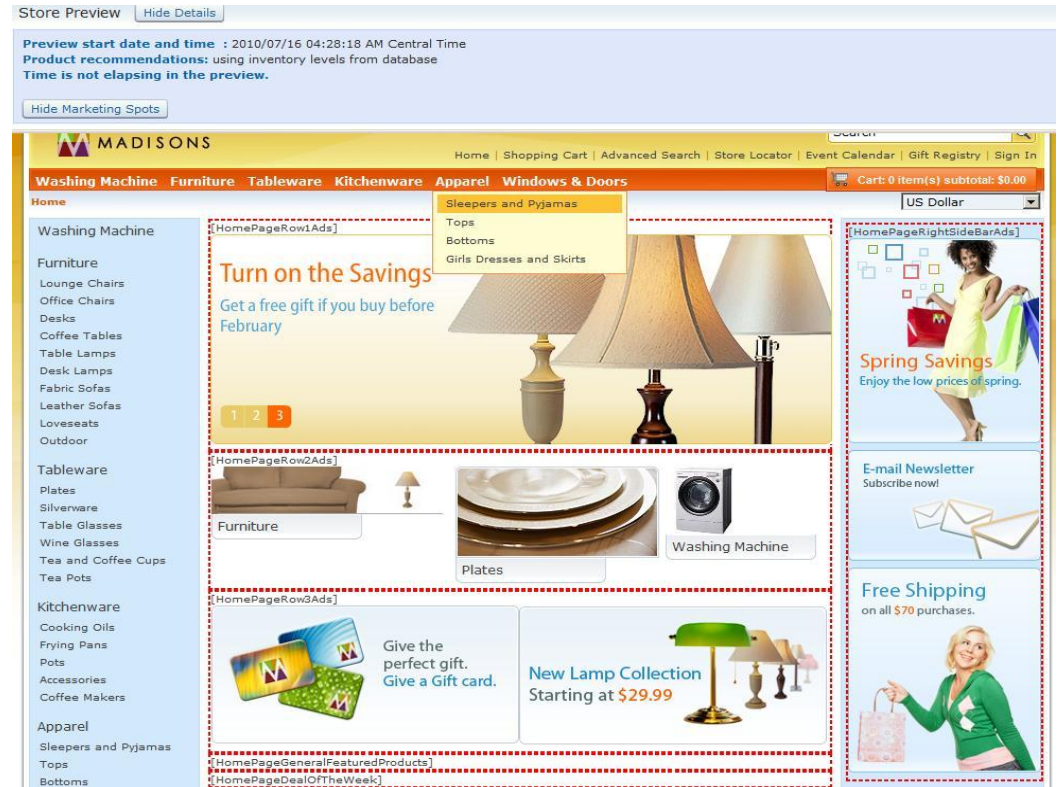
- Open
- Copy
- Paste
- Clear
- Select All**
- Deselect All



- Business users can easily preview store changes made, or impact of new promotion or marketing campaign *before* committing changes to production



- e-Spots are highlighted for easy identification
- Easily test impact of e-Spots and promotions



# WebSphere Commerce

## Promotions

Chris Kennedy  
WebSphere Commerce Technical Professional



# Features provided in the promotion tool



Browsing promotions

Creating and editing promotions from templates

Search promotions

Create and upload Promotion codes

Support for inherited sales catalog

Promotions can target inherited catalog entries and categories



- Product level promotion with exclusion support
- Promotion Calendar view for displaying promotion start and end dates
- Order level amount off shipping
- Product & Category level fixed shipping discount
- Multiple items percent discount
- Maximum discount amount: “20% off greeting card up to \$2”
- Payment type: “10% off order when paid with store credit card”
- Choice of free gift
- Attribute filter with operators: “10% off red shirts”



# Promotions Calendar

Promotion Calendar allows users visualize and analyze promotion data.

Each promotion has a **duration bar** showing this activity duration

**Viewable area** can be changed by modifying the data in the Range fields, dragging the edge of the viewable area, or dragging the scroll bar.

The screenshot shows the IBM Management Center interface for WebSphere Commerce. The main window is titled "All Promotions - Promotions Calendar". It features a table of promotions and a calendar view below it. The table lists various promotions such as "Buy Havenwood and save", "Buy One Get One Free", and "Discount for Repeat Customers". The calendar view shows the duration of these promotions across months from December 2003 to February 2004. Annotations with yellow callouts point to specific features: "Duration bar" points to the blue bars in the calendar cells; "Viewable area" points to the calendar grid; and "Scroll bar" points to the horizontal scroll bar at the bottom of the calendar view.

* Name	Dec 2003	Jan 2004	Feb 2004
Buy Havenwood and save		■	
Buy One Get One Free		■	
Discount for Repeat Customers		■	
Discount on selected Havenwood		■	
Free Ground Shipping		■	
Free gift with selected orders		■	
Furniture Category Discount		■	
Register and Save		■	
Utensils Gift with Purchase		■	

Rapid insight into prior, current and future promotional activity.

Plan future promotion ecommerce promotional activities.

Intuitive date range tool for total campaign insight.



## Promotion properties



Promotion property pane contains two tabs:  
Manage Promotion  
Descriptions

Properties in Manage Promotion tab page are divided into 6 sections:  
Promotion properties  
Purchase Condition and Reward  
Redemption Limits  
Schedule  
Target Customer Segment  
Miscellaneous

Properties under “Promotion Properties” section are required.

**[!]New Promotion** Save and Close Close

Manage Promotion Descriptions

▼ Promotion Properties

\*Name

\*Redemption Method ⓘ Qualifying purchase ▼

Priority 0 ▲▼

\*Promotion Type

\*Combination with other promotions ⓘ Combine with any promotion ▼

▶ Purchase Condition and Reward

▶ Redemption Limits

▶ Schedule

▶ Target Customer Segment

▶ Miscellaneous

## Promotion Properties

Redemption Method:

Qualifying Purchase

Require promotion codes

Multiple codes allowed.

Not support Space in code

Code must unique

Coupon promotion

Priority value:

Allow user to select a number from 0 to 300. the higher the number, the higher priority

▼ Promotion Properties



\*Name

\*Redemption Method ⓘ

Priority

\*Promotion Type

\*Combination with other promotions ⓘ

\*Promotion Codes  

Promotion Code
promotion-TV
promotion-newspaper

1 to 2 of 2

▶ Purchase Condition and Reward

## Redemption Limits

Properties under this section are

same for all promotion types

Maximum redemption by a single customer

Maximum redemptions on a single order

Maximum number of redemptions

▼ Redemption Limits

Maximum redemption by a single customer  Unlimited  Set maximum redemption

\*Maximum redemptions

Maximum redemptions on a single order  Unlimited  Set maximum redemption

\*Maximum redemptions

Maximum number of redemptions  Unlimited  Set maximum redemption

\*Maximum redemptions

## Schedule

To define availability such as time period of day, days of the week, start date and end date.

Values for time and date are related to on WebSphere Commerce server

▼ Schedule

Time of day promotion is available  All day  During a specified time

\*Start Time ⓘ 08:00 AM

\*End Time ⓘ 06:00 PM

Days promotion is available  Every day of the week  Selected days of the week

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Dates promotion is available  Always in effect  During a specified period

\*Start Date 2007-11-01

\*End Date 2007-11-30

## Target Customer Segment

Define one or more target customer segments

Exclude customer segment is not support




Creating new customer segments still use Accelerator

## Miscellaneous

Only **Target sales volume**

property defined, it is used for reporting purpose only

▼ Target Customer Segment

Customer Segments    

* Name	Description
Female Customers	Registered customers who have identified themselves as females

1 to 1 of 1

▼ Miscellaneous

Target sales volume (for reporting purposes only)

## Promotion features

Maximum discount amount: “20% off greeting card up to \$2”

Payment type: “10% off order when paid with store credit card”

Choice of free gift

Attribute filter with operators: “10% off red shirts”

# Maximum discount amount



\*Quantity of "X" needed to qualify for the promotion

\*Quantity of additional catalog entries "X"

\*Percentage discount off additional catalog entries "X"

Maximum discount amount on additional catalog entries "X" (USD)



\*Minimum purchase condition ⓘ

* Minimum Order Purchase (USD)	* Percentage Discount on Order (%)	Maximum Discount Amount (USD)
<input type="text" value="100.00"/>	<input type="text" value="5"/>	<input type="text" value="30.00"/>
<input type="text" value="1,000.00"/>	<input type="text" value="10"/>	<input type="text" value="300.00"/>
<input type="text" value="5,000.00"/>	<input type="text" value="15"/>	<input type="text" value="1,500.00"/>

1 to 3 of 3



## ▼ Purchase Condition and Reward



\*Minimum purchase condition


* Minimum Order Purchase (USD)	* Amount Off (USD)
100.00	10.00
1 to 1 of 1	

\*Target payment type

Full order must be paid for with selected payment type. Split orders do not qualify.

Free gift options  Free gifts are automatically added to shopping cart  
 Customer can choose free gifts from a list

Find and Add   

\*Free gift catalog entries 

* Type	* Code	Name
	KIAC-0101	Measuring Spoons
	KIAC-0301	Rolling Pin
	KIAC-0401	Mortar and Pestle
	KIAC-0501	Spoons and Spatulas
	KIAC-0601	5-Piece Kitchen Utensil Set

1 to 5 of 5

\*Number of free gift selections customer can choose




2  

close

## Select your free gifts

I would like the following free gifts (choose up to 2 gifts)

I do not want any free gifts

<input type="checkbox"/>		<b>5-Piece Kitchen Utensil Set</b> Everyday kitchen utensils in a container.	<del>\$9.06</del> \$8.99
<input type="checkbox"/>		<b>Spoons and Spatulas</b> A handy mix of cooking spoons and spatulas.	<del>\$6.06</del> \$4.99
<input type="checkbox"/>		<b>Measuring Spoons</b> Set of five measuring spoons.	<del>\$9.06</del> \$7.99

..

## Promotions Demonstration

Increases Average Basket Value (AVB).

Ability to target promotions to a specific customer segment.

Promotion Created by Business Users (Not a technical delivery).

Rapidly deploy previous successful promotions.

Reduce Overstock &/or Distress Inventory.

Extensive merchandising opportunities.



# WebSphere Commerce

## Precision Marketing

Chris Kennedy  
WebSphere Commerce Technical Professional



Precision Marketing provides automated, *one-to-one*, dynamic merchandising and marketing based on individual preferences and shopping intentions

WC processes *triggers* and based on previously-defined flexible rules, it initiates an *action* that can be routed through any WC-controlled touchpoint

Integrated solution handles on-going dialog with customers, *over time*, across channels as customer's behavior changes



**Triggers**

- Pages viewed
- Location
- Past purchases
- Clicks
- Social Participation
- Segment/Persona membership
- Open/un-open email
- Web / kiosk / mobile / call center / POS
- Other

**WebSphere Commerce Marketing Engine**

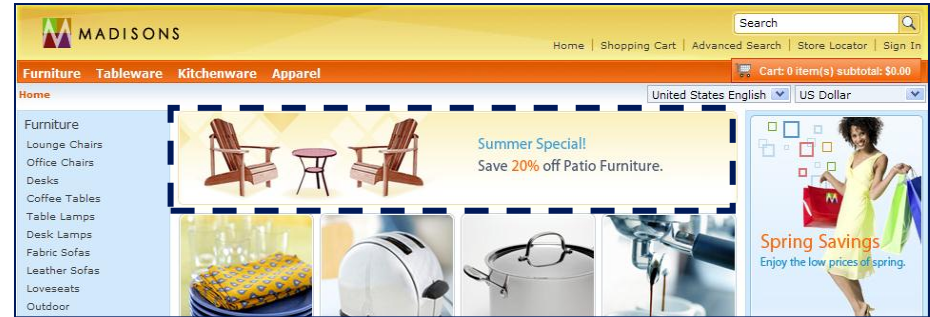
**Actions**

- Custom landing page
- Custom Email or SMS
- Custom product or category page
- Targeted Cross-sells & Up-sells
- Promotion
- Marketing campaign
- Web / mobile / kiosk
- Other

## Two types of Activities

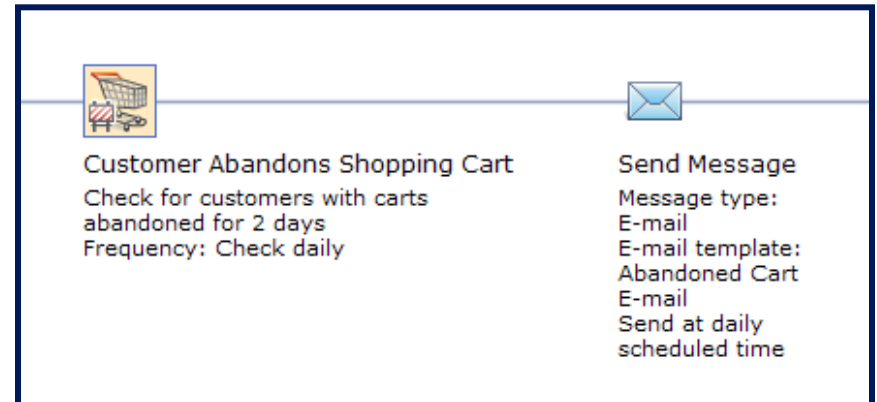
### Web Activity

- Control what displays in predefined e-Marketing Spots on your store pages



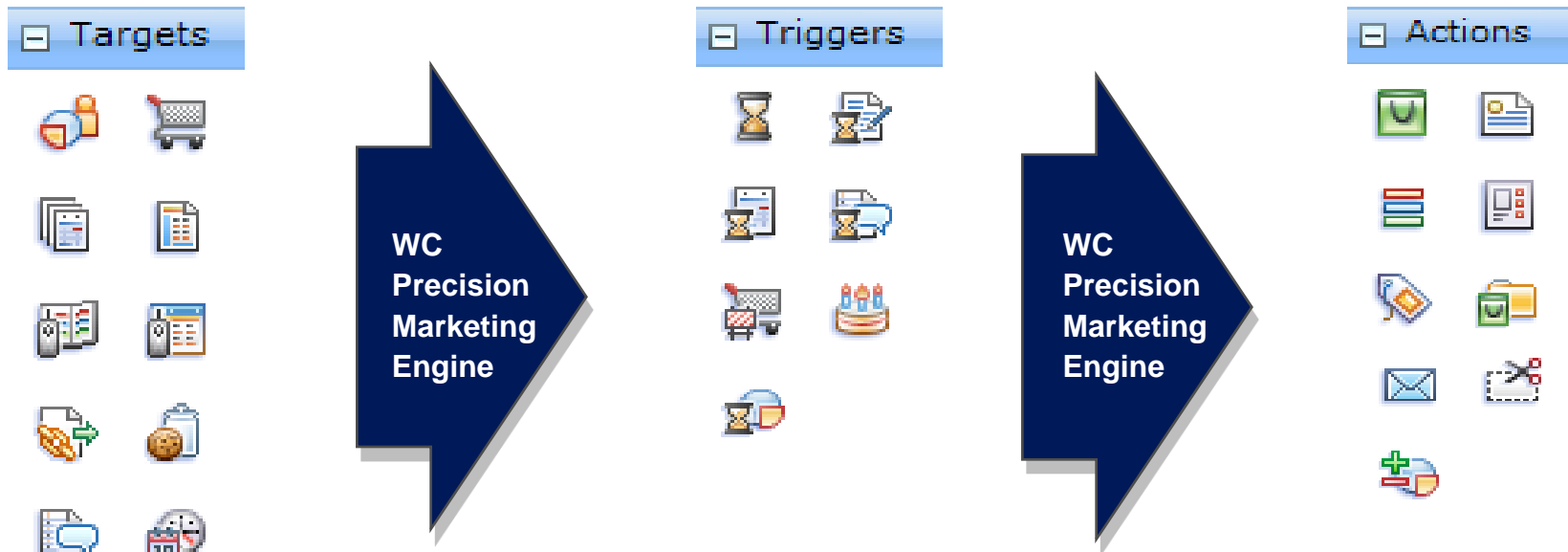
### Dialog Activity

- Automate marketing actions based on the specific behavior of your customers over time





*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*



## Precision Marketing – Web Activities



Web activities determine what to show the customer

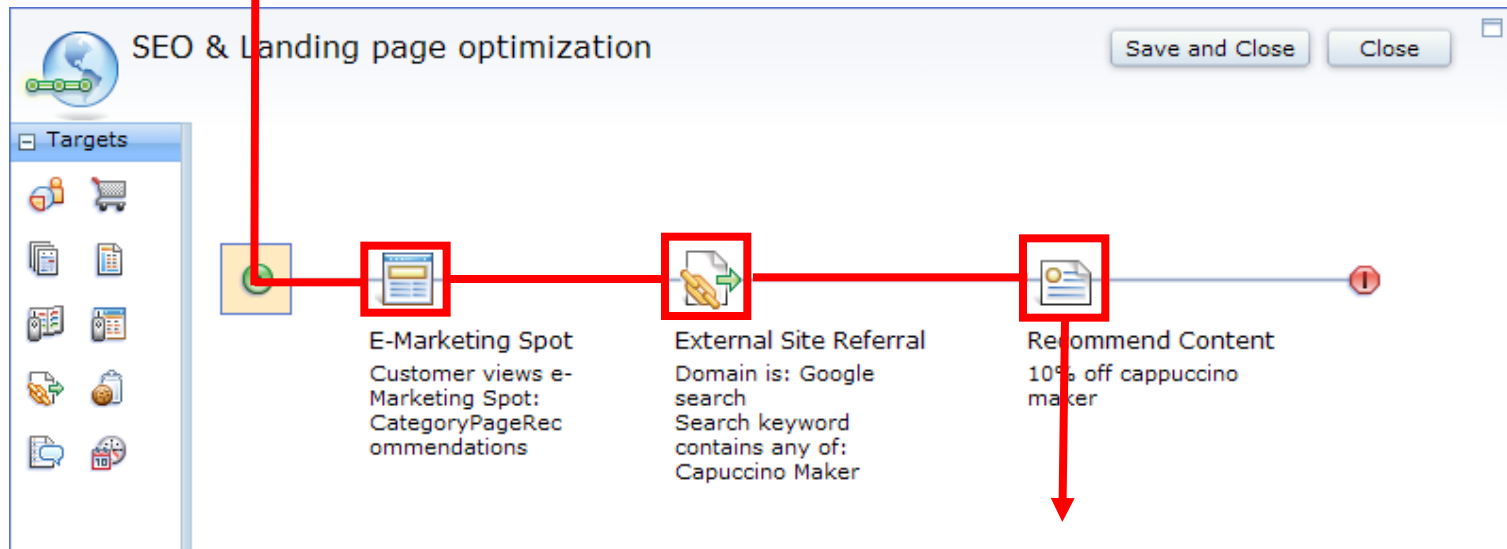
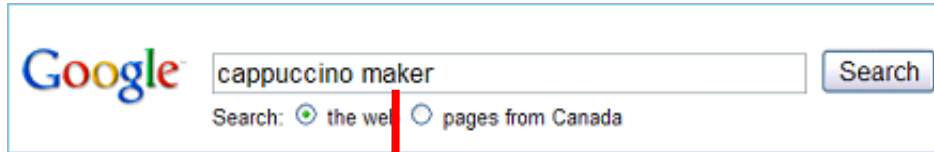
Web activities can display advertising content, merchandising associations, and recommendations from store catalog

You can target different customer segments within Web activities to personalize what customers see in an e-Marketing Spot

Provides Marketing Managers ability to effectively communicate with customers without IT involvement



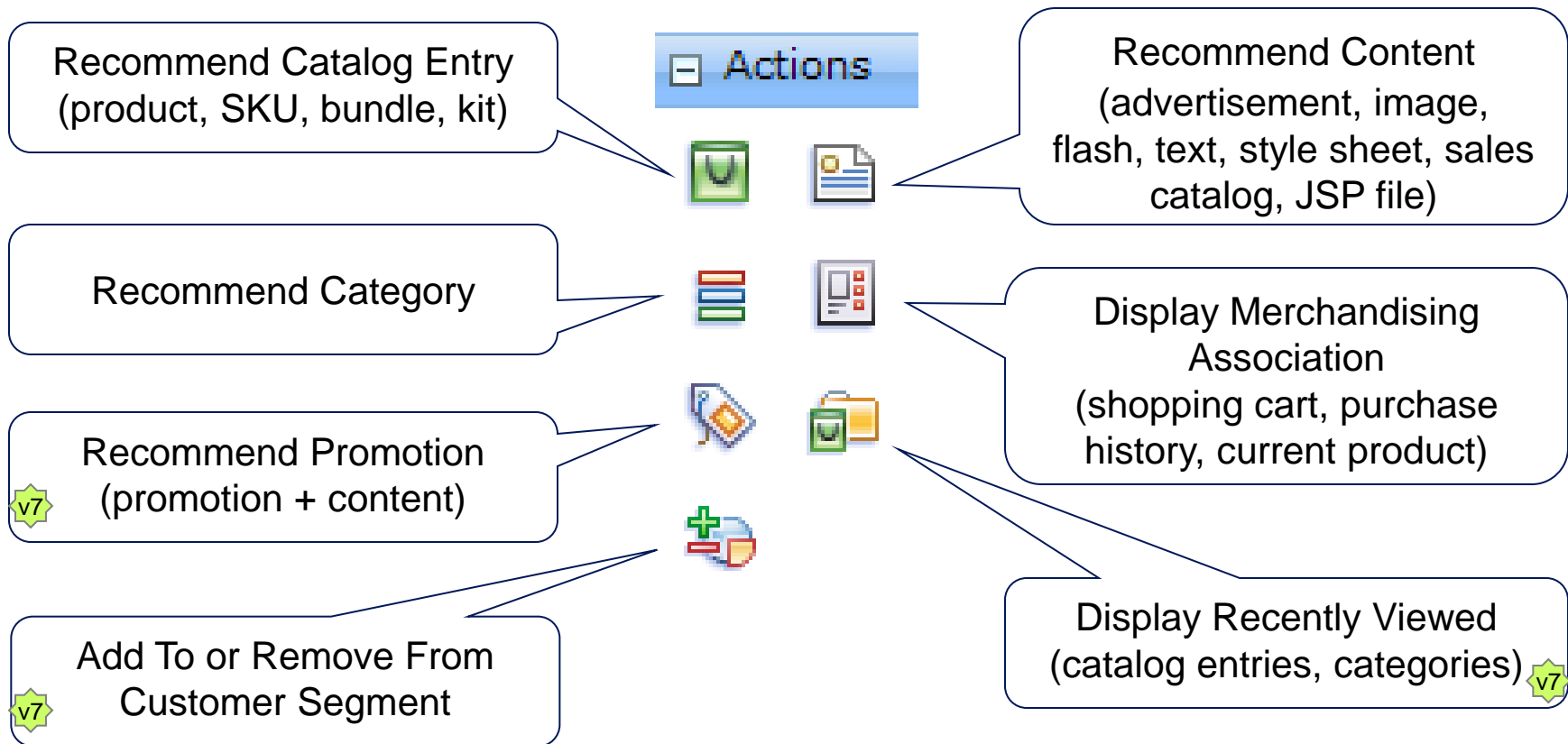
# SEO and Landing Page Optimization



**Targets define which customers will experience your marketing activity**



**Actions define what to do, based on the previous sequence of triggers and, optionally, targets in the activity flow. Web activity actions typically display a targeted message to a customer on a store page**



## Precision Marketing – Dialog Activities



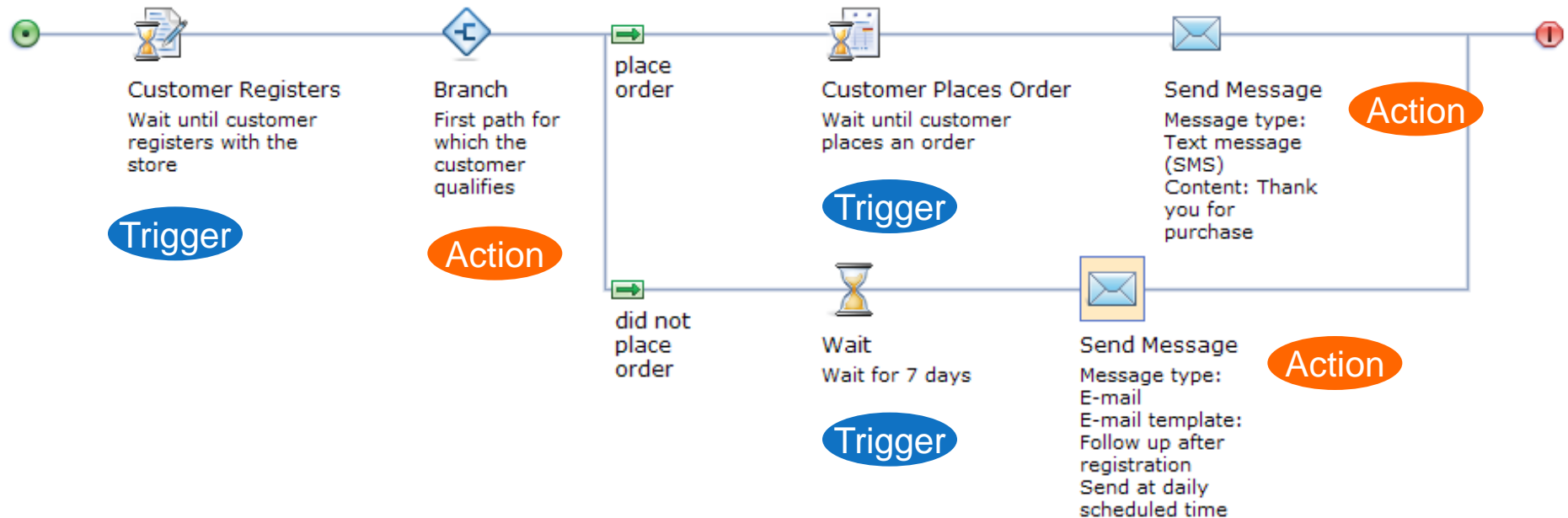
# Dialog Activities



Automate marketing actions based on specific behavior of your customers over time

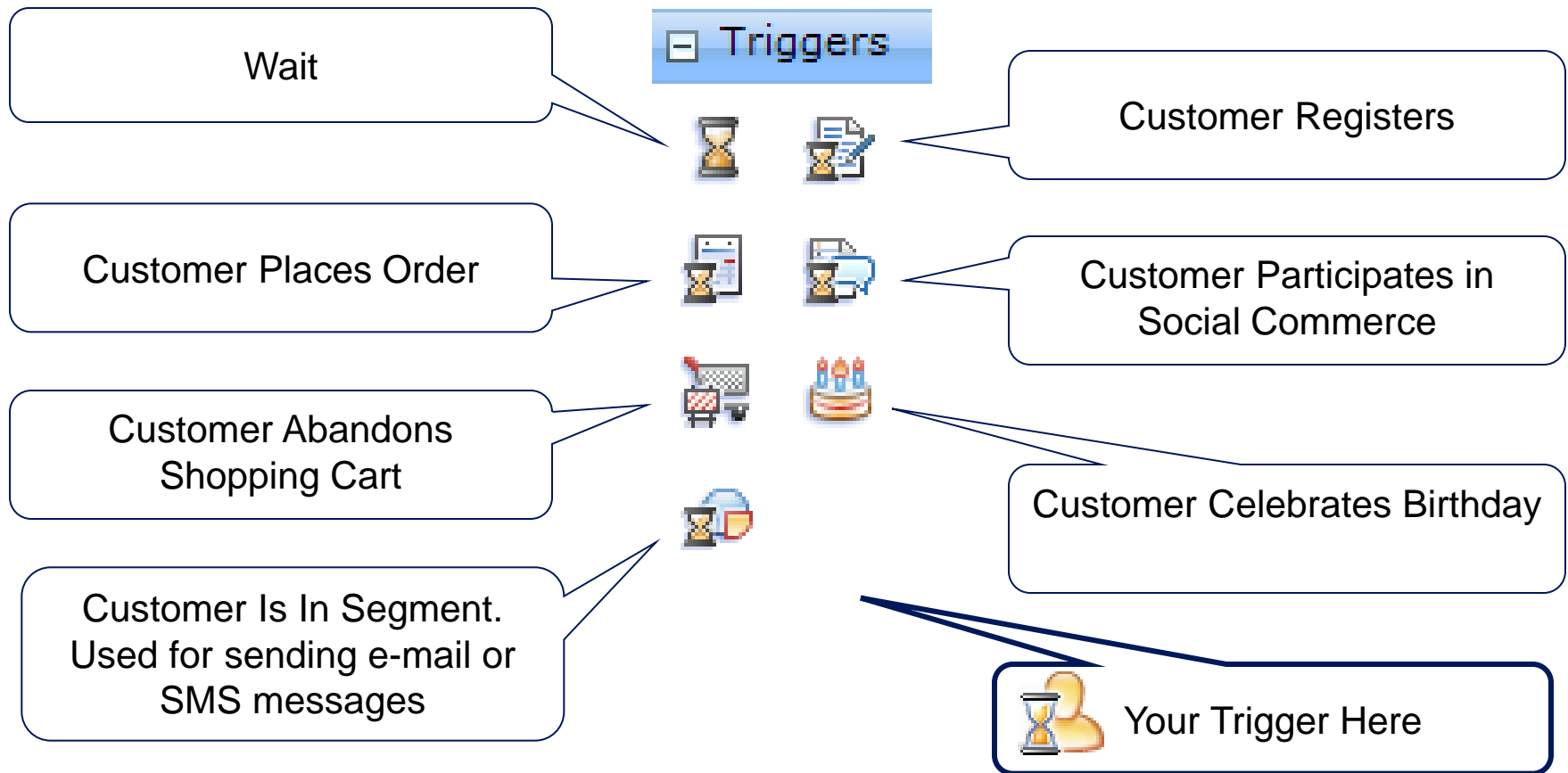
Interactive dialog with a customer: You wait for the customer to do something, or not do something, and then you target that customer with a planned marketing action

Dialog can be ongoing as the customer's behavior changes

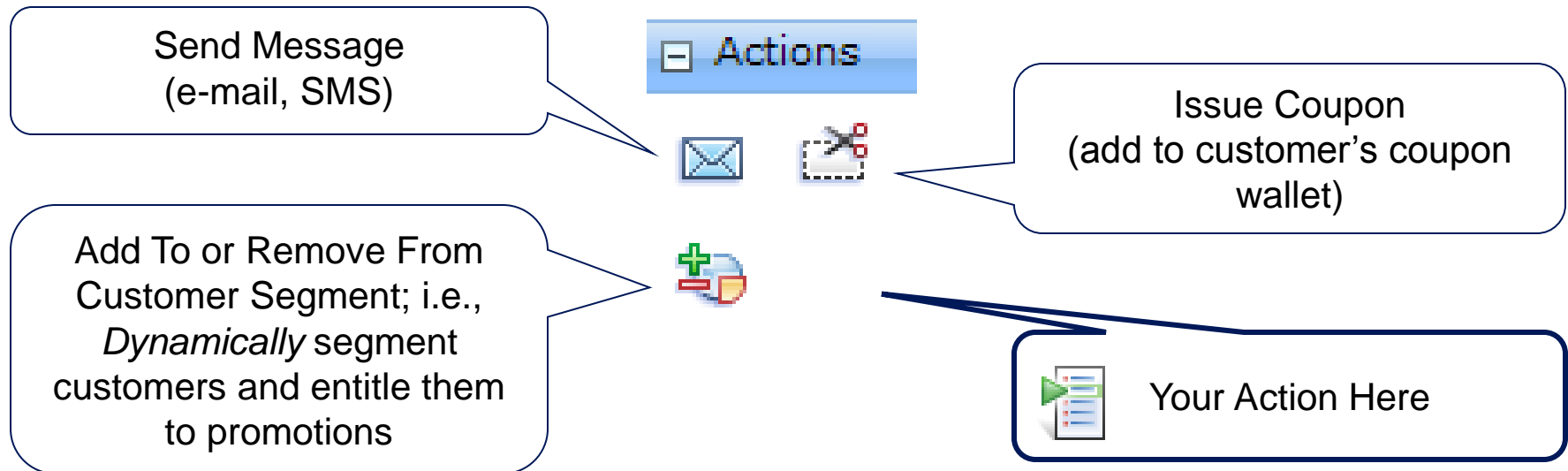




**Triggers define the event that causes your Dialog activity to begin or continue. Use triggers to wait for a customer to do something, or for a period of time to elapse.**



**Actions define what to do, based on the previous sequence of triggers and, optionally, targets in the activity flow. Dialog activity actions typically send a targeted message to a customer via e-mail or SMS**



Segment Conditions

Entitled to 10% offer

Save and Close Close

General Properties Customer or Segment Registration Demographics Address Purchase Details Miscellaneous

\*Name ⓘ Entitled to 10% offer

Description

Use marketing activities to add or remove customers ⓘ

*Dynamically* add customers to a customer segment. This allows you to create personas to use in marketing activities. As well, *dynamically* entitle customers to promotions based on their online behavior.

v7

# Social Commerce: Reward Active Participation

## Customer Writes 5 Reviews

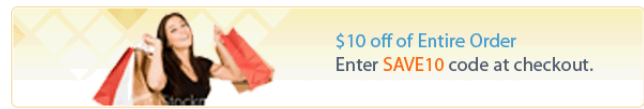
Rating ★★★★★ 5  
 Craftsman 17765 shop vac, May 9, 2007  
 By DangerRanger98 from OH  
 Value ██████████ 5  
 Durability ██████████ 5  
 Performance ██████████ 5

Submit

## Add to Active Participant Segment

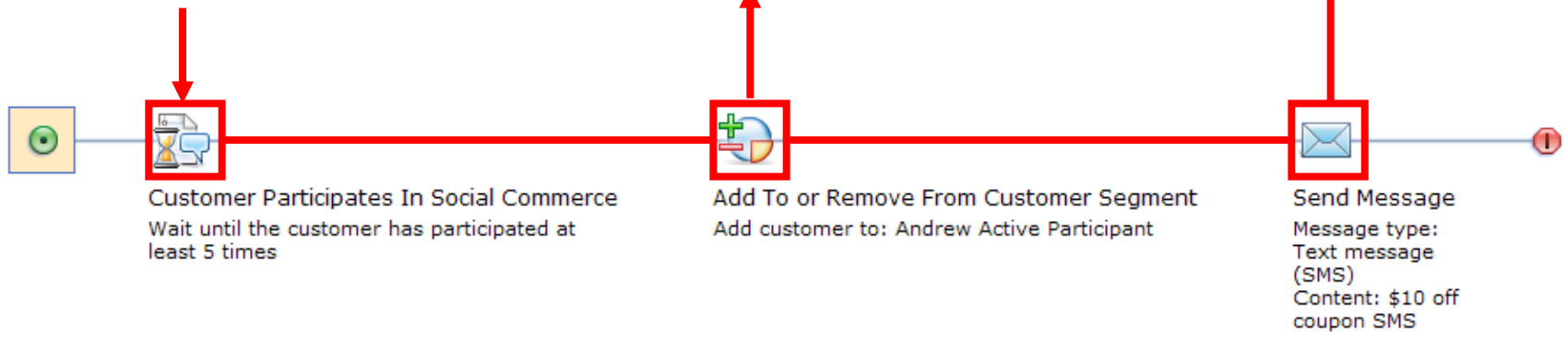


## Change Banner \$10 Off Next Order



## Send \$10 Off SMS Coupon

Thank you for your review. Receive \$10 off next order

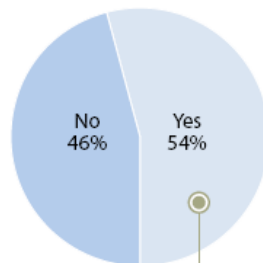


## Precision Marketing Demonstration

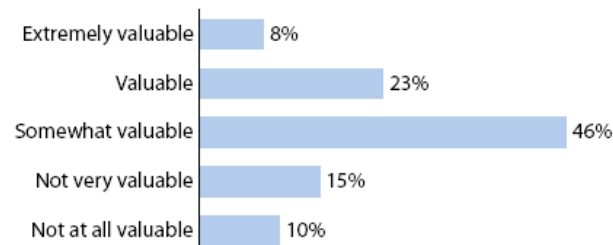
69% of shoppers find personal recommendations valuable or somewhat valuable

34% of shoppers buy products based on retailer's recommendation

"Have you ever noticed that a retailer's site has included personal recommendations based on products you or other customers have researched or purchases in the past?"



Perception of usefulness (among those aware)



34% of consumers who noticed recommendations purchased products based on aforementioned recommendations.

Base: US online consumers

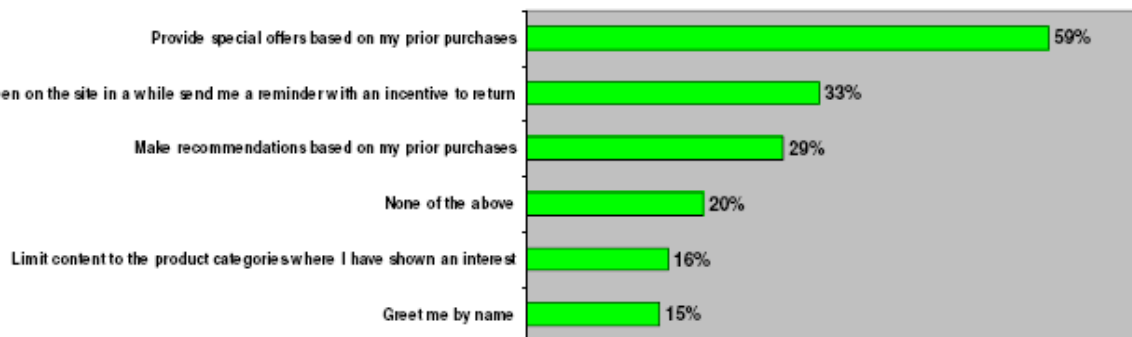
Source: North American Technographics® Retail And Customer Service Online Survey, Q2 2007

44345

Source: Forrester Research, Inc.

## Forrester

Which of the following personalization techniques impact your likelihood to buy again from any specific merchant?



- 59% of shoppers will likely buy again from retailer if they receive special offer based on prior purchase
- 33% of shoppers would return to retailer if they receive reminder with an incentive

# WebSphere Commerce Search Optimization Framework

Dorothy Wang – WebSphere Commerce Technical Professional

# Agenda

Search Optimization Framework Overview

Demo

Summary



# WC Search Strategy

**Incorporate** Search as an integral part of WC platform

**Integrate** tightly with WC Stores and Tools

**Optimize** search experience by integrating with Precision Marketing engine

**Empower** marketers and merchandisers with a single integrated tool to manage the end-to-end customer experience

# WC Search Solution Value Proposition

- Built on open architecture**
  - Leveraging Solr, open source search platform, as foundation
  - Proven, extensible and scalable search engine
- Rich set of functionality with support for advanced functions like search-driven merchandising**
- Tight integration with WC**
  - Stores for rich user experience
  - Management Center for business users
  - Precision Marketing engine for search-driven marketing and merchandising
- Lower Total Cost of Ownership**
  - Especially vs. popular enterprise catalog search solutions
- Support for structured and unstructured content**

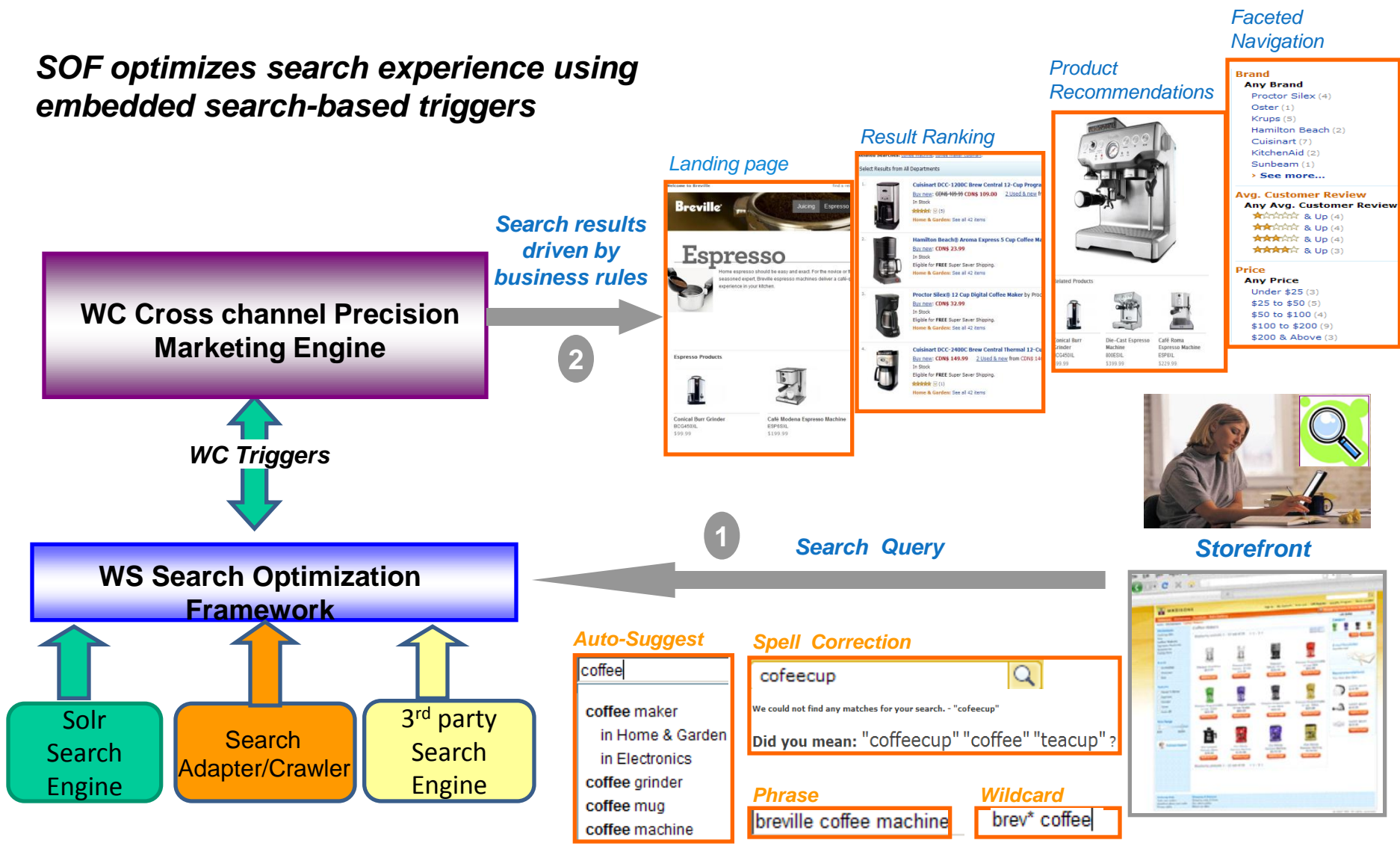
**WC Search =**

Apache Solr  
+  
Apache Tika  
+

- ✓ Search-driven merchandising
- ✓ Precision Marketing integration
- ✓ Store model integration
- ✓ Management Center tools
- ✓ Tight integration with WC catalog, contracts, and promotions
- ✓ WAS for clustering and scalability
- ✓ IBM support!!

# WC Search Optimization Framework (SOF)

**SOF optimizes search experience using embedded search-based triggers**



# Search Results Page

Grid and Detail View



The screenshot shows the Madisons website search results for 'coffee'. The page features a navigation bar with categories like Furniture, Tableware, Kitchenware, and Apparel. A search bar at the top right shows 'coffee' with an auto-suggest dropdown menu listing items like 'coffee maker', 'coffee grinder', and 'coffee machine'. The main content area displays a grid of coffee-related products, each with an image, title, price, and an 'Add to Cart' button. A left sidebar provides faceted navigation options such as 'Category', 'Pause 'n Serve', 'Auto-off', 'Timer', 'Grinder', 'Espresso', and 'Brand'. A right sidebar includes an 'E-mail Newsletter' sign-up, 'Recommendations' for related products like sofas, and a 'Customer Support' button. The page also shows search filters like 'United States' and 'Sort By: No Sort'.

Search Inputs with Auto-Suggest

Faceted Navigation to quickly find products

Product Ratings to help shoppers refine product selection

Search term highlighting

Product Related Content

Search Results Ranked by Business Rules

Product Recommendations based on business rules and user profiles

# Search Landing Page

The screenshot shows the Madisons website search results for 'coffee makers'. The page layout includes a top navigation bar with categories like Furniture, Tableware, Kitchenware, and Apparel. A main banner features two coffee makers and the text 'GREAT BOLD FLAVORS BREWDRÖ COFFEE MAKERS'. Below this is a 'Shop by Brands' section with buttons for Sharpson, ENZI, AROMASTAR, KITCHEN'S BEST, and BREWDRÖ. A 'Shop by Features' section displays various features with corresponding product images and counts. A 'Clearance Sale' section at the bottom shows four coffee makers with their prices. On the right side, there is a 'Best Sellers' list with five items and their prices, and a 'Recommendations' section with three items.

Video to learn more about products

Shop by Brands

Shop by product features and assortment

Promotional Sales

Related Information

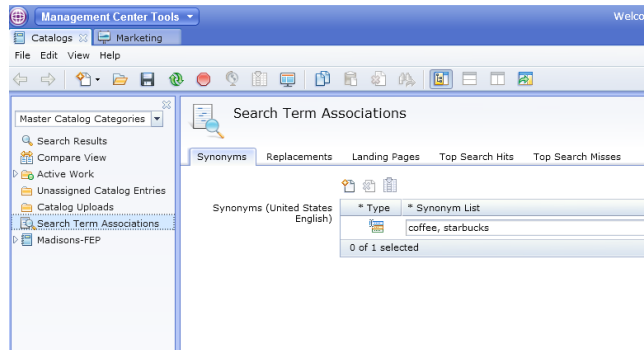
Best Sellers

Production Recommendation

# Management Center Enhancements

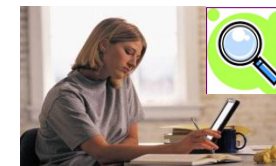
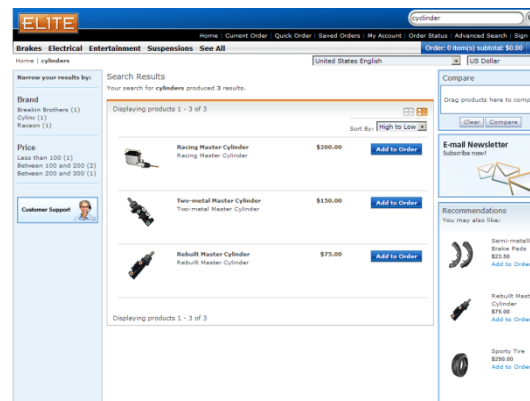
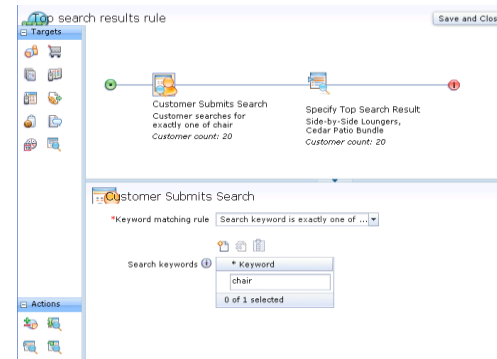
## Search Term Association Tool

- *Synonym terms*
- *Replacement terms*
- *Landing Pages*
- *Top Search Hits*
- *Top Search Misses*




## Search Marketing Tool

- *Search driven product recommendations*
- *Search Results Ranking and Sorting*
- *Precision marketing actions based on customer search patterns*







# Search Management – *Synonyms*




- All of the Synonym terms will be included in search query
- Words having (nearly) the same meaning as another
  - Words accepted as another name for something
  - Language specific terms


 Search Term Associations

Synonyms
Replacements
Landing Pages

	Store	* Type	* Synonym List
Synonyms (United States English)	MadisonsESite		tee, tshirt
0 of 1 selected			


	Store	* Type	* Synonym List
Synonyms (Spanish)	MadisonsESite		camisa, camiseta
1 of 1 selected			

63

© 2012 IBM Corporation



## Search Management – Replacements

- **Search for instead** – execute the search with the specified associated term(s) and ignore the search term entered by the users
- **Also search for** – execute the search with the specified associated term(s) and also include the search term entered by the user

 Search Term Associations

Synonyms **Replacements** Landing Pages

Replacements (United States English)

Store	* Type	* Search Term	* Replacement Type	* Replacement Terms
MadisonsESite		utensil	Also search for	silverware
MadisonsESite		cutlery	Instead search for	silverware

0 of 2 selected

Replacements (Spanish)

Store	* Type	* Search Term	* Replacement Type	* Replacement Terms
-------	--------	---------------	--------------------	---------------------

0 of 0 selected



# Search Management – Landing Pages

Specify search terms and associated landing pages

Search terms specific by language

\*Search Term Associations

Synonyms
Replacements
Landing Pages

Landing pages (United States English)

Store	* Type	* Search Terms	* Landing Page
Extended Sites Catalog Asset Store		contact	HelpContactUsView
Extended Sites Catalog Asset Store		map	SiteMapView
Extended Sites Catalog Asset Store		help	HelpContactUsView
Extended Sites Catalog Asset Store		home	StoreView
Extended Sites Catalog Asset Store		privacy	PrivacyView
Extended Sites Catalog Asset Store		coffeemaker	SearchLandingPage1

Landing pages (Spanish)

Store	* Type	* Search Terms	* Landing Page
Extended Sites Catalog Asset Store		mapa	SiteMapView
Extended Sites Catalog Asset Store		ayuda	SiteMapView
Extended Sites Catalog Asset Store		inicio	StoreView
Extended Sites Catalog Asset Store		privacidad	PrivacyView

0 of 6 selected

Specify search terms

Specify specific Landing Page

## Site search statistics

### Top Search Hits report

Total searching sessions: 4679

Statistics ⓘ	Keyword	Searching Sessions	Results for Keyword	Synonyms or Replacements
	smart phone	376 (8.0%)	122	
	tablet	229 (4.9%)	76	
	ebook	198 (4.2%)	22	ebook, ereader
	BrandX	172 (3.6%)	47	
	laptop	46 (0.9%)	93	laptop, notebook, netbook
0 of 5 selected				

### Top Search Misses Report

Total searching sessions: 4679

Top Search Misses ⓘ	Keyword	Searching Sessions	Suggested Keyword	Results for Suggested Keyword
<b>1</b>	notebook	98 (2.1%)		0
<b>2</b>	duvey	91 (1.9%)		0
<b>3</b>	vaccum	77 (1.7%)	vacuum	15
<b>4</b>	shipping	30 (0.6%)		0
<b>5</b>	registry	17 (0.4%)	Regolo	3
0 of 5 selected				

# Search Driven Marketing

## New Search Activity Builder

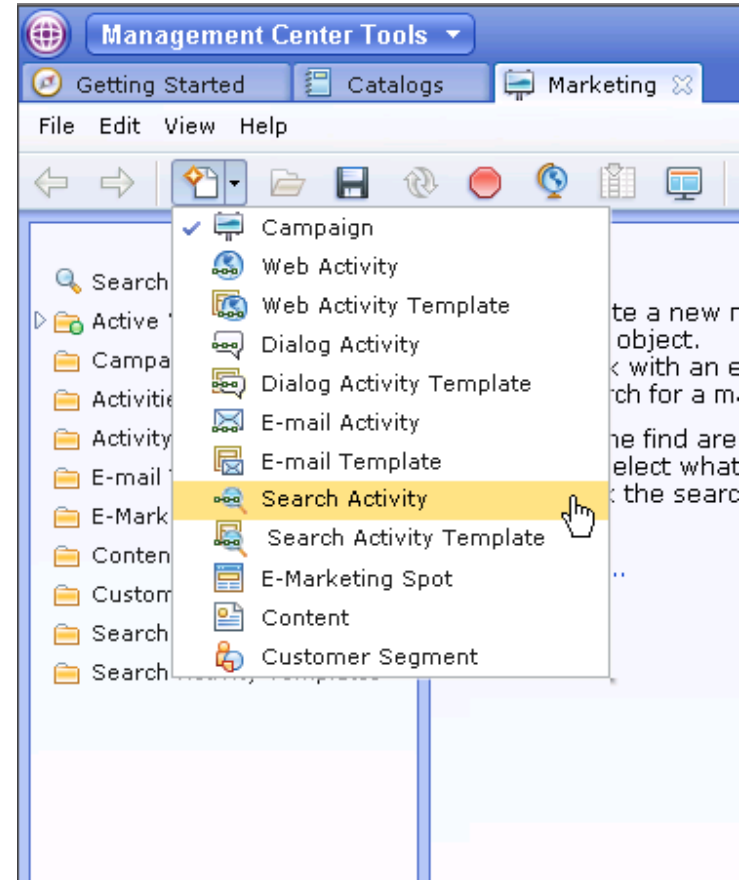
- Change search results ranking and sorting
- Define top search results
- Modify search criteria

## New Dialog Activity trigger

- Trigger promotion message to shoppers based on their search behavior (search keywords, frequency, time-frame)

## Web Activity

- Product Recommendations



## Search Activity Builder Overview

Graphical builder similar to web and dialog activities

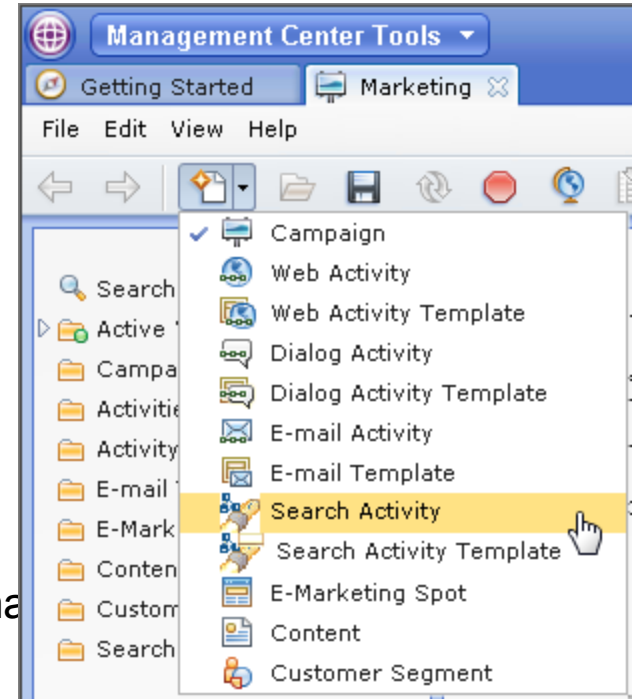
Promote products by adding them to the top of the search results

Rank search results meeting specific criteria to be higher or lower

Alter shopper's search criteria

Replace customer's keyword, or narrow down by additional criteria

Target customers that specified particular criteria or see specific search results



# Search Activity Builder

Reuse existing web activity targets

Search specific actions

- Change results order
- Specify Top Results
- Add/Replace Search Criteria
- Add/Remove to Customer Segment

Branching for targeting different customers

The screenshot shows the Search Activity Builder interface. At the top, there is a header for a new search activity with a warning: '\*New Search Activity Specify a value for the Name field.' Below this is a 'Targets' panel with various icons. The main workspace shows a workflow step 'Customer Submits Search' with a red error icon. Below the workflow, the configuration for this step is shown: a matching rule 'Search phrase contains one of the...' and a search keywords list containing the word 'coffee'. The search keywords list shows '\* Keyword' and '0 of 1 selected'.

**Search Keywords:**

- can be anything
- is exactly one of the following
- starts with one of the following
- contains one of the following
- ends with one of the following

# Order Search Result Action

Order search result

\*Action ⓘ Change how initial search results ... ▾

Search filters ⓘ

* Name	* Operator	* Value	* Weight
Parent Categ ... ▾	Contains ▾	Desks	10
Offer Price ▾	Greater than ▾	1000	9

1 of 2 selected

Change Results rankings to change the search results order

Order search result

\*Action ⓘ Change how initial search results ... ▾

Sort criteria ⓘ

* Sort by	* Sequence
Offer Price ▾	Descending ▾

0 of 1 selected

Change Results sort order

- Manufacturer name
- Name
- Offer price

# Specify Top Search Result Action

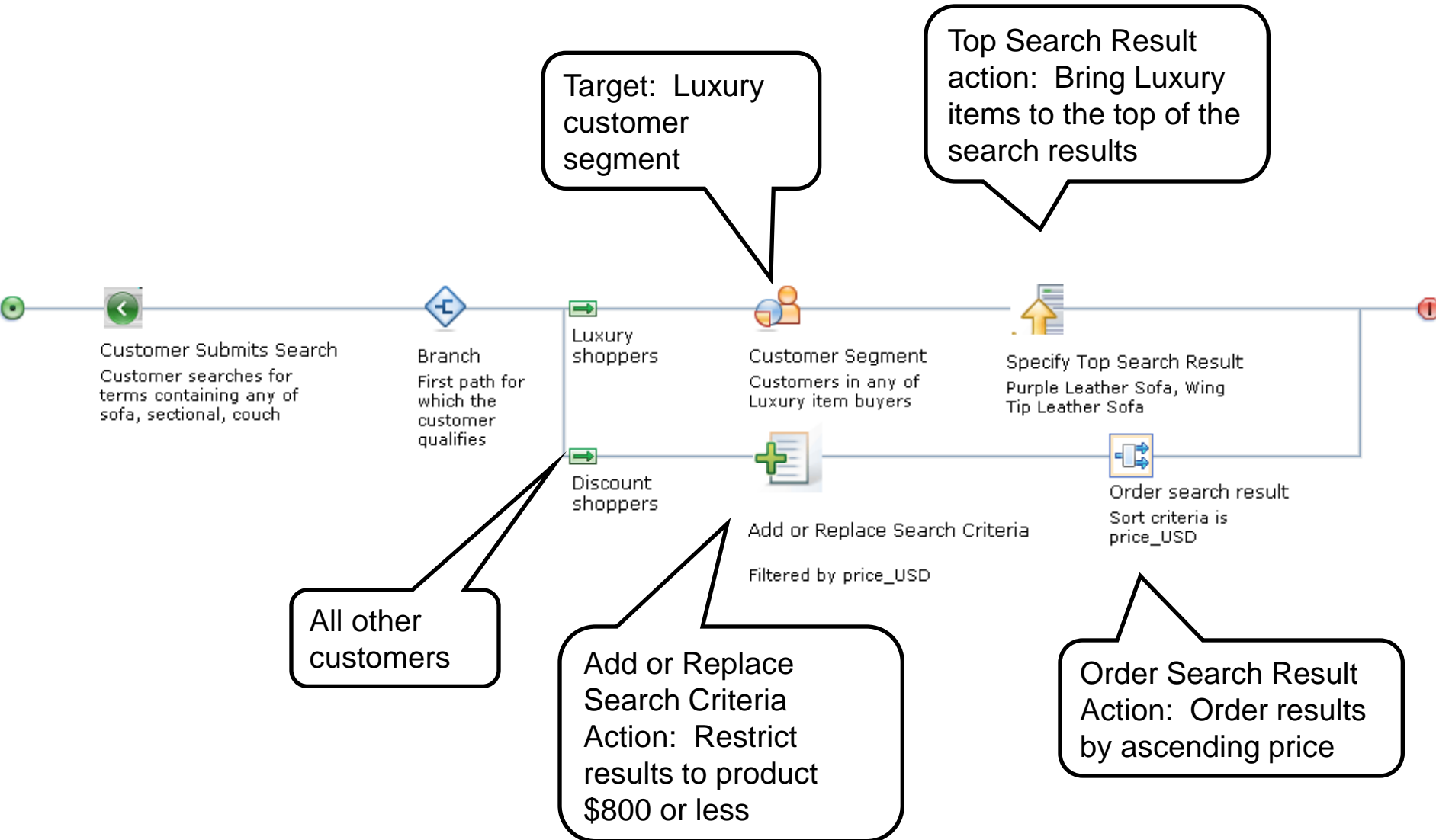


## Specify Top Search Result

<input type="text"/>	Find and Add			
*Catalog entries	* Type	* Code	Name	
<input checked="" type="checkbox"/>	FUCO-01	Sleek Occasional Table		
<input checked="" type="checkbox"/>	FUTA-02	Beige Linen Table Lamp		
0 of 2 selected				

Define top results products that ignore search ranking

# Search Activity Builder – continued

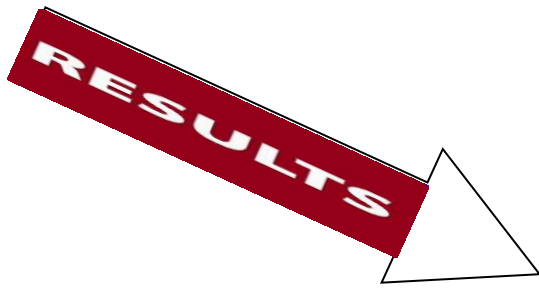




# Demo: Create a search rule - specify Top Search Results



Search on  
"coffee pot"



**Products: 32**

Displaying products 1 - 12 of 32    << 1 - 3 >>

Sort By:

Note: Full re-indexing has been scheduled and your updates may not be available until the next full re-indexing completes.

AromaStar Steam Frother System	Enzi EI-03 Tower Coffee Maker	Digital 12 cup Coffee Maker, Red	Thermal 10 cup Auto Coffee Maker
\$149.99	\$179.99	\$99.99	\$199.99
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

## In Summary

### Enhance the Customer Experience

- Presentation is tailored to the user based on THEIR interests
- Simpler to find relevant offerings
- Structured and unstructured content together

### Driving Business Value

- “If they can’t find it, they won’t buy it”
- Improve stickiness
- Fast, relevant suggestions drive conversion and cart size
- Market the “right” products
- Easy to deploy and manage – business user tooling

### References



# WebSphere Commerce Extended Site

Dorothy Wang – WebSphere Commerce Technical Specialist

Extended Site Overview

Scenarios

- Multiple Brands

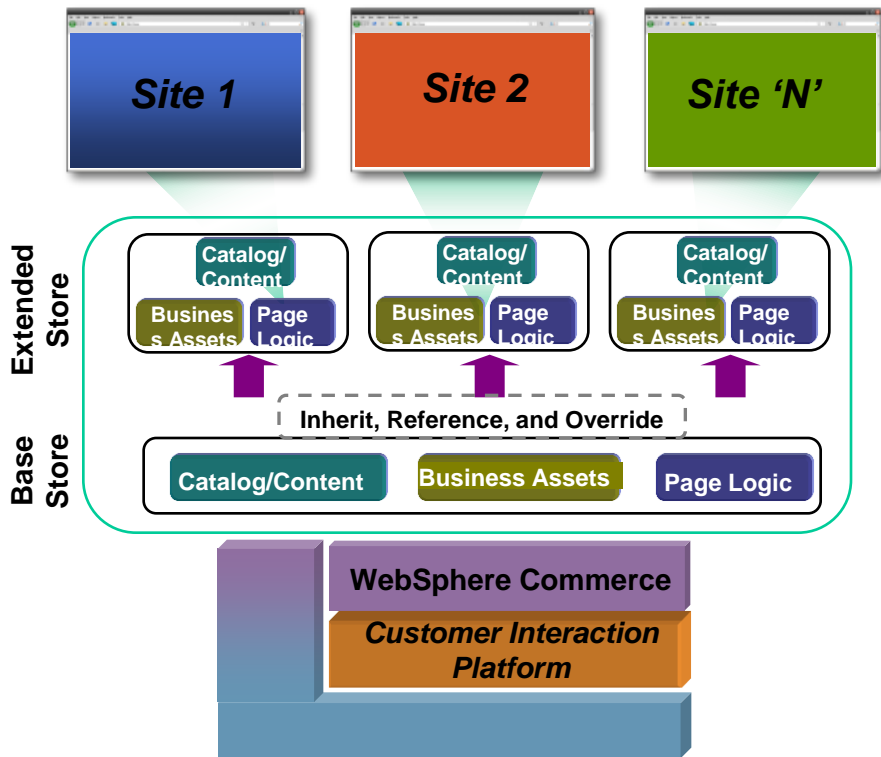
- Multiple Market Segments

Customer case study

Demo

Summary

# Configurable Business Processes: Extended Sites



**WebSphere Commerce  
 Extended Sites Model**

- 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

# WebSphere Commerce Extended Site Models

Four different site models to deliver targeted experience to multiple segments from a single platform

**Multi Instance** – Independent Sellers; multiple sites

**Personalized Sites** – One Seller; one site

**Personalized Storefronts**

One Seller  
 Multiple Customer Segments



**Micro Sites** – One Seller; multiple sites

**Multiple Brands, Markets, Geos**

Branded site look-and-feel

Regional marketing and segment specific experience

Shared catalog and customer data

Country specific currency, language, shipping, tax



**Multi Tenant** – Multiple Seller; multiple sites

**B2B Channel Partners Hosted Sellers Franchising**

One company selling multiple brands

B2B – Sites tailored to segments and markets (small business, students)

Hosted Channel Partners: Distributors, Resellers



**Multiple Independent Sites**

Unique Business Units

Multiple

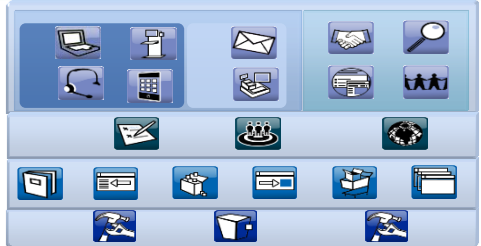
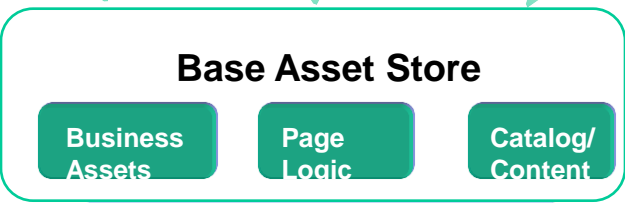
- Business Operations
- Site Operations
- IT Infrastructure



# Multi Site Implementation – Extended Sites

## IBM WebSphere Commerce

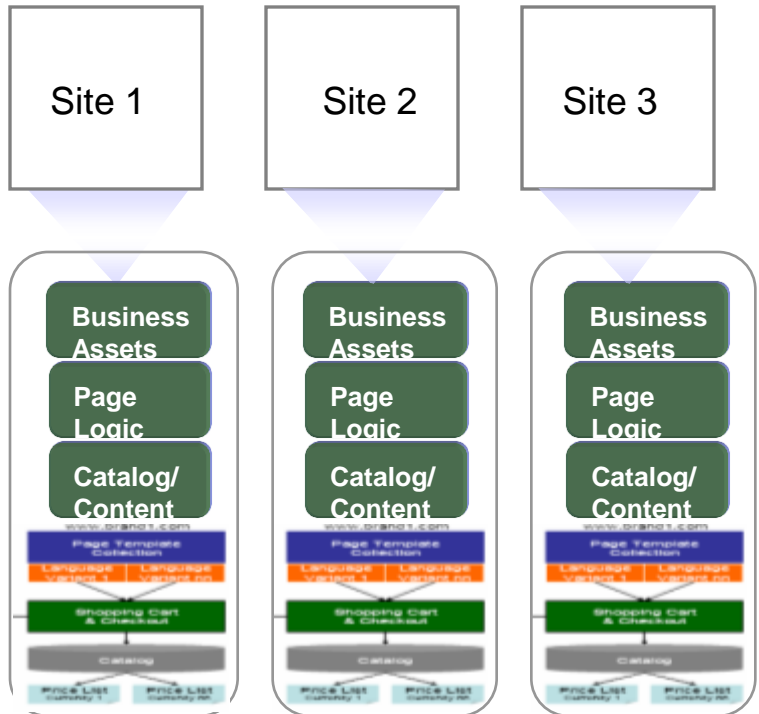
- Full/selective asset sharing
- Centralized administration
- Consistent experience



Commerce Customer Interaction Platform

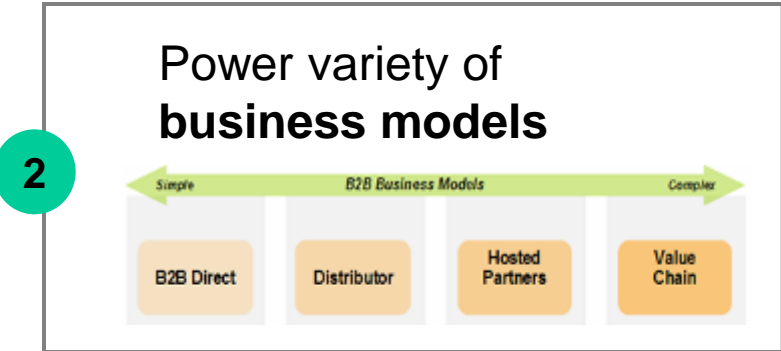
## Traditional approach

- “**Development factory**” approach leading to costly and error-prone solution
- IT administrative overhead
- Process creep and inconsistency



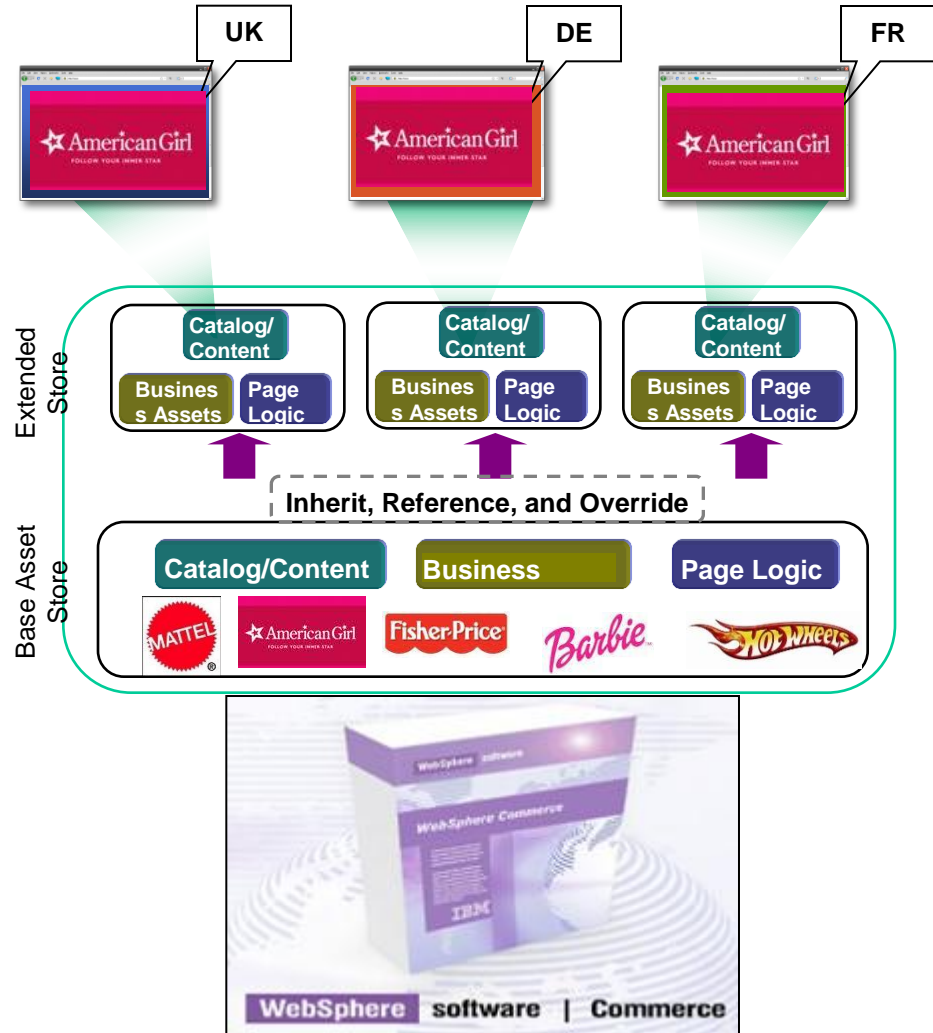
# WebSphere Commerce Multi Site Implementation (continued)

1 Multiple brands, **e-sites** from a single instance



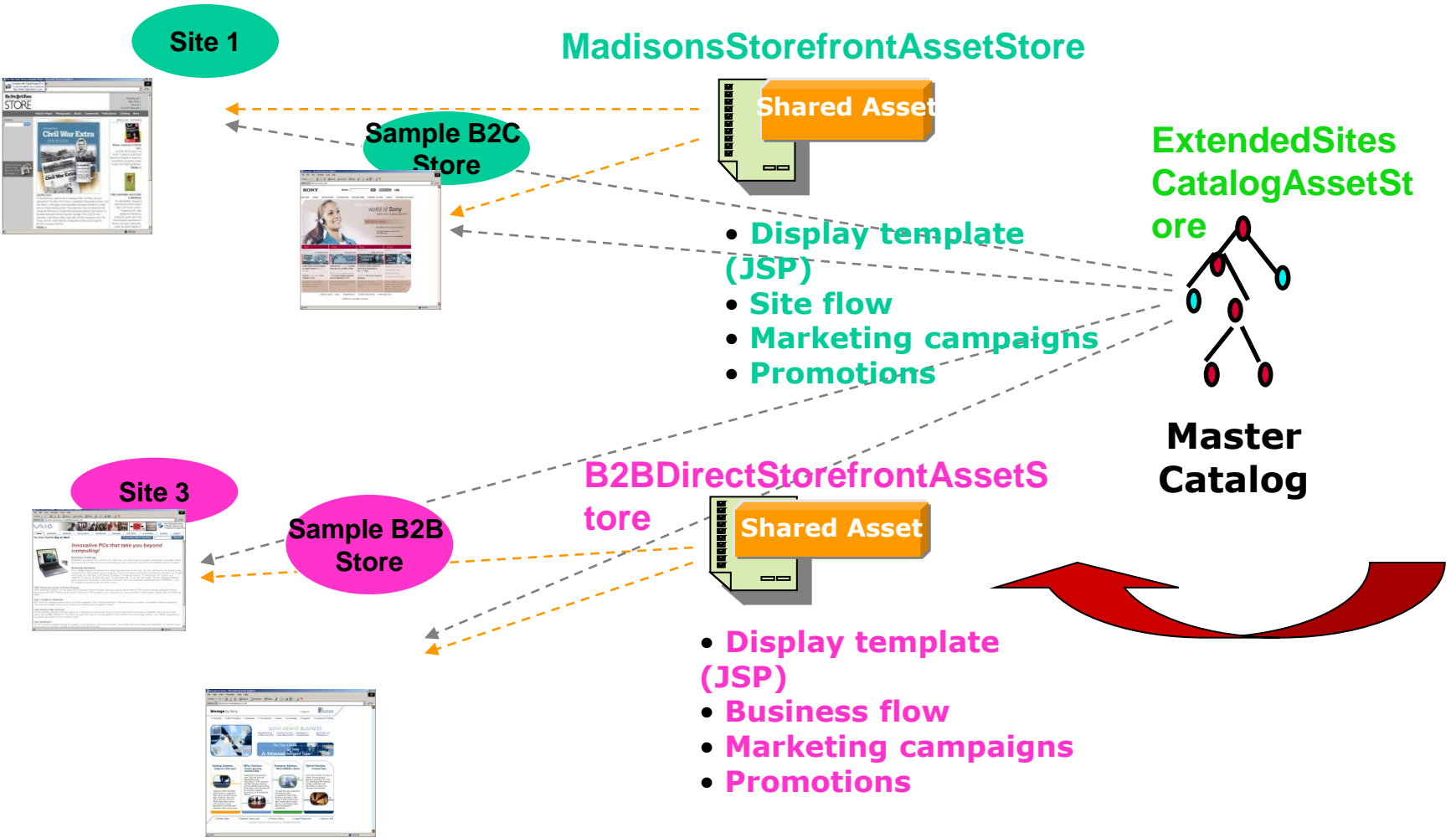
3 Internationalization: **13 languages and 30 currencies**

Each brand supporting all languages & currencies





# Extended Sites Model – Sharing Asset



## Extended Sites Model –Enabling Differences

- The look and feel (skin) for each extended site is managed independently
- Business Processes are inherited from the Asset Store and therefore shared unless otherwise specified
- Individual Business Process may be managed independently while the rest are inherited from the Asset Store
- Catalog and Customer data is shared in single repository but filtered based on the business context of the extended store

## **One customer sell multiple product brands**

- Each brands need to be presented in a unique manner
- Checkout is done separately for each brand
- Marketing campaigns/promotions are unique to each brand

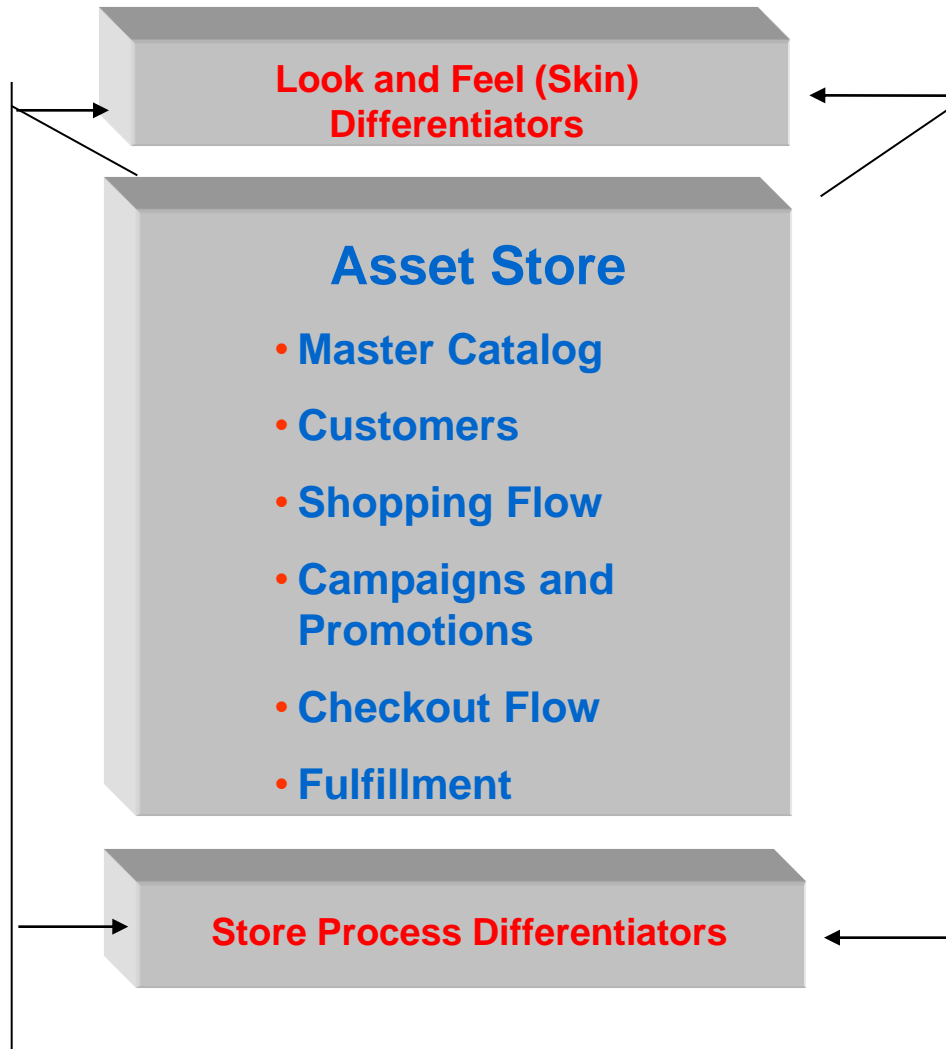
## **Industries commonly used in:**

- Retail, Electronics

## Scenario 1--- Multiple Brands

### Extended Store 1

- **Catalog View**
- **Share Customer Profiles**
- **Manage Promotions Independently**
- **Share Fulfillment Rules**
- **Share Checkout Flow**



### Extended Store 2

- **Catalog View**
- **Share Customer Profiles**
- **Manage Promotions Independently**
- **Share Fulfillment Rules**
- **Customized Checkout Flow**

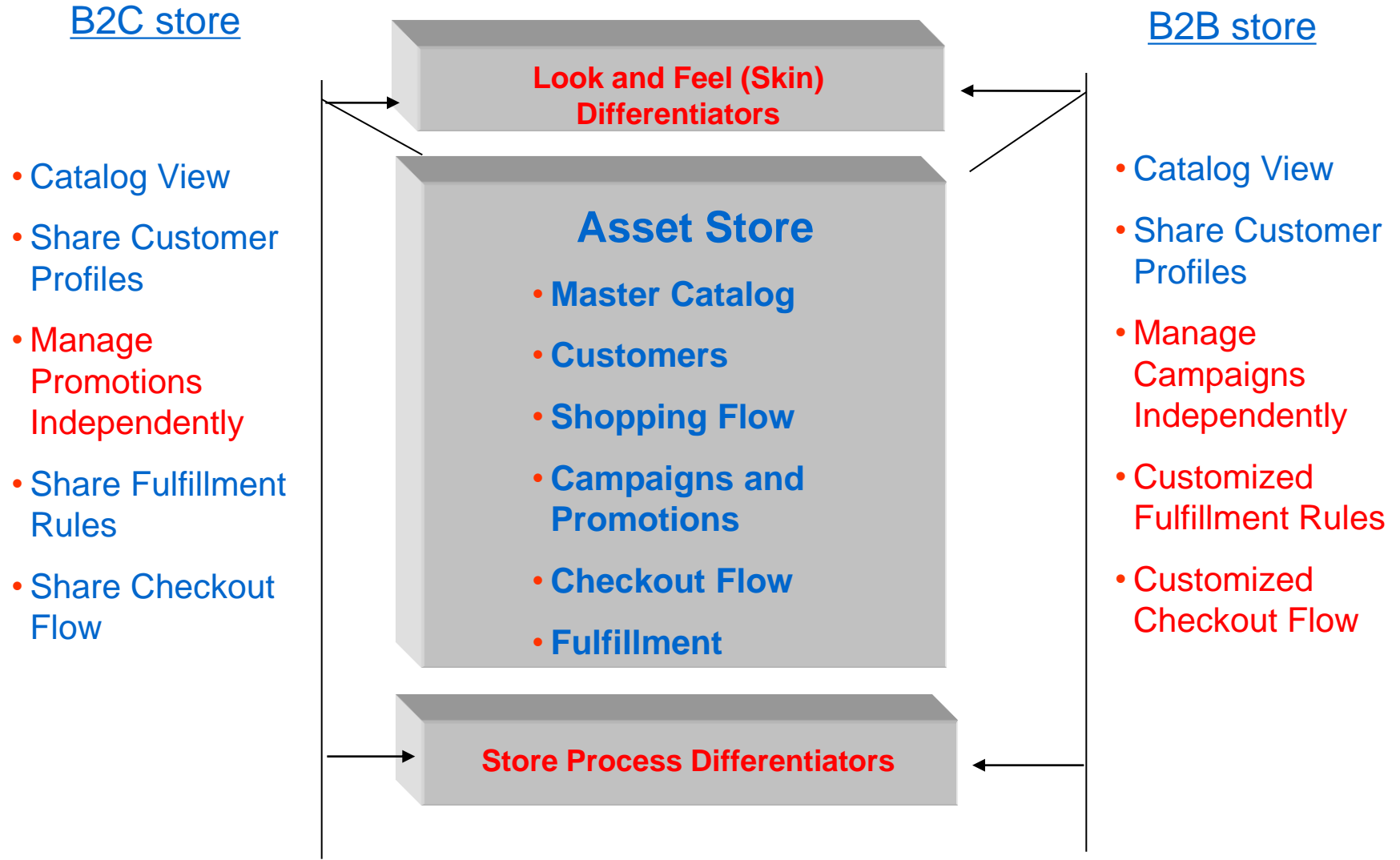
### **One customer have one B2B and one B2C store**

- Customer sells to a number of different market segments, each of which requires access to different product set, prices
- Product catalog is shared among the segments
- Marketing campaigns may be targeted to specific market segments, or to all segments

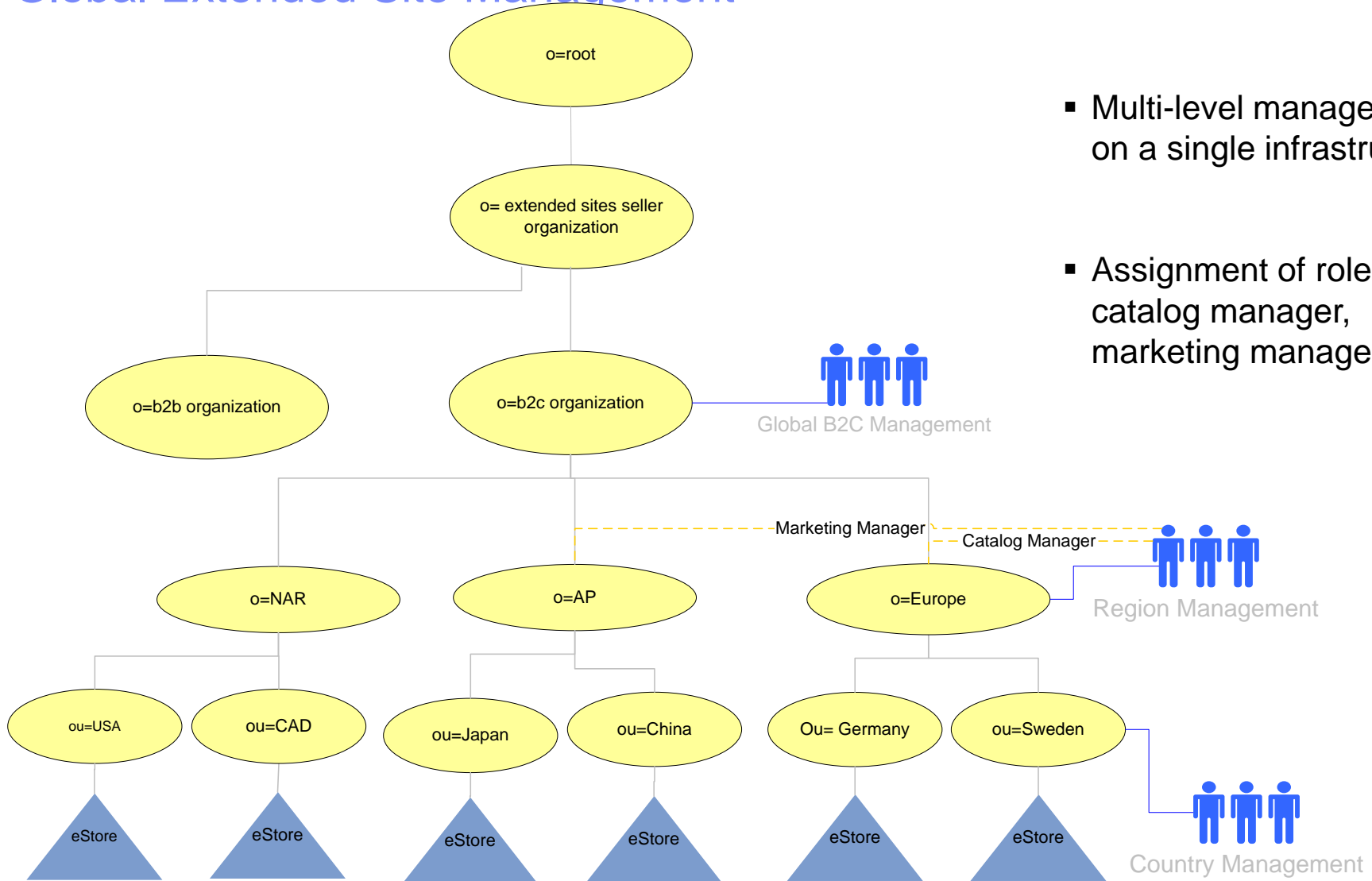
### **Industries commonly used in:**

- All Industries

# Scenario 2--- Multiple Market Segments



# Global Extended Site Management



- Multi-level management on a single infrastructure
- Assignment of roles (i.e. catalog manager, marketing manager)

# Abercrombie uses micro-sites to deliver lifestyle experience to three different segments – Young adults, Teens, and Kids

*Abercrombie online stores are built from the customer perspective to deliver targeted experience to different segments while reinforcing the brand image*

**Abercrombie Kids**



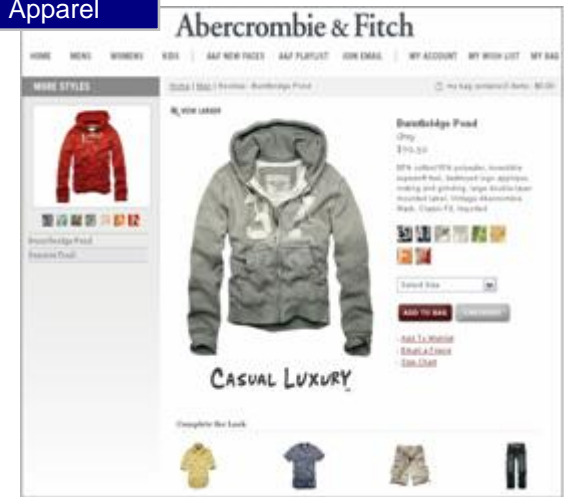
*Peer approval is a key driver, not brands*

**Hollister Teens - Beachside theme**



*Shopping preference driven by self identity, social network*

**Young Adult Apparel**



*Brand image and trust comes first*

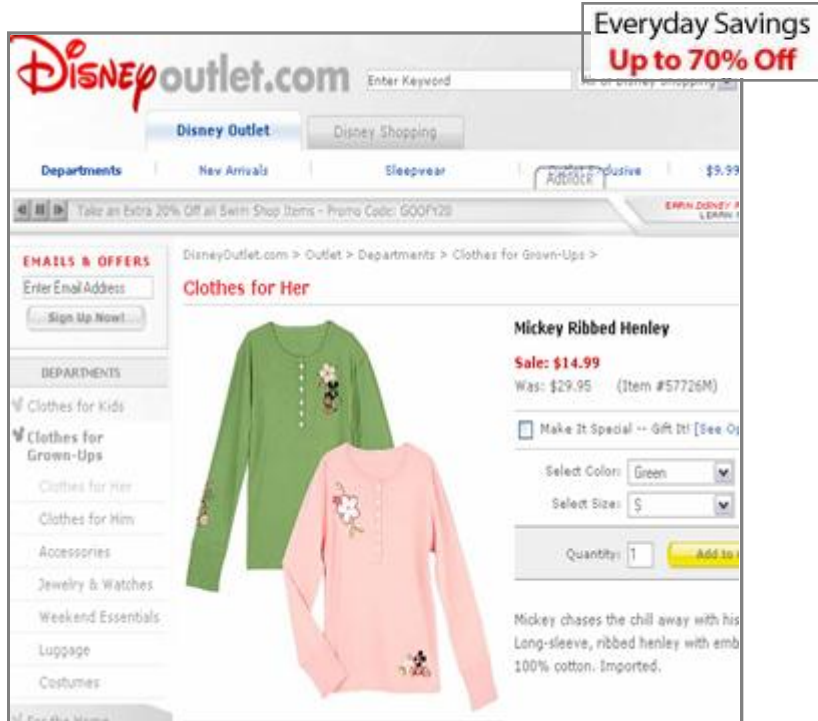


# Disney uses micro-sites to cater to two different segments – Fashion conscious and Cost conscious

*Disney provides differentiated product offerings with consistent brand experience to two different segments to meet their specific needs*



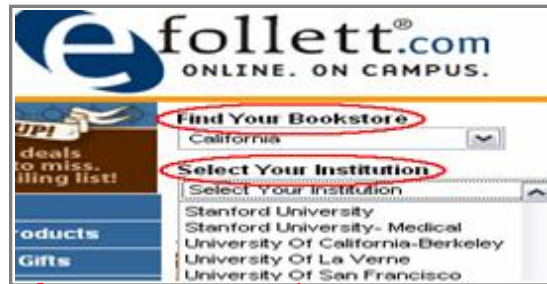
Segment: Fashion conscious  
Products: New fashion, Product customization



Segment: Cost conscious  
Products: Discounted products

## Follett hosts hundreds of unique and separately managed storefronts from a centrally administered software instance

*eFollett.com powers over 100's individually managed sites, offering books and merchandise specific to campus, while sharing a single checkout process*



Stanford University



Univ. of San Francisco



Univ. of California-Berkeley

[www.burton.co.uk](http://www.burton.co.uk)

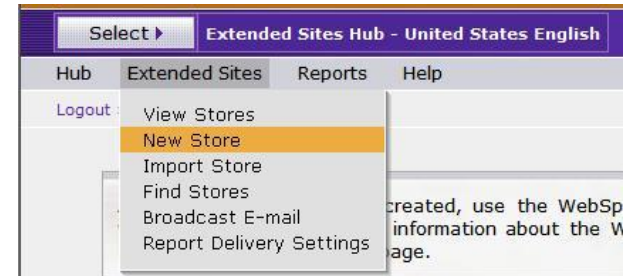
[www.topshop.co.uk](http://www.topshop.co.uk)

[www.topshop.com](http://www.topshop.com)

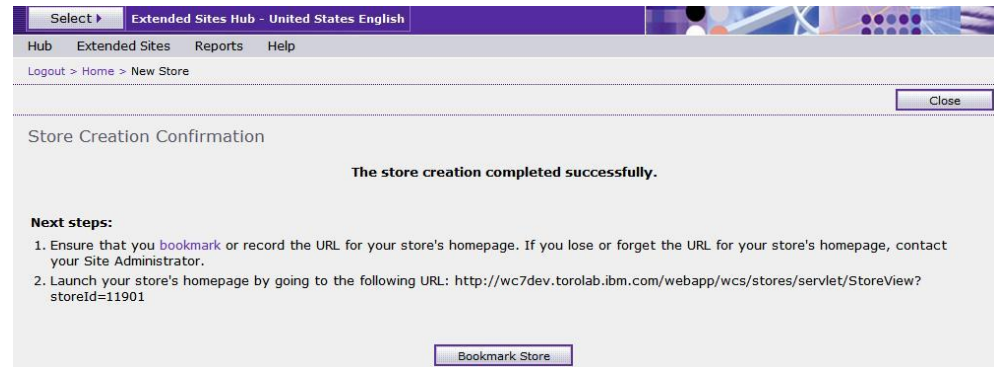
## Demo: create an extended site

1. Log onto WC Accelerator
2. Choose Extended Sites Hub and select New Store
3. Specify the default currency and store organisation
4. Define store type
5. Select a base catalogue
6. Choose default payment methods
7. Preview the new store
8. Open the store

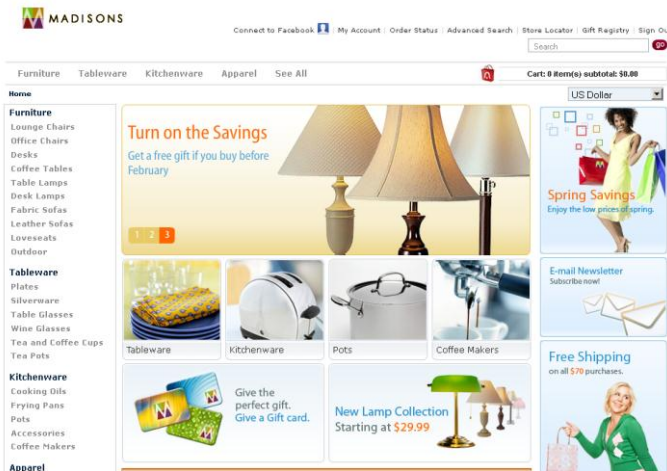
### Create a New Store



### Store Creation Completed



### New Store



## Lower the cost

- Save hardware and software investment
- Save efforts on application maintenance
- Better ROI

## Data sharing

- No more need for duplication of data if multiple stores are required.
- Customer Data sharing

## Asset sharing

- Can have a single set of presentation JSPs for any number of stores.
- Change is propagated to all stores sharing this asset.

## Ease of management

- Lightweight stores can be created in matter of seconds.
- Rich set of tooling to make changes to distinguish one store from another.

Increase speed to market and reduce operational cost using tool based, rather than code based, micro-sites

**Quickly and cost-effectively respond to customer shopping needs by delivering more than 80%\* of site experience using tool based micro-sites**

**Reduce site operation cost by 69%, Increase speed to market by 4 times**

**1** **Site Content**  
**82%** of the time business users can modify site content and behavior to deliver targeted experience without IT involvement

**Modify Site Content**

- Product catalog content, Cross-sells/Up-sells
- Marketing Experimentation (A/B testing)
- Campaign, Marketing (web and e-mail)

**Modify Shopping Experience**

- Include quick orders in shopping flow
- Add track order status to main page
- Display order summary

**2** **Site Layout**  
**10%** of the time one-time IT effort is required to deliver new site experience

**Add/Update Page Layout and Site Theme**

- Add new page to checkout flow
- Selectively display product fast finder
- Develop a new site theme for a sub-brand or shopping season (e.g. Valentine's day)

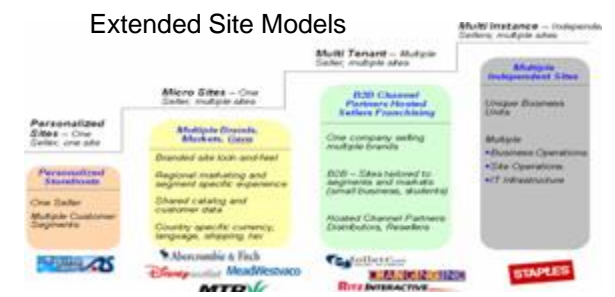
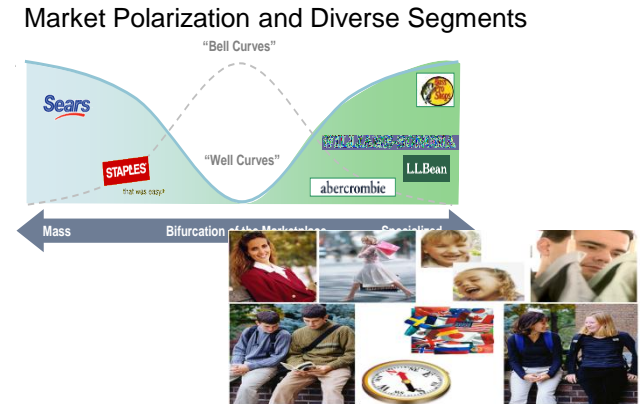
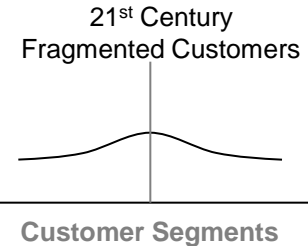
**3** **Business Logic**  
**8%** of change requests require full IT effort

**Add New Store with New Business Logic**

- Develop a radically new storefront with more than 50% of pages different from existing store

# Customer-centric Retailing using Extended sites – Summary

- Consumer needs and preferences are continuing to fragment
- Extended sites deliver targeted lifestyle or unique brand experience for each segment, region, and brand
- Four Extended Site models to deliver dynamic, personalized shopping experience
- Extended Sites run on a single instance to provide significant advantage over competition
  - Reduces operation cost by 69%
  - Increases average speed to market by 4 times



## Social Commerce and Co-Shopping



# 1. Social Commerce. Why?

## 2. Social Commerce

## 3. Co Shopping

# We have entered the Age of the Smarter Consumer

## Instrumented



## Interconnected



95 million  
Tweets daily



45% of consumers  
ask friends before  
purchasing

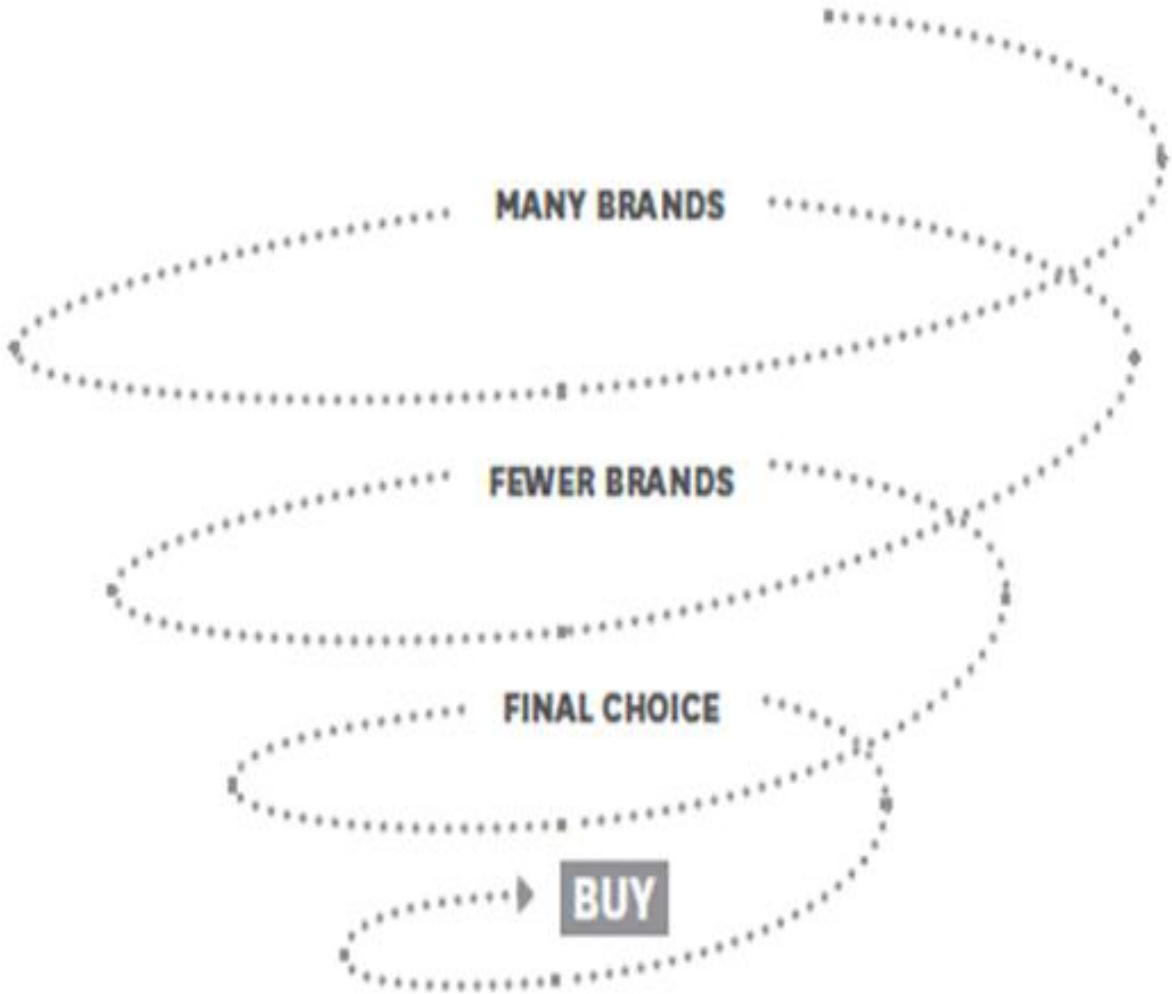
## Intelligent

Only 18% of people trust  
information from retailers  
and manufacturers

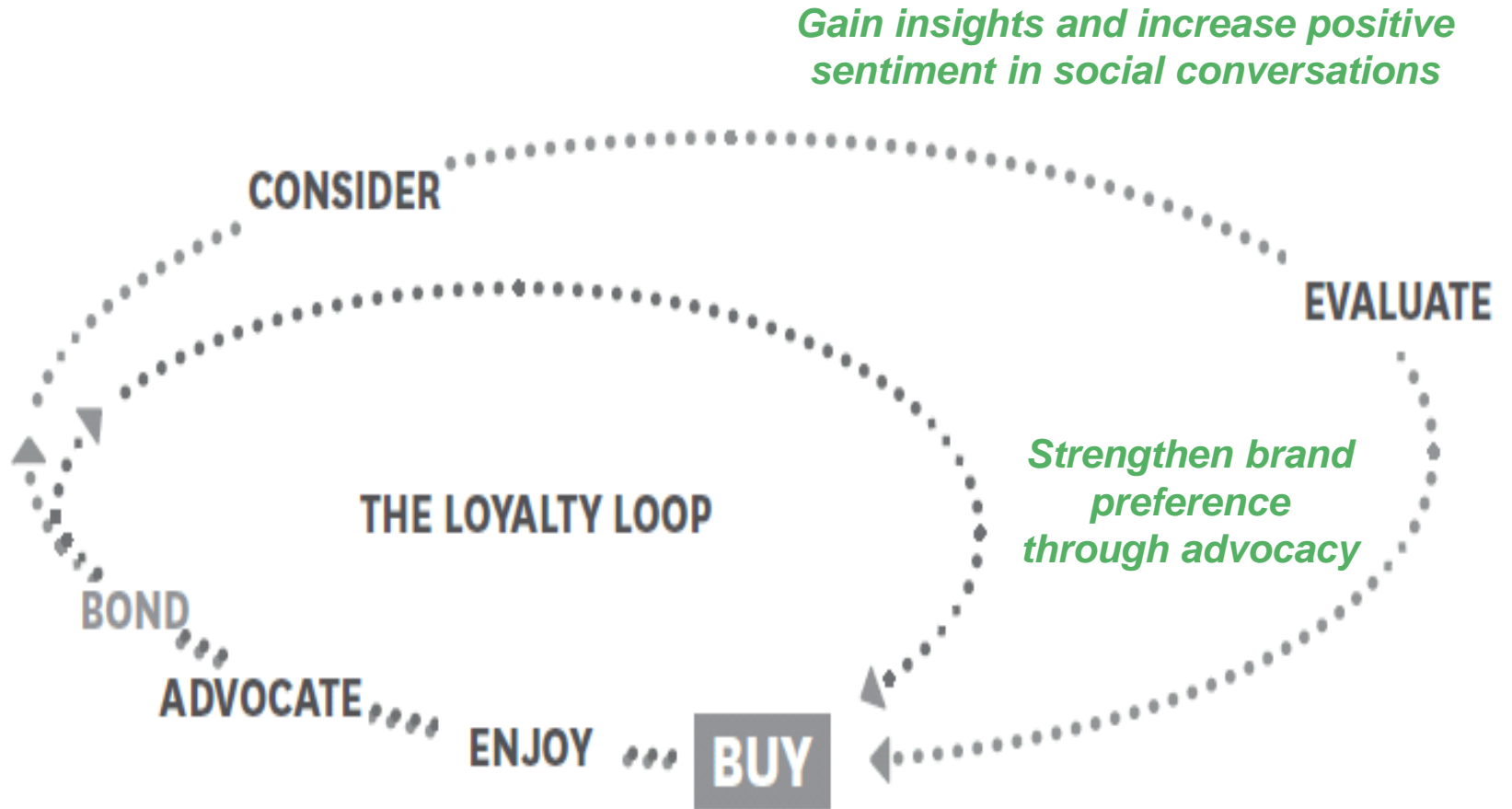
The number one desire while  
shopping is a personalized  
and relevant experience



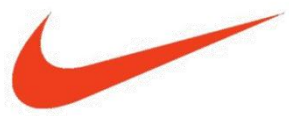
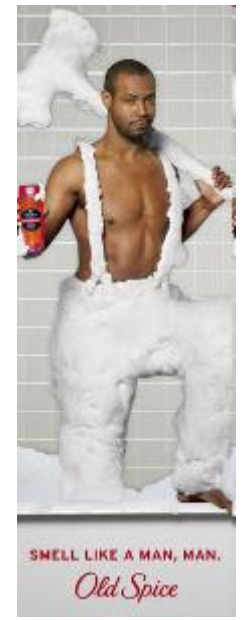
In the past...



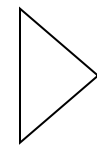
Now...



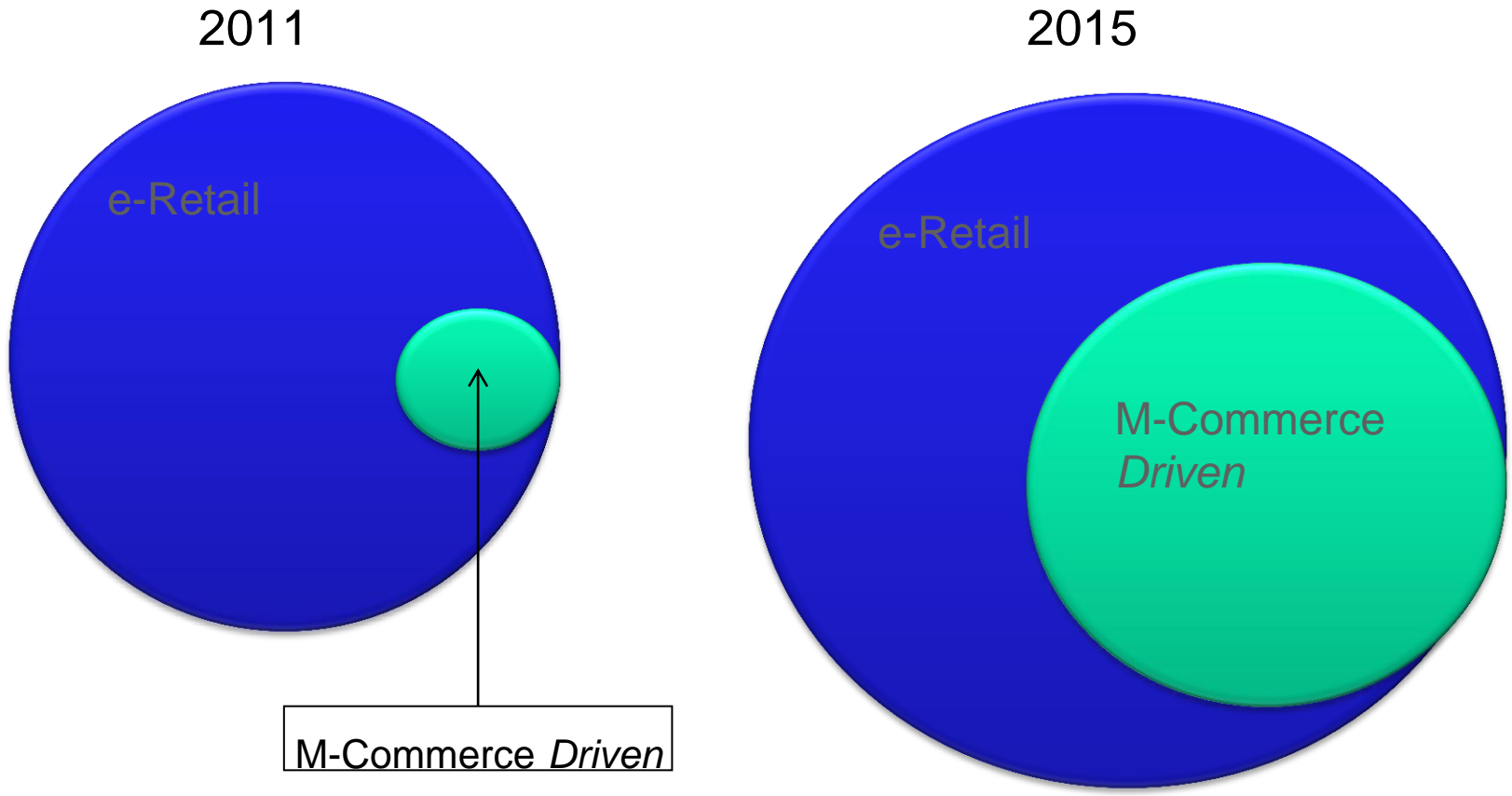
Today's consumers are fundamentally changing industries, brands, interactions, and relationships



"Sales of 8,000,000 iPads in Q2 2011"\*



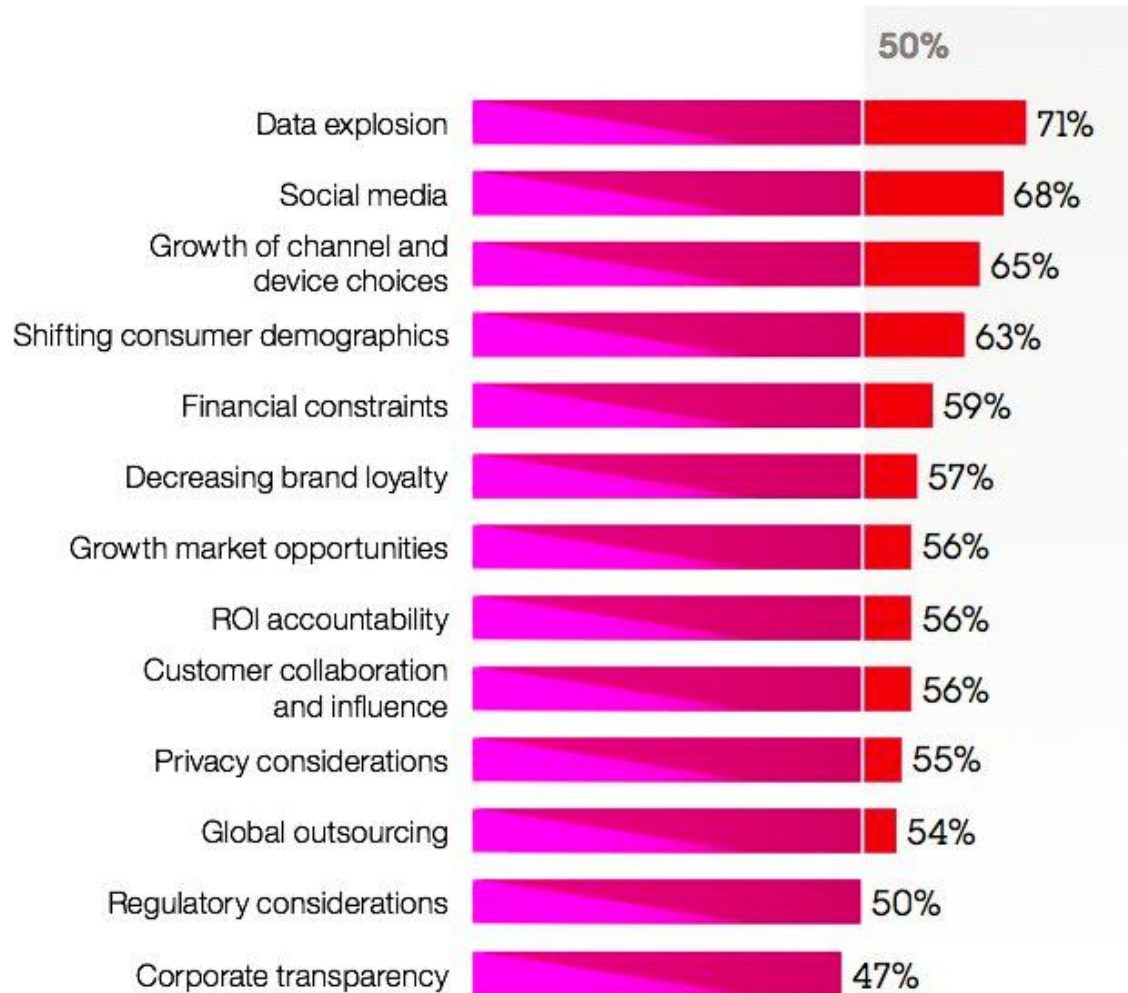
### What is the size of this Opportunity - UK?



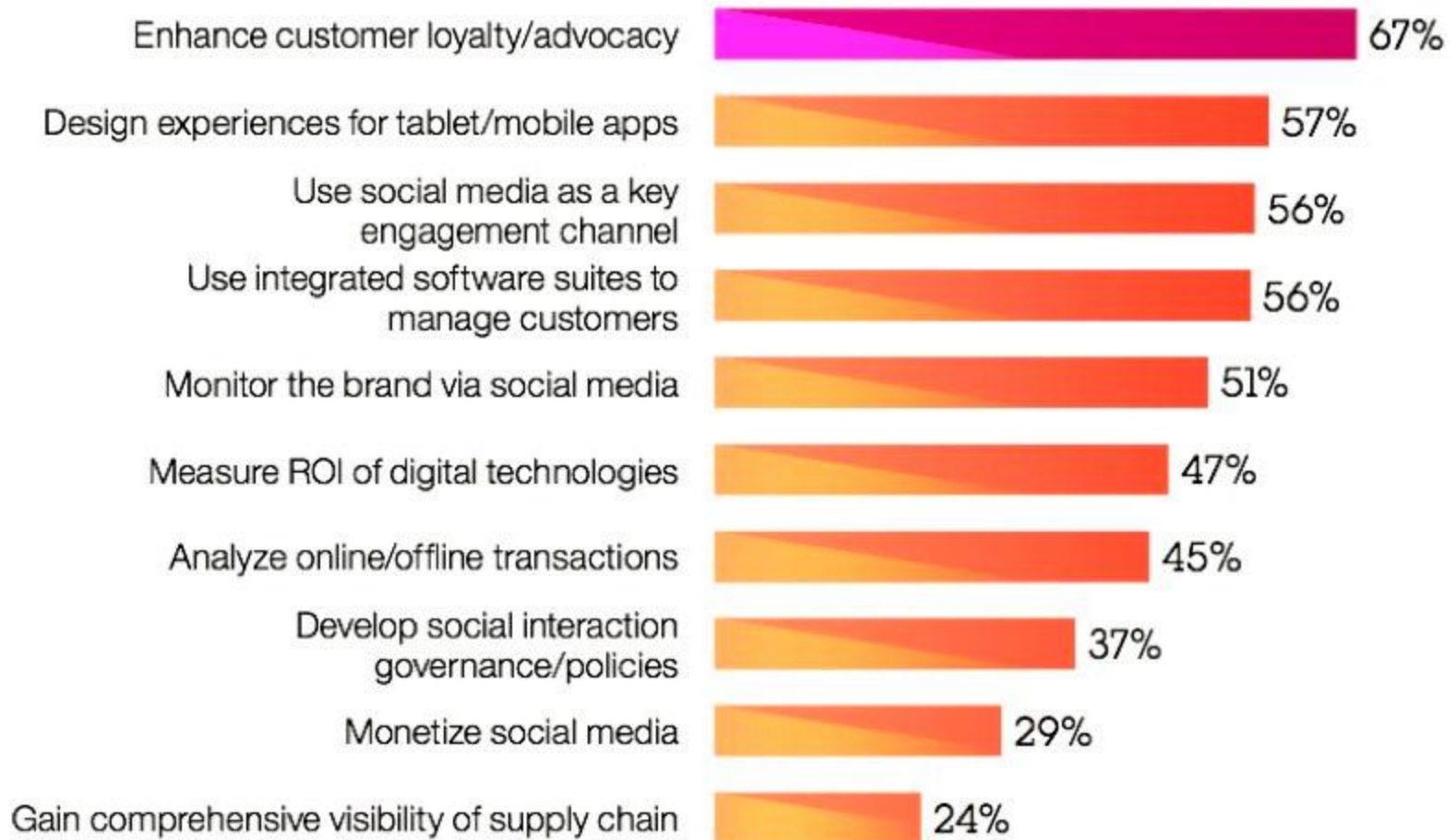
Are we ready...



### Percent of CMOs reporting underpreparedness



### Priorities for managing the shift toward digital technologies



## What is the impact?

Acquisition

Conversion

Spend

Response rates

Return rates

...Social Commerce examples

Moosejaw | MADNESS | REWARDS | OUTLET | SNOW

NOW ACCEPTING PayPal | E | f | You | W

**Moosejaw** FREE SHIPPING ON ORDERS OVER \$49  
OR INCLUDING MOOSEJAW CLOTHING OVER \$15

Gift Cards | My Saved Items | My Cart (0 items)  
Sign in to Moosejaw/New Customer?

Need Help? **LIVE CHAT** | Call **877-MOOSEJAW**

MOOSEJAW CLOTHING | BRANDS | JACKETS | CLOTHING | GEAR | FOOTWEAR | SALE

Search for a product or item number

Mix and Match Winter Hats, Gloves and Ascots.... [Buy One, Get One 50% Off](#) | Use code WINTER - [Details](#)

Moosejaw

**MADNESS**



Mt. Snowdon Summit, Northern Whales

This photo belongs to

[jboud37's photostream](#)

This photo also appears in

[MoosejawMadness](#) (group: 2,441)



Advertisement  
ADVERTISEMENT

Want to go ad-free? [Get Flick](#)

License



WELCOME GUEST  
SIGN IN / CREATE ACCOUNT

YOUR CART (0)

KEEP IN TOUCH



1-800-227-7776

Order by Catalog Item #

- My Account
- Gift Cards
- Catalogs
- Stores
- Customer Service
- Your Cart

Enter Keyword or Item # Search

- Freshwater Fishing
- Fly Fishing
- Saltwater Fishing
- Electronics
- Boating
- Camping
- Auto & ATV-UTV
- Outdoor Kids
- Home & Cabin
- Hunting
- Archery
- Hunting Clothing
- Men's Clothing
- Ladies' Clothing
- Shoes & Boots
- Gifts, Hobbies & Golf
- OUTLET STORE

GET **FREE SHIPPING** WITH **SHIP TO STORE** [CLICK FOR DETAILS](#)

### White River Fly Shop® Hobbs Creek™ Fly Outfits

[f](#) [t](#) [e](#) [e](#) Email a friend [PRINT](#)



ZOOM IN ZOOM OUT FULL IMAGE



**FREE SHIP TO STORE**

Your Price (each):  
**\$129.99**

Select from the Chart

Overall Rating **★★★★★** 4.7 out of 5  
Read Reviews (27)  
Have you used this product? Write a Review

Learn More:  
[Customer Reviews](#) [Description](#) [Outdoor Answers](#)

**30 Questions | 52 Answers**  
Read Questions/Ask a New Question

Overall Rating: ★★★★★ 5 out of 5

**Very nice outfit**, September 1, 2011

By [RutnReel](#) from Blue Springs, MO [\(read all my reviews\)](#)

Advantages: Ease of use, Style/Design, Performs well, Value for money, Quality, appearance

"I had been away from fly fishing for over thirty years when an injury to my left shoulder left me with minimal use of my left arm. My bass and muskie rods were of no use to me any more. So, I tried to fly fish again, and I could do it, and I loved it. My old fly outfit was dated and in rough shape, so I bought this outfit in the 8.5 ft. - 5 wt. model. I took it out to a local lake for a try. I soon had picked up my casting technique to a servicable level. The rod performed extremely well casting for small bass, bluegills, and readear. The reel is excellent, and sure a far cry from the old models I had used thirty years ago. My son bought me a hard case for the rod with the reel attached. I would like to see BPS sell a bundled outfit of this model that included the hard case. My conclusion, whats not to like. I'm not sure why anyone would spend another 100 to 500 dollars more for a flyrod outfit, but if you got it, it's OK with me if you want to spend it. Money spent on fishing is never wasted. That said, I couldn't like this rod any more."

What is your favorite type of fishing? **Freshwater**

How many times a month do you fish on average? **5+**

Do you own a boat? **Yes**

Would you recommend this product as a gift? **Yes**

Was this review helpful to you? **Yes** **No** (Report Inappropriate Review)

Share this Review: [!\[\]\(d8ab143e904bfa3467271eec5af75a9b\_img.jpg\)](#) [!\[\]\(567bfd12bbf6d2452d8ec3264a002612\_img.jpg\)](#) [!\[\]\(76b613deba651cf4c6f18e71dddca3a9\_img.jpg\)](#) [!\[\]\(d2892b0562e558861d8507c2bc949835\_img.jpg\)](#)



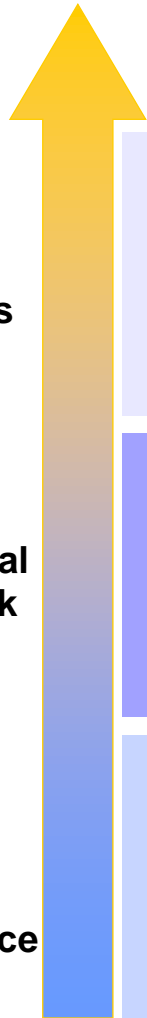
1. Social Commerce. Why?

2. Social Commerce



3. Co Shopping

# Social Commerce Capabilities in WebSphere Commerce



**Social insights**

## Leveraging social interactions

- Precision Marketing Social Triggers
- Social graph

**On Social Network**

## Extend brand to social networks

- Remote Widgets for retailer promotions & shopper wish lists
- Facilitate participation via Social Bridging

**On Commerce site**

## Gather / display User-generated Content

- Product ratings & reviews
- Social profiles
- Blogs
- Photo gallery

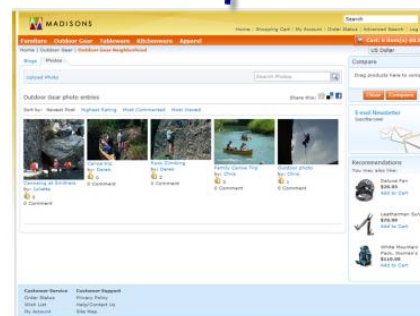
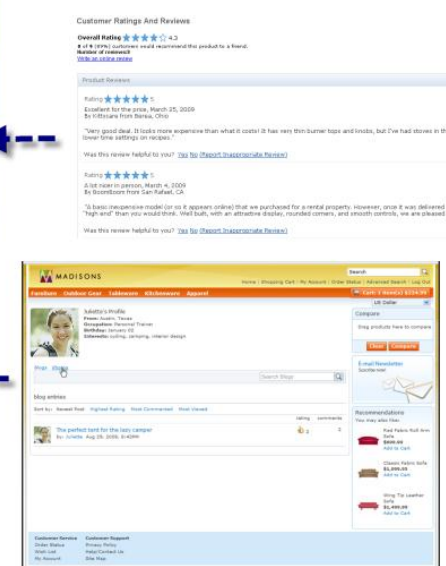
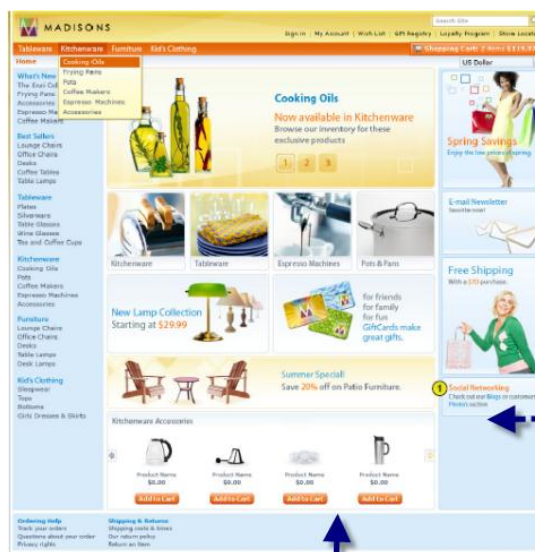
## Storefronts and Store Models

Out of the box, pre-enabled social integration

Effective display – Proper location of social content on product page

## Social Media Adapters

Integration of social media and communities



**Lotus** Connections

**Bazaarvoice**

**Pluck**

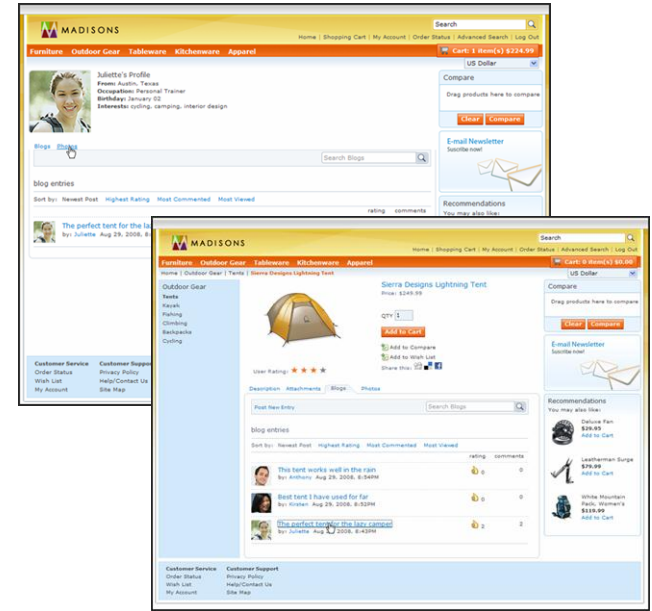
# Social Community Integration in V7

- **Social Community Integration in eCommerce**

- Product and category blogs
- Photo gallery
- Social profiles
- Product reviews and ratings
- Bookmarking to social sites
- Precision marketing

- **Prebuilt Vendor Integration**

- Ratings, Reviews services integrated with BazaarVoice
- Blogs, Photo gallery, User profile services integrated with Lotus Connections
- Blogs, Photo gallery, User profile services integrated with Pluck



The screenshot shows the Madisons website interface. At the top, there's a navigation bar with categories like Furniture, Outdoor Gear, Tableware, Kitchenware, and Apparel. The main content area features a product listing for the 'Sierra Designs Sirius 3 Tent' with a price of \$199.99. Below the product image, there are options to 'Add to Cart', 'Add to Compare', and 'Add to Wish List'. A user rating of four stars is displayed. The 'Blogs' tab is active, showing a blog entry titled 'Too long to install' by Chris, dated Aug 29, 2007. The blog text describes the user's experience with the tent, mentioning installation challenges and a positive camping experience. Below the blog entry, there are options to 'E-mail to a friend' and 'Inappropriate Content?'. A comments section is visible at the bottom, with a 'Post a comment' field and a 'Give this blog a "thumbs up" if you found it useful?' prompt. On the right side, there's a 'Compare' section, an 'E-mail Newsletter' sign-up, and a 'You may also like' section with product recommendations like 'Deluxe Fan', 'Leatherman Surge', and 'White Mountain Pack, Women's'.

Share to social networks

Bazaarvoice Ratings and Reviews

Email to a friend

User generated Comments

Customer blog entry

Community Moderation

**Customer profile with picture and optional fields**

**Search Blog Entries**

**Blogs Photo Gallery Tabs**

**E-Spot**

**MADISONS** Home | Shopping Cart | My Account | Order Status | Advanced Search | Log Out

Cart: 1 item(s) \$224.99

US Dollar

**Juliette's Profile**  
From: Austin, Texas  
Occupation: Personal Trainer  
Birthday: January 02  
Interests: cycling, camping, interior design

Blogs Photos

Search Blogs

blog entries

Sort by: Newest Post Highest Rating Most Commented Most Viewed

	rating	comments
 <b>The perfect tent for the lazy camper</b> by: Juliette Aug 29, 2008, 8:43PM	2	2

**Recommendations**  
You may also like:

- Red Fabric Roll Arm Sofa \$699.99 Add to Cart
- Classic Fabric Sofa \$1,099.95 Add to Cart
- Wing Tip Leather Sofa \$1,499.99 Add to Cart

Customer Service | Customer Support  
Order Status | Privacy Policy  
Wish List | Help/Contact Us  
My Account | Site Map

Browse by newest, highest rated, most commented, most viewed

Share with Social Networks

**MADISONS** Home | Shopping Cart | My Account | Order Status | Adv

Furniture Outdoor Gear Tableware Kitchenware Apparel

Home | Outdoor Gear | Outdoor Gear Neighborhood

Search Photos

Outdoor Gear photo entries

Sort by: Newest Post Highest Rating Most Commented Most Viewed

Share this:

Canoeing at Smithers  
by: Juliette  
0 Comment

Canoe trip  
by: Derek  
0 Comment

Rock Climbing  
by: Derek  
2 Comment

Family Canoe Trip  
by: Chris  
0 Comment

Outdoor photo  
by: Chris  
1 Comment

**E-mail Newsletter**  
Subscribe now!

**Recommendations**  
You may also like:

- Deluxe Fan \$29.95 Add to Cart
- Leatherman Surge \$79.99 Add to Cart
- White Mountain Pack, Women's \$119.99 Add to Cart

**Customer Service**  
Order Status  
Wish List  
My Account

**Customer Support**  
Privacy Policy  
Help/Contact Us  
Site Map

Photos Titles, user and comments

Business Users have the power to target social participants

Triggers are input into the precision marketing engine

Actions can be created in response to specific user behaviour



Customer Participates In Social Commerce

- Activity type (i)
- Any social commerce participation
  - Review created
  - Comment posted
  - Photo uploaded
  - Blog created
  - Blog or photo recommended
  - Inappropriate activity reported

Options for 'Any' and 'Review' activity types

- Star rating
- Manufacturer name
- Category
- Catalog Entries

Activity filters (i)

* Name	* Matching Rule	* Value
Star rating	At least	3
1 of 1 selected		

\*Times (i)

Time frame (i)



## Social Commerce and Social Bridging

Three key use cases:

1. As a shopper, I want to create social content in the store using my social networking ID (Facebook and Twitter).  
Allows unregistered shoppers to participate in the Social Commerce experience. This should increase participation in Social Commerce and may increase traffic to store.
2. As a shopper, I want to post my social commerce activities back to my social networking provider (Facebook, Twitter).
  - Content added to social network site can drive new traffic and users to the store.
3. As a shopper, I want to see social content prioritized first by that which was created by my social networking friends  
Content created by a user's personal trust network can be more valuable than content from unknown users.  
The content is higher quality and provides a richer experience to the user.

## Social bridging features

MADISONS

Home | Shopping Cart | Advanced Search | Store Locator | Sign In

Furniture Tableware Kitchenware Apparel

Home | Fabric Sofas

Cart: 0 item(s) subtotal: \$0.00

US Dollar

Narrow your results by:

No further refinement

Customer Support

Fabric Sofas

Cozy & Comfortable  
Starting at \$269.99

Displaying products 1 - 3 of 3

Sort By: No Sort

Red Fabric Roll Arm Sofa	White Fabric Roll Arm Sofa	Classic Fabric Sofa
\$699.99	\$679.99	\$1,099.95
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

Displaying products 1 - 3 of 3

Connect to create social content:

Fabric Sofas Blog

Create Entry Refresh

- Love all these sofas  
by:   
8/31/2010 9:30 AM
- White Fabric Sofa  
by: Lisa Wood Bradley@facebook  
8/31/2010 9:24 AM
- Which color fabric to pick?  
by: Lisa Wood Bradley@twitter  
8/29/2010 10:28 PM

Sign in to create social content

Blogs

Similar experience on Product Page

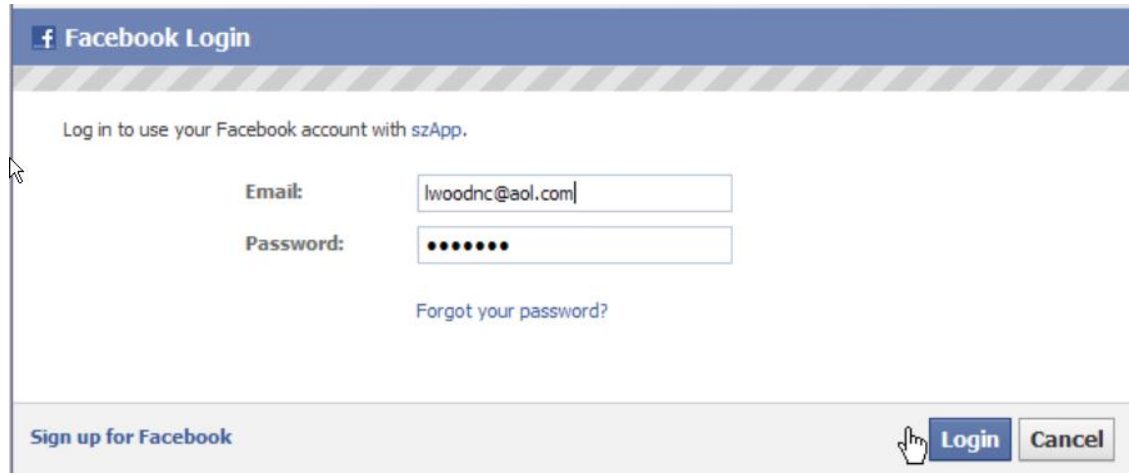
## Log in to Social Network account

Facebook example:

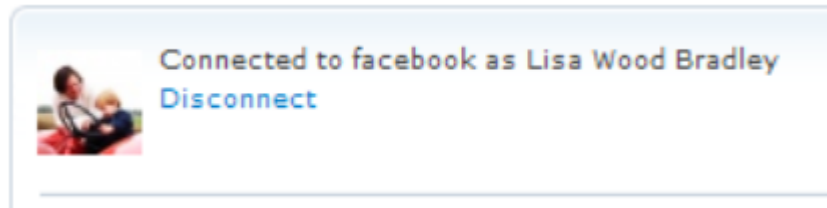
Select the Facebook icon



- Log in using Facebook account and then select to Grant access



- User is now logged in with Facebook account and can create or share content



## Social content highlight those that are “friends”

- Friends icon
- Shading of content from friends

The screenshot shows a product review page for 'White Fabric Roll Arm Chaise'. The page includes a user connection bar for 'Lisa Bradley', a 'Reviews' tab, and a list of reviews. Two reviews are highlighted with a red border and labeled as 'Friend' content with blue arrows. The first review is by 'James Bradley' (8/31/2010) and the second is by 'gregg soccom' (7/14/2010). A 'Photo Gallery' section on the right contains two photos, one of which is also highlighted with a red border and labeled as 'Friend' content with a blue arrow. The photo is titled 'My office chair' and is by 'Lisa Wood Bradl' (8/31/2010).

Connected to google as Lisa Bradley  
Disconnect

White Fabric Roll Arm Chaise Reviews

Overall Rating : ★★★★★ 4.4 of 5

Sort by: Highest rating Newest post

Beautiful color on this chair  
★★★★★  
It is so pretty in my house.  
by: James Bradley 8/31/2010 10:06 AM

beautiful chair  
★★★★★  
This chair is comfortable and very classy looking.  
by: gregg soccom 7/14/2010 11:04 AM

I love this white chair  
★★★★★  
I got this chair for my office and it is just perfect.  
by: Lisa Wood Bradl 7/26/2010 1:37 PM

Office Chairs Photo Gallery

My office chair  
Like the desk chair

Lisa Wood Bradl  
8/31/2010 10:59 AM

Wenjian Qiao@ε  
4/29/2010 1:18 PM

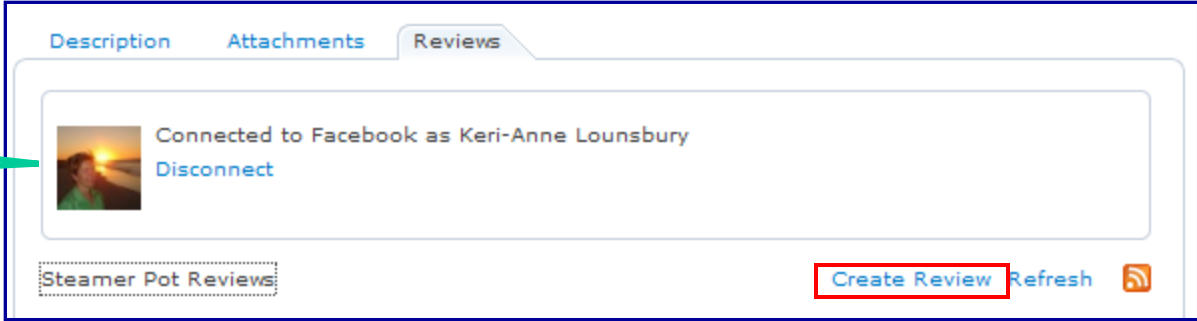
Friend

Friend

## Create customer rating and review

Once logged in user can see the “Create Review” field

User is logged in



Description Attachments **Reviews**

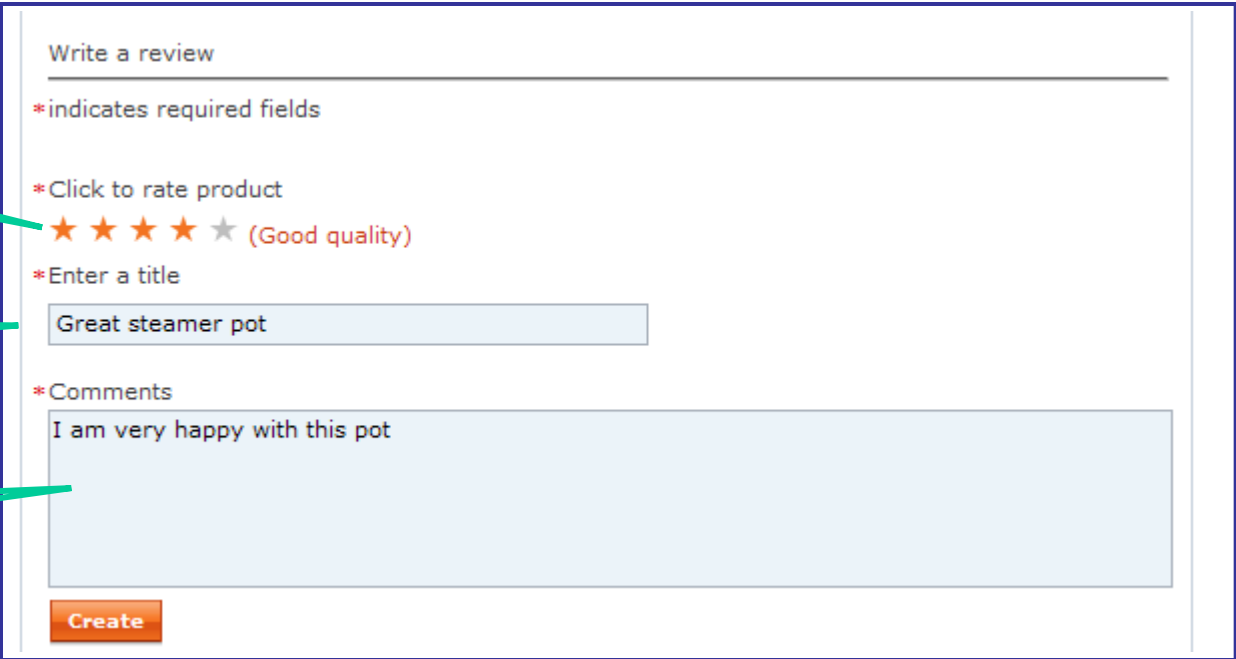
Connected to Facebook as Keri-Anne Lounsbury  
Disconnect

Steamer Pot Reviews **Create Review** Refresh

Rating

Title

Review details



Write a review

\* indicates required fields

\* Click to rate product  
★★★★★ (Good quality)

\* Enter a title  
Great steamer pot

\* Comments  
I am very happy with this pot

Create

## Upload photo

Once logged in user can see the “Upload Photo” field



Loveseats Photo Gallery [Back](#)

**Upload Photo**

Enter a path to the photo (required)  
The supported image file types are (JPEG, GIF, PNG, BMP). The maximum file size is 700 KB. If your upload does not work, try a different picture or a smaller version of the current picture.

Enter a title (required)

Write an entry (required)

The administrative policy of this site prevents content from displaying immediately.

Browse to photo location

Photo entry title




Photo entry content

# Blog listing

Connected to facebook as Lisa Wood Bradley  
Disconnect

Fabric Sofas Blog

Create Entry Refresh

-  Which color fabric to pick?  
by: Lisa Wood Bradley@twitter  
8/29/2010 10:28 PM
-  de  
by: oliver  
11/3/2009 11:20 AM
-  Fabric Protection  
by: oliver  
10/15/2009 9:36 AM

Multiple blog entries about the category

Blog entry comments

Share this entry to social network

Blog entry recommendation



## Outward focus of social content:

### Shoppers post social commerce activities back to Facebook

Click share it icon



Which color table

by: Lisa Wood Bradley@facebook

8/26/2010 12:13 PM



Post this entry to my facebook account

Title:  **2**

Contents:

Include your own comment!

The page at <http://gregg.raleigh.ibm.com> sa... **3**

Message posted

**News Feed** Top News · Most Recent

What's on your mind?

**Lisa Wood Bradley** **4**

[http://gregg.raleigh.ibm.com/webapp/wcs/stores/servlet/Catgory4\\_10101\\_10101\\_10107\\_-1\\_10101\\_10101\\_im...](http://gregg.raleigh.ibm.com/webapp/wcs/stores/servlet/Catgory4_10101_10101_10107_-1_10101_10101_im...)  
Which color table

I have maple cabinets, I am thinking of getting the black table. ...

23 seconds ago via szApp · · Comment · Like

## Outward focus of social content:

Shoppers post social commerce activities back to **1** Twitter

Click share it icon



Love this table  
by: lwoodnc@twitter  
8/26/2010 12:17 PM



Post this entry to my twitter account

**2**

Title:

Love this table

Share

Skip

The page at <http://gregg.raleigh.ibm.com> sa...



Message posted

**3**

OK

twitter

**4**

Home Profile F

What's happening?

140

Home



**lwoodnc** Love this table [http://gregg.raleigh.ibm.com/webapp/wcs/stores/servlet/Category4\\_10101\\_10101\\_10107\\_1\\_10101\\_10101\\_image\\_0](http://gregg.raleigh.ibm.com/webapp/wcs/stores/servlet/Category4_10101_10101_10107_1_10101_10101_image_0)  
half a minute ago via Social Bridging

# Consideration

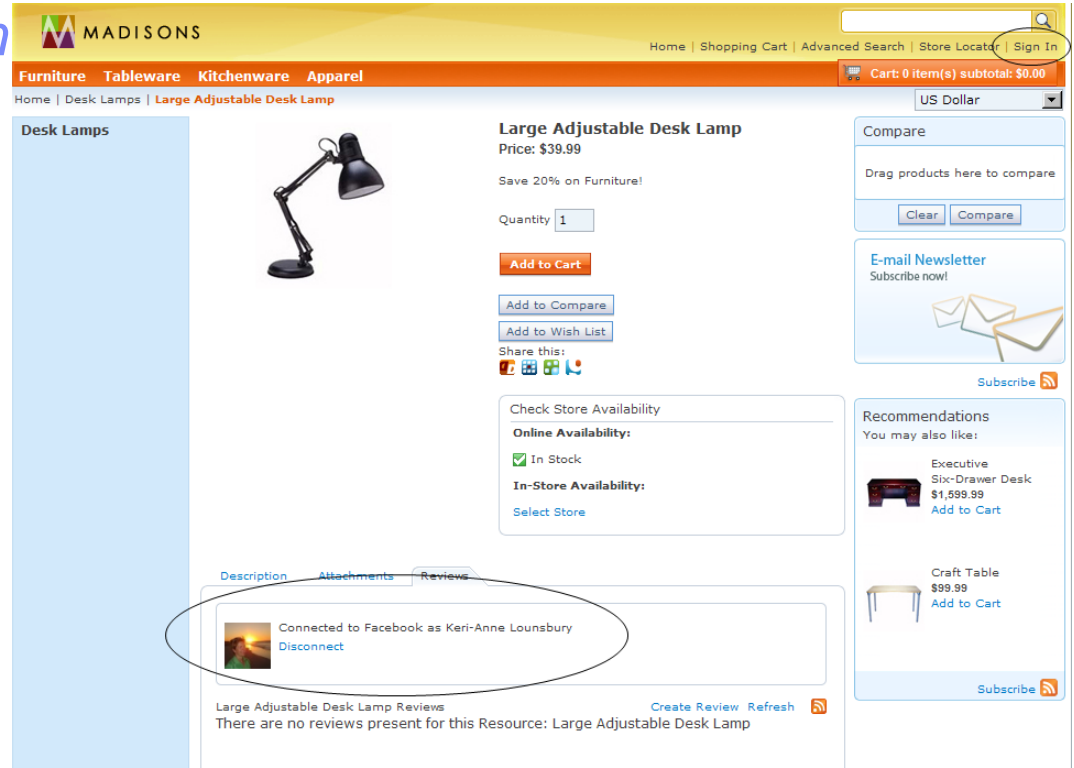
## Social Network ID is different

Logging in with Social Network ID

permits user to create social content, without need to explicitly create WC User ID

From a WC perspective though, this is not a registered shopper

If user wants to make a purchase, he/she is prompted with usual flow of creating ID or checking out as a guest



Note: User is “connected” with Facebook ID, but there is still the WC sign-in option

## Social Bridging -- recap

Brings existing social networks into the Social Commerce picture.

Users are no longer isolated inside a single merchant's community!

It's a two-way street

- A new class of product recommendations
- Engaging and viral

**White Fabric Roll Arm Chaise**  
Price: \$449.99

Save 20% on Furniture!

Quantity

[Add to Cart](#)

[Add to Compare](#)

[Add to Wish List](#)

Share this:

Check Store Availability

**Online Availability:**

In Stock

**In-Store Availability:**

[Select Store](#)

Description Attachments **Reviews**

SKU: FULO-01  
Plumply padded for your ultimate comfort.

Description Attachments **Reviews**

Connect to create social content:

**White Fabric Roll Arm Chaise Reviews**

Overall Rating : ★★★★★ 4.4 of 5

Facebook Login

Log in to use your Facebook account with us:

Email:

Password:

Forgot your password?

Sign up for Facebook

twitter

An application would like to connect to your account  
This application Social Bridging by IBM would like the ability to access and update your data on Twitter. Not using Twitter? Sign up and join the Conversation!

Username or Email:

Password:

Office Chairs Blog

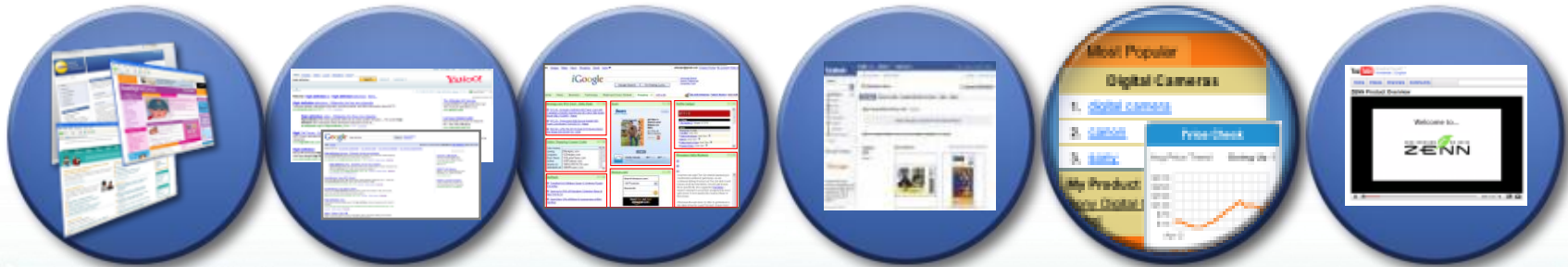
[Create Entry](#) [Refresh](#)

**Leather High back office chair**  
by: Lisa Wood Bradley@twitter  
7/14/2010 11:12 AM

**Mahogany Desk Chair**  
by: madisons  
6/10/2010 8:39 AM

# Extending the Brand Experience with "Remote Widgets"

Extend and manage the brand beyond the store site by embedding widgets in 3<sup>rd</sup> party Internet properties and supporting feeds



**Affiliate Sites**

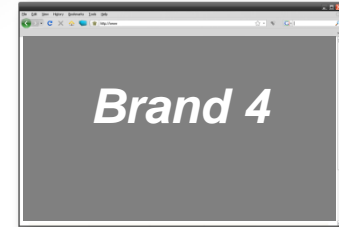
**Search and Comparison Shopping Engine Optimization**

**Aggregators, Portals**

**Social Sites, Communities**

**Widgets (Internet, Desktop, Mobile)**

**Viral Marketing**



# Remote Widgets: Shopper-driven Scenarios

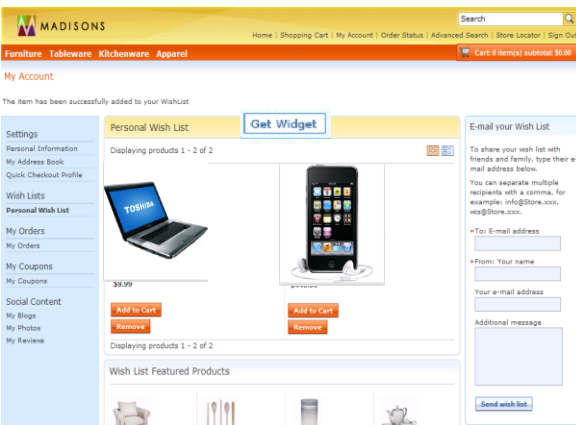
My Wish List, My favorites widgets: Lets shoppers share their favorite products, recommend products on social sites or personal sites such as blogs

Gift Registry widget: Shoppers can post gift registries on their favorite social sites

Promotion & Brand widget/feed: Allows shoppers to get branded retailer messages, “Deal of the Day” etc. via widget or feed

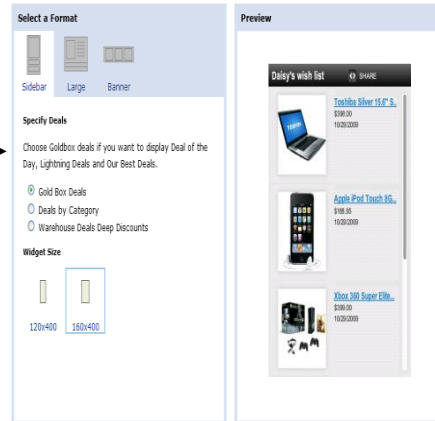
## Retailer Site

## Social Networks, Partner or Affiliate



Shopper's wish list

Get Widget



Widget customization

Share Widget

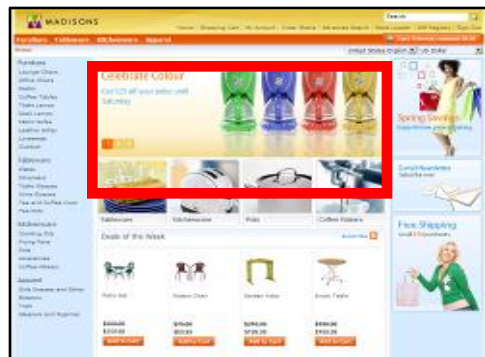


Wish list widget on Facebook

**Promotions & Brand Widget:** Connect WebSphere Commerce eSpots to retailer-owned social networking sites, affiliate and partner sites

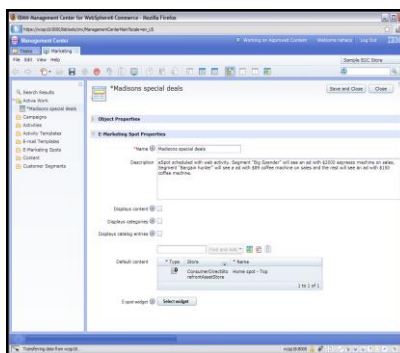
**Centrally manage, control** all remote eSpots from Mgmt Center

Retailer Site



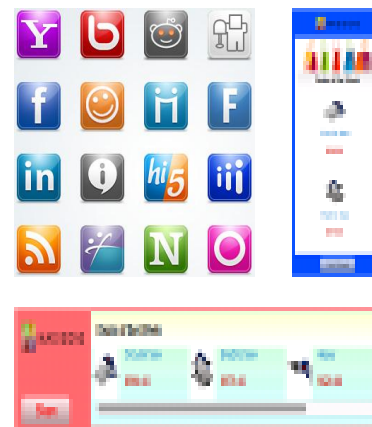
Local eSpot

Management Center



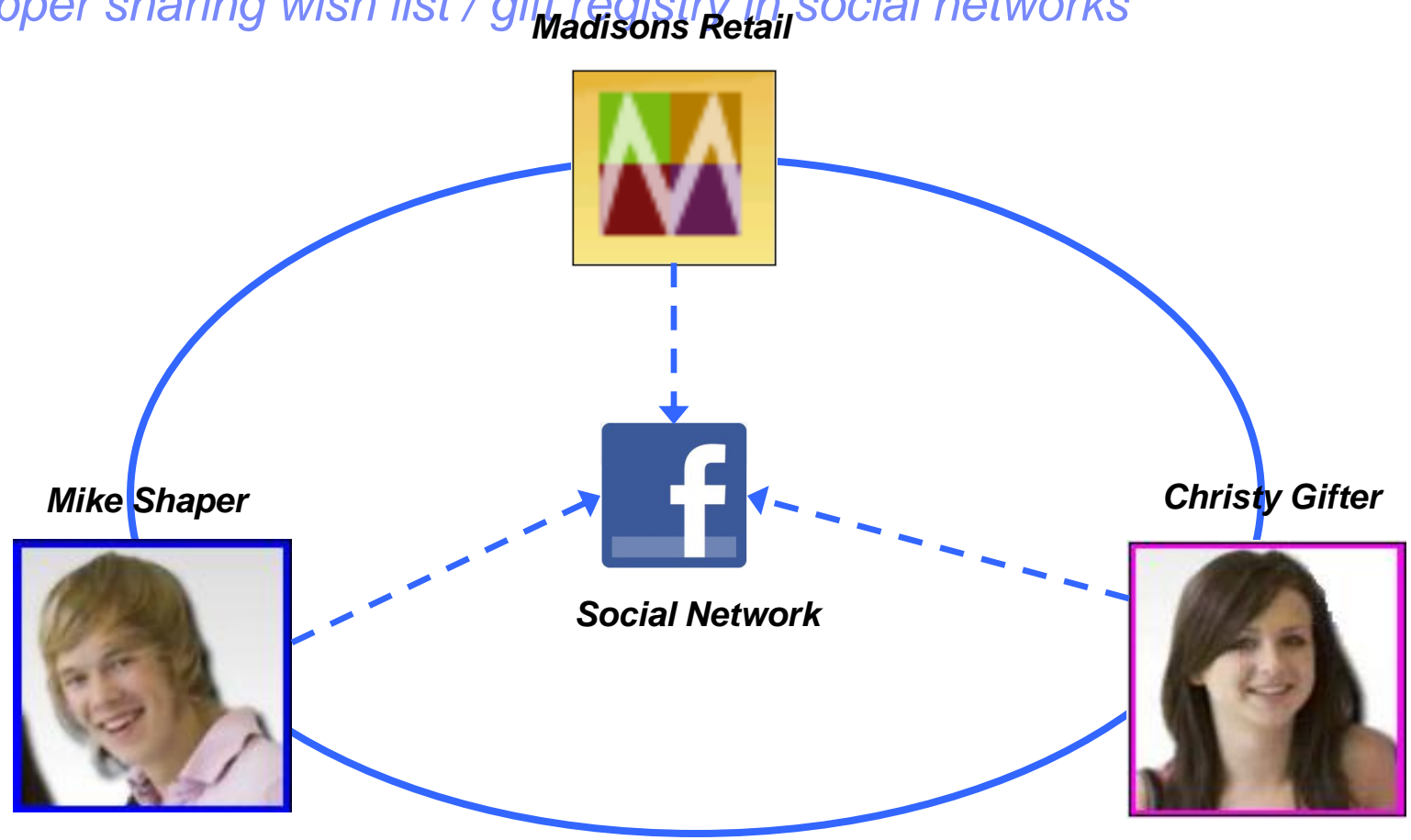
Social Networks, Partner, Affiliate and Content Sites

Remote eSpot



# Remote Widgets Scenario 1:

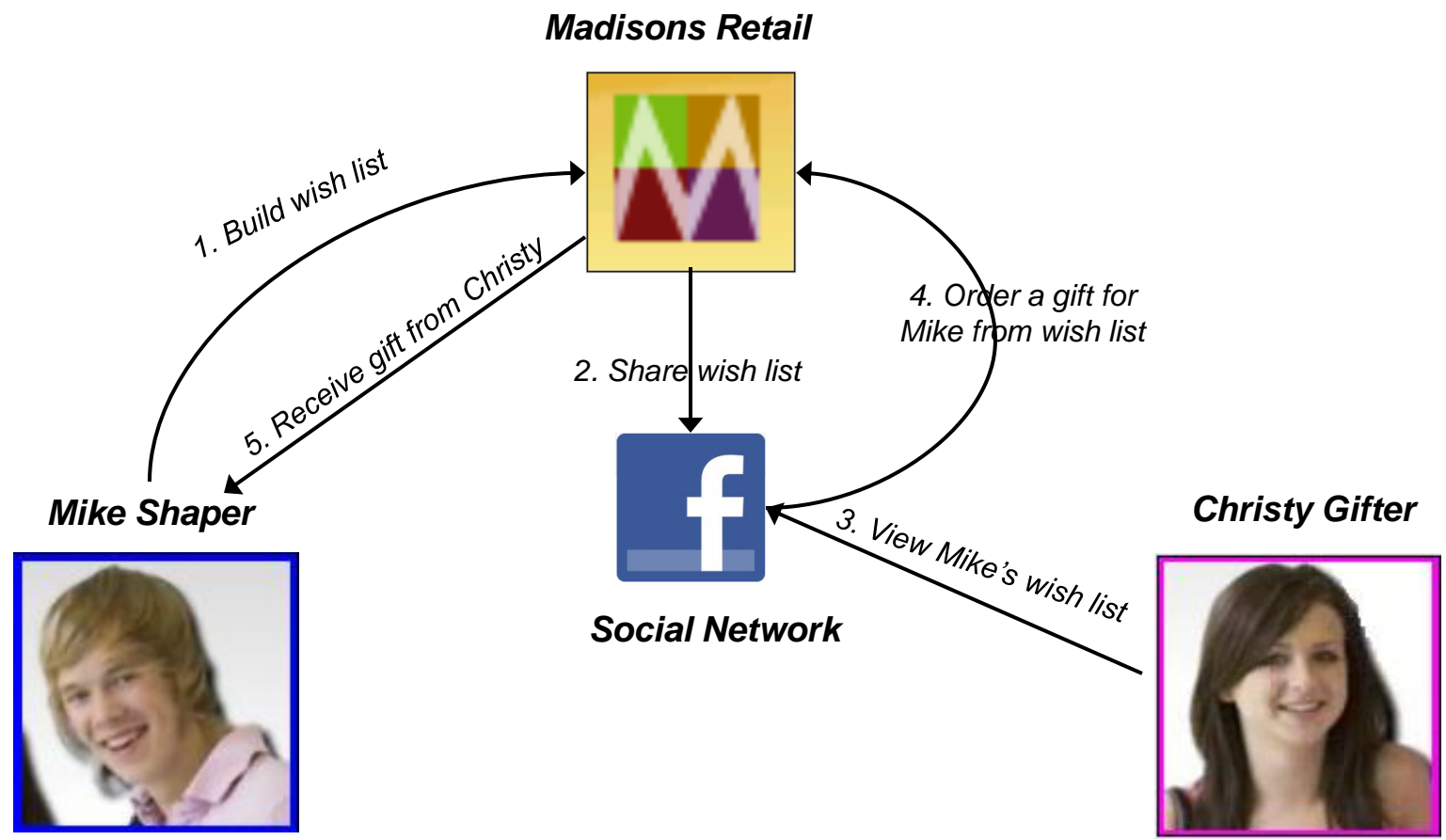
*Shopper sharing wish list / gift registry in social networks*





# Remote Widgets Scenario 1:

## Shopper sharing wish list / gift registry in social networks





Mike builds a birthday wish list at





Search

Home | Shopping Cart | Advanced Search | Store Locator | Gift Registry | Sign In

Woodworking Power Cordless Accessories See All

Cart: 0 item(s) subtotal: \$0.00

Home

United States English US Dollar

- Woodworking
  - Woodworking saws
  - Sanders
  - Lathes
- Power
  - Drills
  - Grinders
  - Screwdrivers
- Cordless
  - Airtools
  - Cordless saws
  - Hand saws
- Accessories
  - Drill bits
  - Chargers
- Packages
  - Hardware Packages
- Bundles
  - Hardware Bundles
- Communications
  - Cell Phone Accessories

## Home Renovations

We have all the right equipment to turn your renovation project into reality.

1 2 3

### Spring Savings

Enjoy the low prices of spring.

### Deals of the Week

Share Subscribe

Circular Saw	Electric Saw ★	Heavy Reciprocating Saw	Reciprocating Saw
\$690.00 \$590.00	\$675.00 \$575.00	\$620.00 \$520.00	\$603.00 \$503.00
Add to Cart	Add to Cart	Add to Cart	Add to Cart

### E-mail Newsletter

Subscribe now!

### Free Shipping

on all \$70 purchases.



- Woodworking
  - Woodworking saws
  - Sanders
  - Lathes
- Power
  - Drills
  - Grinders
  - Screwdrivers
- Cordless
  - Airtools
  - Cordless saws
  - Hand saws
- Accessories
  - Drill bits
  - Chargers
- Packages
  - Hardware Packages
- Bundles
  - Hardware Bundles
- Communications
  - Cell Phone Accessories



### Electric Saw

Price: ~~\$675.00~~  
\$575.00

Save 20% on Woodworking Saws!

- \*Amps: 12.0amps
- \*Size: 10in
- \*Speed: 400-500rpm

Quantity 1

- Add to Cart
- Add to Compare
- ★ Add to Wish List

Check Store Availability  
[Select Store](#)  
[Show Availability](#)

Search

Compare

Drag products here to compare

Clear Compare

E-mail Newsletter  
Subscribe now!

Share Subscribe

Recommendations  
You may also like:

- Heavy Reciprocating Saw  
~~\$620.00~~  
\$520.00  
[Add to Cart](#)
- Reciprocating Saw  
~~\$602.00~~  
\$503.00  
[Add to Cart](#)



Search

Woodworking Power Cordless Accessories See All

Cart: 1 item(s) subtotal: \$8.22

My Account

- Settings
- Personal Information
- My Address Book
- Quick Checkout Profile
- Wish Lists
- Personal Wish List**
- My Orders
- My Orders
- My Coupons
- My Coupons
- Gift Registry
- My Registries


Wish List

[Create a new wish list](#) | [Change your wish list name](#) | [Delete this wish list](#)

Wish List Share

Displaying products 1 - 1 of 1

---



Electric Saw

~~\$675.00~~  
**\$575.00**

[Remove](#)

---

Displaying products 1 - 1 of 1

E-mail your Wish List

To share your wish list with friends and family, type their e-mail address below.

You can separate multiple recipients with a comma, for example: info@store.xxx, wcs@store.xxx.

\*To: E-mail address

\*From: Your name

Your e-mail address

Additional message

Wish List Featured Products



Woodworking Power Cordless Accessories See All

Cart: 1 item(s) subtotal: \$8.22

My Account

- Settings
- Personal Information
- My Address Book
- Quick Checkout Profile

Wish Lists

My Orders

My Coupons

Gift Registry

My Registries

Wish List

Create a new wish list | Change your wish list name | Delete this wish list

Wish List

Share

Displaying products 1 - 3 of 3



Electric Saw

\$675.00  
\$575.00

Add to Cart

Remove



Wood drill bit

\$8.22

Add to Cart

Remove



Battery Charger

\$74.99

Add to Cart

Remove

Displaying products 1 - 3 of 3

Wish List Featured Products

E-mail your Wish List

To share your wish list with friends and family, type their e-mail address below.

You can separate multiple recipients with a comma, for example: info@store.xxx, wcs@store.xxx.

\*To: E-mail address

\*From: Your name

Your e-mail address

Additional message

Send wish list



Search

Woodworking Power Cordless Accessories See All

Cart: 1 item(s) subtotal: \$8.22




My Account

Wish List

[Create a new wish list](#) | [Change your wish list name](#) | [Delete this wish list](#)

Wish List close

Displaying products 1

 Electric Saw \$675.00 \$575.00 <input type="button" value="Add to Cart"/> <a href="#">Remove</a>	 Wood drill bit \$8.22 <input type="button" value="Add to Cart"/> <a href="#">Remove</a>	 Battery Charger \$74.99 <input type="button" value="Add to Cart"/> <a href="#">Remove</a>
---	---	---

Displaying products 1 - 3 of 3

**Change your wish list name**

Type a new name for your current list:

- Settings
- Personal Information
- My Address Book
- Quick Checkout Profile
- Wish Lists
- Personal Wish List**
- My Orders
- My Orders
- My Coupons
- My Coupons
- Gift Registry
- My Registries

E-mail your Wish List

To share your wish list with friends and family, type their e-mail address below.

You can separate multiple recipients with a comma, for example: info@Store.xxx, wcs@Store.xxx.

\*To: E-mail address

\*From: Your name

Your e-mail address

Additional message

Wish List Featured Products



Search

My Account




- Settings
  - Personal Information
  - My Address Book
  - Quick Checkout Profile
- Wish Lists
  - Personal Wish List**
  - My Orders
  - My Orders
  - My Coupons
  - My Coupons
  - Gift Registry
  - My Registries

Mike Shaper's Birthday Wish List

Create a new wish list | Change your wish list name | Delete this wish list

Mike Shaper's Birthday Wish List Share

Displaying products 1 - 3 of 3 Grid List

 <p>Electric Saw</p> <p><del>\$675.00</del> \$575.00</p> <p><b>Add to Cart</b></p> <p><a href="#">Remove</a></p>	 <p>Wood drill bit</p> <p>\$8.22</p> <p><b>Add to Cart</b></p> <p><a href="#">Remove</a></p>	 <p>Battery Charger</p> <p>\$74.99</p> <p><b>Add to Cart</b></p> <p><a href="#">Remove</a></p>
---	---	---

Displaying products 1 - 3 of 3

Wish List Featured Products

E-mail your Wish List

To share your wish list with friends and family, type their e-mail address below.

You can separate multiple recipients with a comma, for example: info@store.xxx, wcs@store.xxx.

\*To: E-mail address

\*From: Your name

Your e-mail address

Additional message

**Send wish list**





Search


### Share this widget

You can share this Flash widget on any personal Web page, such as your blog or a social networking site. When the information in the widget changes, it will automatically update on your Web page.


[I want to change the widget color and size:](#) +

Now click the Share button:


Share


**Mike Shaper's Birthday Wish List**



Electric Saw  
\$575.00



Battery Charger  
\$74.99



MADISONS





Search

### Share this widget

You can share this Flash widget on any personal Web page, such as your blog or a social networking site. When the information in the widget changes, it will automatically update on your Web page.

[I want to change the widget color and size:](#) +

Now click the Share button:

Share

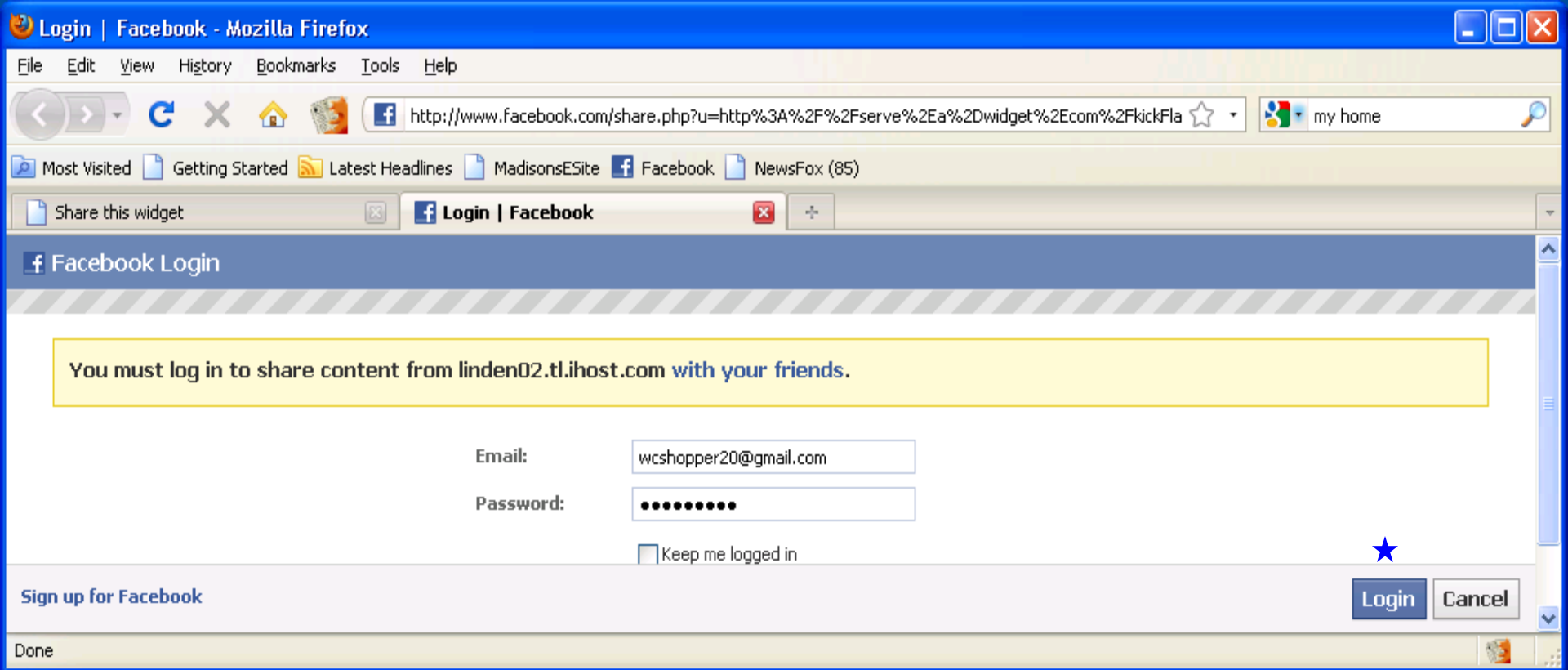
**Share your widget**

To a social network:

Or paste this to your site:

```
<object width="220" height="396"
id="kickWidget_139668_346341"
><param name="movie"
value="http://serve.a-
widget.com/service/getWidgetSwf.ki
ckAction"></param><param
name="FlashVars"
value="affiliateSiteId=139668&am
p;widgetId=346341&amp;width=22
0&amp;height=396&amp;playOnLo
ad=0&amp;revision=40&amp;pid=3
50121&amp;autoPlay=0"
></param><param name="wmode"
value="transparent"
></param><param
name="allowFullScreen"
value="true" ></param><param
name="allowScriptAccess"
value="always" ></param><embed
src="http://serve.a-
widget.co
```

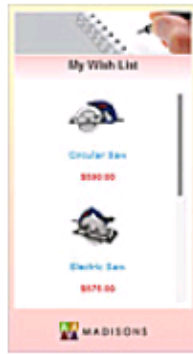
Copy To Clipboard



Post to Profile



Star icon in a text input field.



WishList\_SideBar\_Brian  
http://serve.a-widget.com/kickFlash/widg...

null

1 of 1 Choose a Thumbnail

No Thumbnail

Send as a Message instead

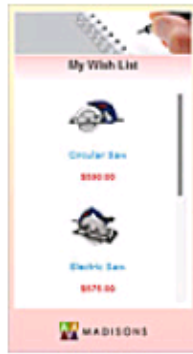
Share Cancel



**f Post to Profile**



Anyone remember my birthday? Here is my wish list!!



**WishList**  
<http://serve.a-widget.com/kickFlash/widg...>  
 null

◀ ▶ 1 of 1 Choose a Thumbnail

No Thumbnail

Send as a Message instead





Search

Woodworking Power Cordless Accessories See All

Cart: 1 item(s) subtotal: \$8.22

### Share this widget

You can share this Flash widget on any personal Web page, such as your blog or a social networking site. When the information in the widget changes, it will automatically update on your Web page.

[I want to change the widget color and size:](#) +

Now click the Share button:

Share

**Share your widget**

To a social network:

Or paste this to your site:

```
<object width="220" height="396"
id="kickWidget_139668_346341"
><param name="movie"
value="http://serve.a-
widget.com/service/getWidgetSwf.ki
ckAction"></param><param
name="FlashVars"
value="affiliateSiteId=139668&am
p;widgetId=346341&amp;width=22
0&amp;height=396&amp;playOnLo
ad=0&amp;revision=40&amp;pid=3
50121&amp;autoPlay=0"
></param><param name="wmode"
value="transparent"
></param><param
name="allowFullScreen"
value="true" ></param><param
name="allowScriptAccess"
```

**Michael Shaper**  
Edit My Profile

- Welcome
- News Feed**
- Messages
- Events
- Photos
- Friends
- Applications
- Games
- Groups
- More

**Friends Online**  
No one is online.


**News Feed** Top News · Most Recent

What's on your mind?

---


**Michael Shaper**

**WishList**  
serve.a-widget.com  
null

 8 minutes ago · Comment · Like · Share

---

**Michael Shaper** See my "modern" kitchen..

 26 minutes ago · Comment · Like · Share

---


**Michael Shaper** Glad spring is here! I am working on several projects around my house...

29 minutes ago · Comment · Like

---

**Michael Shaper** I am having fun creating demos for Impact conference


**Suggestions** See All

 **Christy Gifter**  
He's new to Facebook.  
Suggest friends for him

---

**Sponsored** Create an Ad

**Try Facebook Mobile**

 Take your friends on the go. Enter your number below to receive a link to install a Facebook Mobile application.

+1-xxx-xxx-xxxx

---

**Get Connected**

- Who's on Facebook? Find your friends
- Who's not on Facebook? Invite them now
- Who's here because of you? Track your invites
- Connect on the go Try Facebook Mobile

**Chat (0)**

**Michael Shaper**  
Edit My Profile

Welcome

**News Feed**

Messages

Events

Photos

Friends

Applications

Games

Groups

More


Friends Online  
No one is online.


**News Feed** Top News · Most Recent

What's on your mind?

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**Mike Shaper's Birthday Wish List**

  
Electric Saw  
\$575.00

  
Battery Charger  
\$74.99

MADISONS

WishList\_SideBar\_Brian  
serve.a-widget.com

**Suggestions** See All

**Christy Gifter**  
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**Sponsored** Create an Ad

**Try Facebook Mobile**

Take your friends on the go. Enter your number below to receive a link to install a Facebook Mobile application.

+1-xxx-xxx-xxxx

**Get Connected**

- Who's on Facebook? Find your friends
- Who's not on Facebook? Invite them now
- Who's here because of you? Track your invites
- Connect on the go Try Facebook Mobile

Chat (0)





Christy sees Mike's wish list in





Keep me logged in

[Forgot your password?](#)

wshopper21@gmail.com

.....

Login



Heading out? Stay connected  
Visit facebook.com on your mobile phone.

Get Facebook Mobile

## Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)

**Christy Gifter**  
View My Profile

- Welcome
- News Feed**
- Messages
- Events
- Photos
- Friends
- Applications
- Games
- Groups
- More

**Friends Online**

- Michael Shaper

See All

News Feed Top News · Most Recent

What's on your mind?

**Michael Shaper**

**WishList**  
serve.a-widget.com  
null



19 minutes ago · Comment · Like · Share

**Michael Shaper** See my "modern" kitchen..



37 minutes ago · Comment · Like · Share

**Michael Shaper** Glad spring is here! I am working on several projects around my house...

40 minutes ago · Comment · Like

**Michael Shaper** I am having fun creating demos for Impact

Sponsored Create an Ad

**Try Facebook Ads**

**Create an Ad**

Reach the exact audience you want with Facebook's customizable targeting. Click here to learn more about advertising on Facebook.

Like

Get Connected

- Who's on Facebook? Find your friends
- Who's not on Facebook? Invite them now
- Who's here because of you? Track your invites
- Connect on the go Try Facebook Mobile

**Christy Gifter**  
View My Profile


- Welcome
- News Feed**
- Messages
- Events
- Photos
- Friends
- Applications
- Games
- Groups
- More
- Friends Online**
- Michael Shaper
- See All

**News Feed** Top News · Most Recent

What's on your mind?


**Michael Shaper**

**Mike Shaper's Birthday Wish List**



Battery Charger

**\$74.99**



Wood drill bit

**\$8.22**

**MADISONS**

WishList\_SideBar\_Brian  
serve.a-widget.com

**Sponsored** Create an Ad

**Try Facebook Ads** ×

**Create an Ad**

Reach the exact audience you want with Facebook's customizable targeting. Click here to learn more about advertising on Facebook.

**Like**

**Get Connected**

- Who's on Facebook? Find your friends
- Who's not on Facebook? Invite them now
- Who's here because of you? Track your invites
- Connect on the go Try Facebook Mobile



Search

- Woodworking
  - Woodworking saws
  - Sanders
  - Lathes
- Power
  - Drills
  - Grinders
  - Screwdrivers
- Cordless
  - Airtools
  - Cordless saws
  - Hand saws
- Accessories
  - Drill bits
  - Chargers
- Packages
  - Hardware Packages
- Bundles
  - Hardware Bundles
- Communications
  - Cell Phone Accessories
  - Cell Phones
  - Fax Accessories



### Wood drill bit

Price: \$8.22

Quantity

[Add to Cart](#) ★

[Add to Compare](#)

[Add to Wish List](#) ▾

Check Store Availability

**Online Availability:**

In Stock

**In-Store Availability:**

[Select Store](#)

Description    [Attachments](#)

SKU: T00001531  
Wood drill bit

For any woodworking project, use a drill bit that's economical and versatile. With 4 sizes to choose from, and a competitive price, the Wood Drill Bit is a must for every site.

Diameter: 1.5in

Compare

Drag products here to compare

[Clear](#) [Compare](#)

**E-mail Newsletter**  
Subscribe now!

[Share](#) [Subscribe](#)

**Recommendations**  
You may also like:

- Heavy Reciprocating Saw  
~~\$620.00~~  
\$520.00  
[Add to Cart](#)
- Reciprocating Saw  
~~\$603.00~~  
\$503.00  
[Add to Cart](#)



Search

Home | Shopping Cart | Advanced Search | Store Locator | Gift Registry | Sign In


Woodworking Power Cordless Accessories See All

Cart: 1 item(s) subtotal: \$8.22

Shopping Cart

[Continue Shopping](#)

Shop Online  Pick Up at Store

PRODUCT	AVAILABILITY	QTY	EACH	TOTAL
 <p>Wood drill bit SKU: T00001531 <a href="#">Change Attributes</a> <a href="#">Remove</a></p>	In-Stock	<input type="text" value="1"/>	\$8.22	\$8.22

Promotional code:  [Apply](#)

Order Subtotal: \$8.22  
 Discount: (\$1.64)  
**Order Total: \$6.58**

New Customer & Guests  
[Checkout without signing in](#)

You can make your purchases from Madisons without signing in.

You will be given the option to register during the checkout steps.

[Continue Checkout](#) ★


Returning Customers  
[Sign in for quick checkout](#)

Username:


Password:

[Forgot your password?](#)


[Sign in & Checkout](#)

 Customer Support  
 Need help with your order?

Recommendations  
 You may also like:

- 

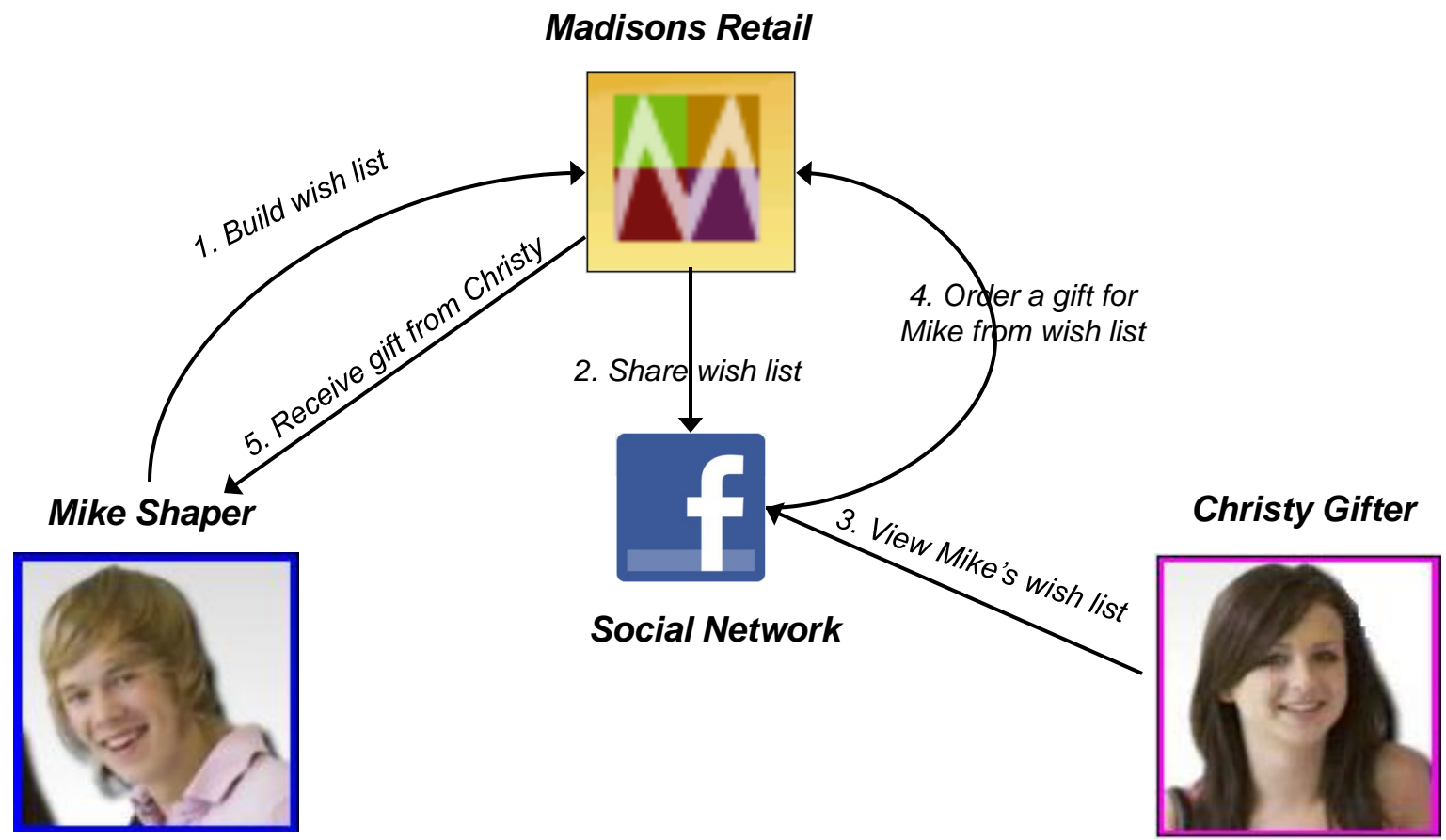
Tool Room Lathe  
\$10,428.00  
[Add to Cart](#)
- 

Heavy Drywall Screwdriver  
\$589.00  
[Add to Cart](#)
- 

Metalcutting circular Saw  
\$259.99  
[Add to Cart](#)

# Remote Widgets Scenario 1:

## Shopper sharing wish list / gift registry in social networks



1. Social Commerce. Why?
2. Social Commerce
3. Co Shopping





## What is Coshopping

Coshopping enables two shoppers to shop together within their browser windows

- explore a store

- take control of a session

- highlight web page elements

- view products

- chat about products

Coshopping provides real-time synchronization of the web browsers of two users to create a single collaborative shopping session controlled by a single user

Individual privacy and security preferences

- Links that reveal customer sensitive information are blocked during coshopping

- Highlight of the personalized content in coshopping is disabled

# Coshopping concepts

## Concepts:

### Leader:

- Initiates the coshopping session and gets URL
- Sends the link to a friend
- “Leads” the session – aka “Follow Me Mode”

### Follower:

- Receives the invite to the coshopping session,
- Sees what the Leader does

### Toolbar:

- Controls for session that displays within each participants’ browser

### Coshopping Dialog Status Bar

- Displays connection status and a participants role

# Coshopping scenarios

## 1. Consumers

A shopper wants to collaborate with a friend, so they initiate a coshopping session and get a URL to share  
Shopper shares the coshopping URL via e-mail or chat

The follower requests to become the “leader” and takes control

Either participant highlights points of interest to draw attention towards

## 2. Consumer and Customer Service Rep....

## Limitations when used with CSRs

Coshopping can **enhance existing contact center *chat* solution** to allow a CSR to guide the customer through product browsing and selection on the site.

- Enhance the communication from a CSR to a shopper that is on the phone:  
“Let me show you a good product for you”
- Enhance the communication from a customer on the phone to the CSR:  
“I can’t find what I’m looking for ... this is what I’m seeing”

### Key points:

1. Open communication mechanism is required to facilitate the sharing of the invitation to start the coshopping session  
This can be an enhancement to existing contact center chat solution
2. Managing expectations – the scenario is one of **cobrowsing**  
The CSR will not be able to add to cart or complete an order for the shopper as part of the co-browsing session  
The co-browsing is not integrated into Sales Center, therefore switching between applications may be required
3. An individual can participate in only one coshopping session at a time. This could be a limitation for company’s whose CSRs deal with many shoppers at any given point in time.

## Overview of features of coshopping

## Starting coshopping

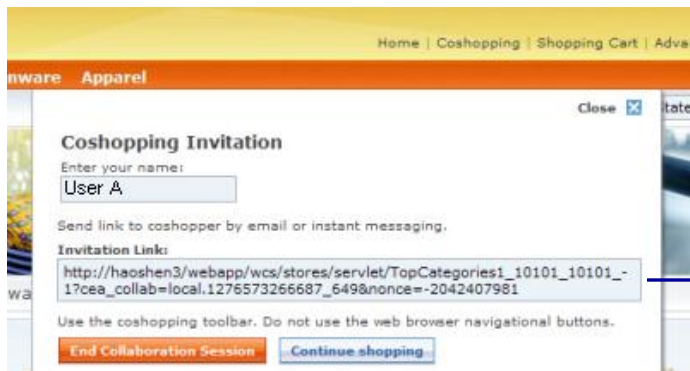
User A clicks on the 'Coshopping' link from the header in Madisons



- A dialog is shown and it asks the User A to enter the his/her name
  - Customer enters name and clicks “Get coshopping link”



- A collaboration URL is generated and displayed within the dialog



Share this link with friend

## Friend receives URL and begins coshopping

User B opens the collaboration URL in a web browser



For the User B, a dialog will open asking him/her to enter his/her name. User B enters a name. The collaboration dialog is opened and the dialog is in follow me mode immediately

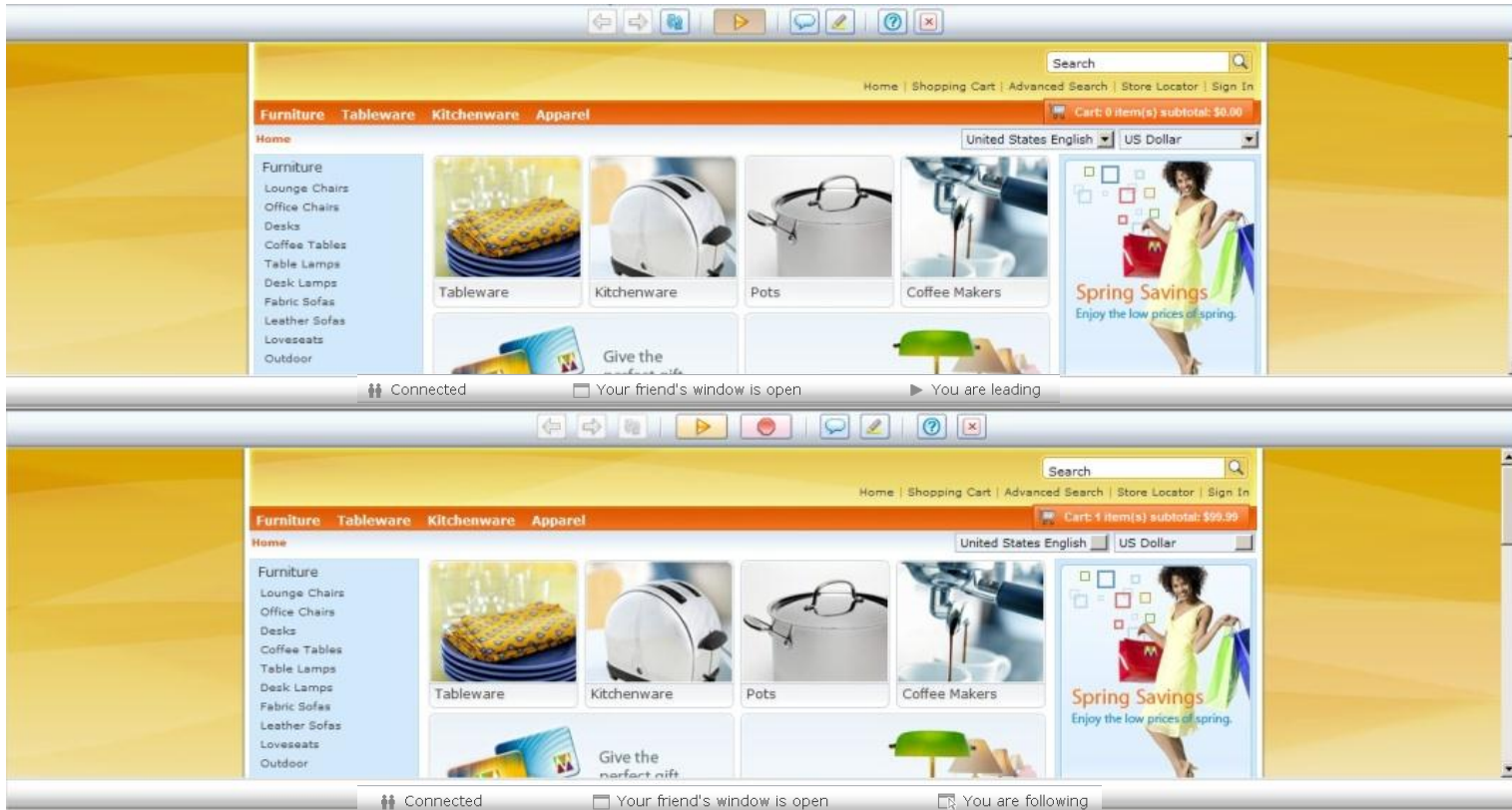


Notice the status bar for User B:



## Follow me mode

The follow button in User A's collaboration dialog is not available by default, because User A is already leading. When User A selects a link User B's browser will follow:



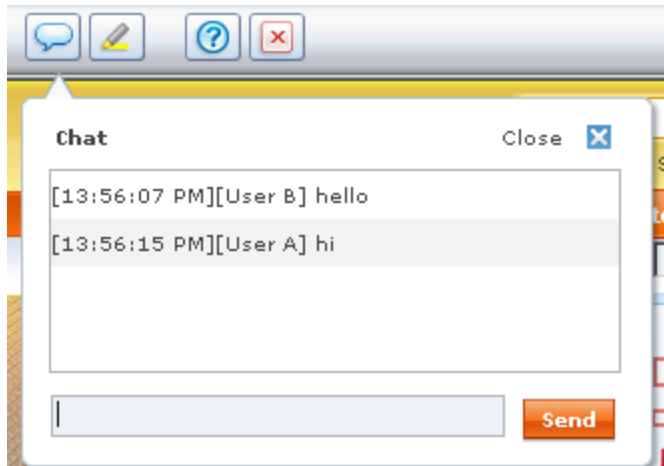


# Chat

Either user clicks on the chat button



User enters text in the input field and clicks send within the chat area, or hits enter



The chat message is displayed in the chat dialog

For the other user, the chat area is open and the chat message will appear

The chat window follows typical Instant Messaging convention

## Highlight

Users can synchronously highlight HTML elements using the Highlight toolbar button



The Highlight feature is disabled from highlighting personalized content

User A highlights Office Chairs:



User B Office Chairs is highlighted too:



## GUI updates



Let your friend see the pages you are looking at. Remember to use the coshopping navigational controls; your web browser's controls can end the coshopping session.



Displays when you are participating in a coshopping session your friend is leading.



Stop following coshopping, but stay in the coshopping session.



Exit from the session. Click End when you are ready to make a purchase.



Enter a message or drag and drop a thumbnail image of a product and send to your friend.



Highlight the product in both browsers.



**Back, forward and refresh**



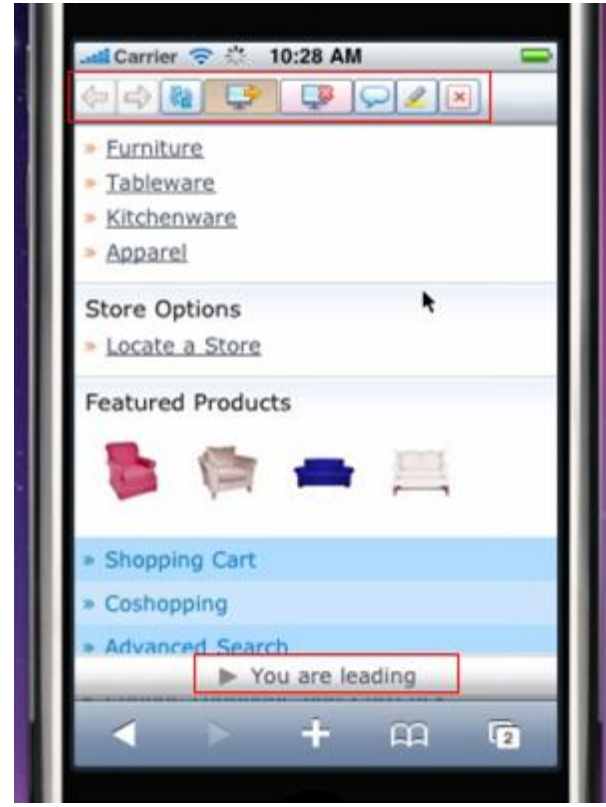
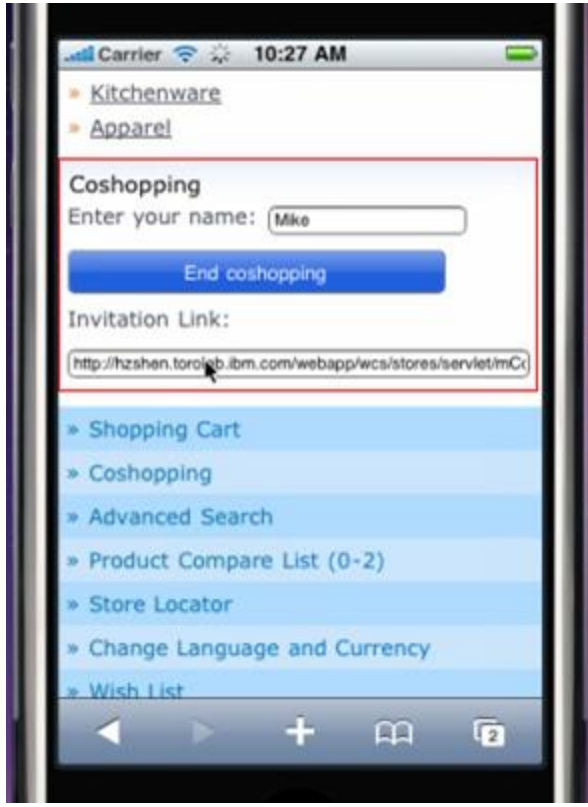
**Help button**

# Mobile coshopping

Start coshopping

Leading coshopping

Highlight

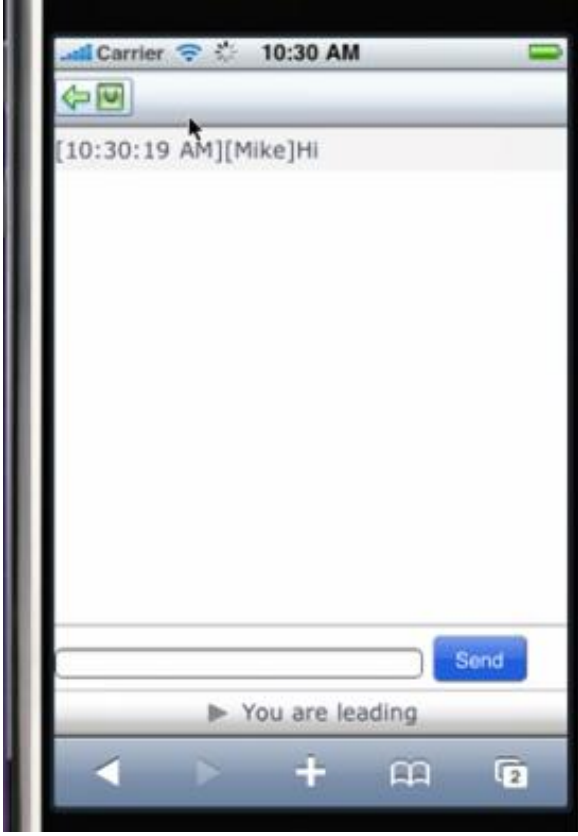


# Mobile coshopping images continued

Chat

Stop following

Ask to follow



# What is the impact?

Acquisition

Conversion

Spend

Response rates

Return rates

# WebSphere Commerce Mobility Overview

PoT Session

February 29, 2012

# Contents

- Target Devices
- Mobility Platform
- Architecture
- Capabilities
- Reference Applications
- Location Based Services



# Targets Devices



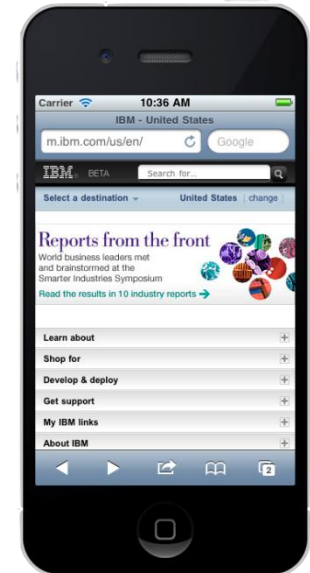
## Desktop / Laptop browsers

- Click and browse flow
- Keyboard & mouse
- Fixed screen orientation



## Tablets

- Touch and swipe flow
- Virtual keyboard
- Location Aware
- Camera
- 7"-10" screen
- Portrait and Landscape

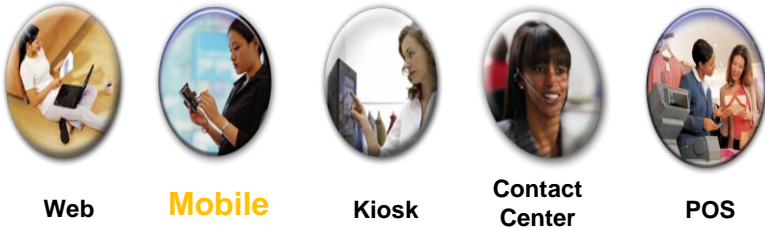


## Mobile phones

- Touch and swipe flow
- Virtual keyboard
- Location Aware
- Camera
- 3.5"-4.5" screen
- Portrait and Landscape

# Cross-Channel Solution

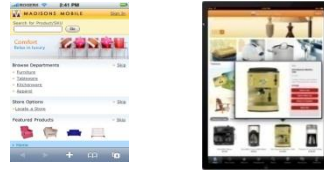
## Customer Touch Points



- Enriched shopping experience
  - Product and pricing information
  - Inventory visibility across channels
  - Consistent user and order information
  
- Common Management tool
  - Master Catalog and Sales Catalogs
  - Cross channel marketing engine
  - Online and Store management
  
- Cross-channel integration platform
  - Distributed Order Management
  - 3<sup>rd</sup> party integration web services

# WC Mobility Platform Architecture

## Mobile Web Browsers



Smartphones & Tablets

## Mobile Native Applications



Smartphones & Tablets

### Analytics (Coremetrics)

- Channels
- Clicktrail analysis
- Conversion
- Trend analysis

### DOM system (Sterling Commerce)

- Inventory visibility
- Order Status
- Order Management
- Order Fulfillment
- Supply Chain

## Mobile Reference Applications

### WebSphere Commerce Services (REST) API



### Foundation Services

- User Auth & Session Mgmt, Device detection/integration, Messaging, Digital Media

## WebSphere Commerce Mobility Platform

### Mobile Device SDK

- iOS
- Android
- Blackberry
- Windows Mobile
- others...

### Mobile Web Development (RAD)

- HTML5
- CSS3
- JavaScript
- Dojo
- JSP
- others...



**User Notification**  
• Email, SMS  
• Push, MMS



**Social Mobile Commerce**



**Location Services**  
• Store Locator / Pickup  
• Marketing / Promotion



**Mobile Payment**



**3rd party mobility Services**

# WC Mobile Reference Applications



- Mobile Web

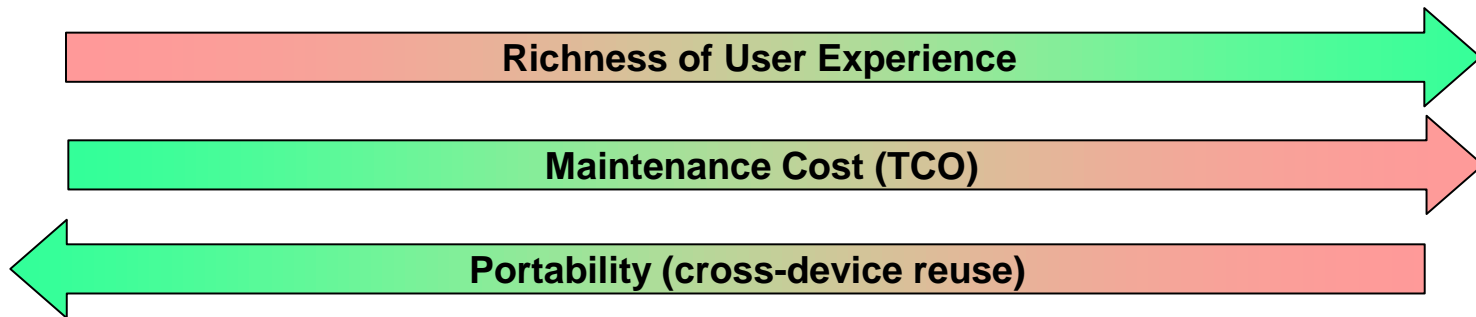
- Smart Phones
- Tablet Devices
- JSP, HTML5, CSS3
- Dojo Widgets

- Hybrid Applications (Android, iOS, ...)

- Common Web templates for server content
- Device features via JavaScript API mapping

- Native Applications (Android, ...)

- WC REST interface for server content
- Device features via direct native API calls



# Integrating device features in WC mobile applications



## Product Search via barcode



- 1D (UPC code) barcode scan
  - *Physical product packaging – UPC label*
  - *Product display page on WC site*



- 2D (QR code) barcode scan
  - *Printed Catalog, Newspaper, or Magazine Ads*
  - *Landing page on WC site for marketing, product info*

## Mobile web store #1

### Commerce features:

- ❑ User registration, Login, My Account
- ❑ Product navigation and Search
- ❑ Cross channel inventory and pricing
- ❑ Location based marketing and promotion
- ❑ Buy-Online, Pickup-In-Store or Ship-To
- ❑ Quick checkout profile

### Rich User experience with mobile browser

- ❑ Marketing E-spot Carousel
  - *Swipe interaction with Dojo widgets*
- ❑ HTML5 / CSS3 controlled styling
  - *Offline storage with multiple shopping lists*
  - *GPS for store locator*



## Mobile web store #2



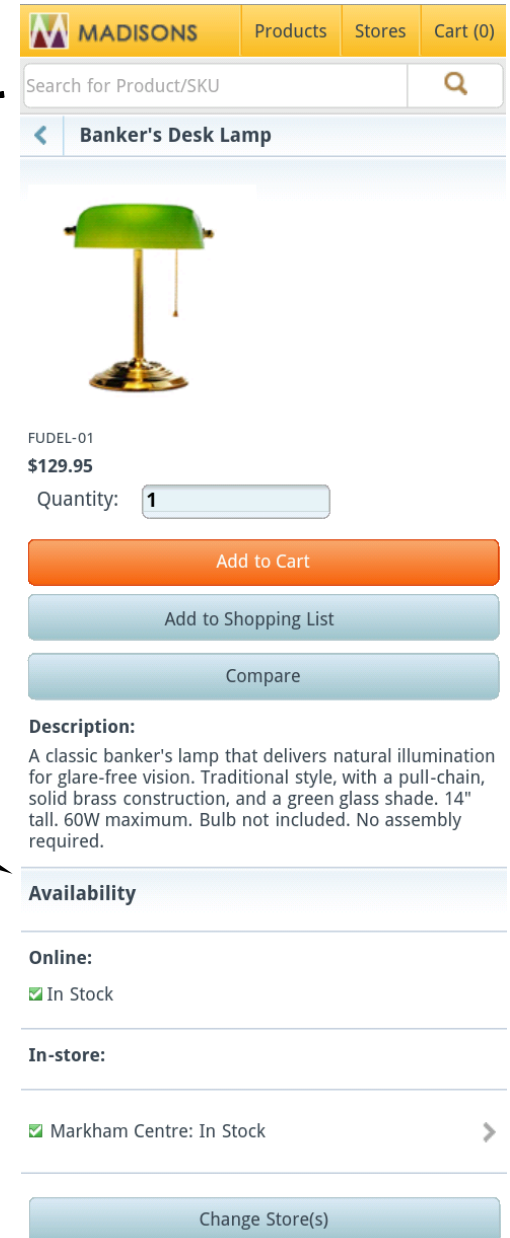
Search

Swipe eSpot

Multiple wish lists

Cross channel inventory

Location based services





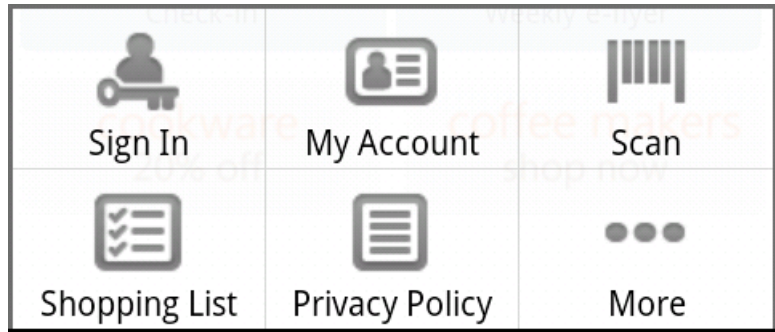
# Hybrid application



Device specific header

Same page content as web store

Device specific option menu



# Tablet web store #1

Frequently used features

Swipe eSpot

Action buttons

Products Search MADISONS Stores Cart (0)

## Back to School savings

up to 25% off on children's fall fashions

prescription refills sign up now

coffee makers shop now

cookware 20% off

### Deals of the Week

Patio Set Rattan Chair Garden Arbor Snack Table

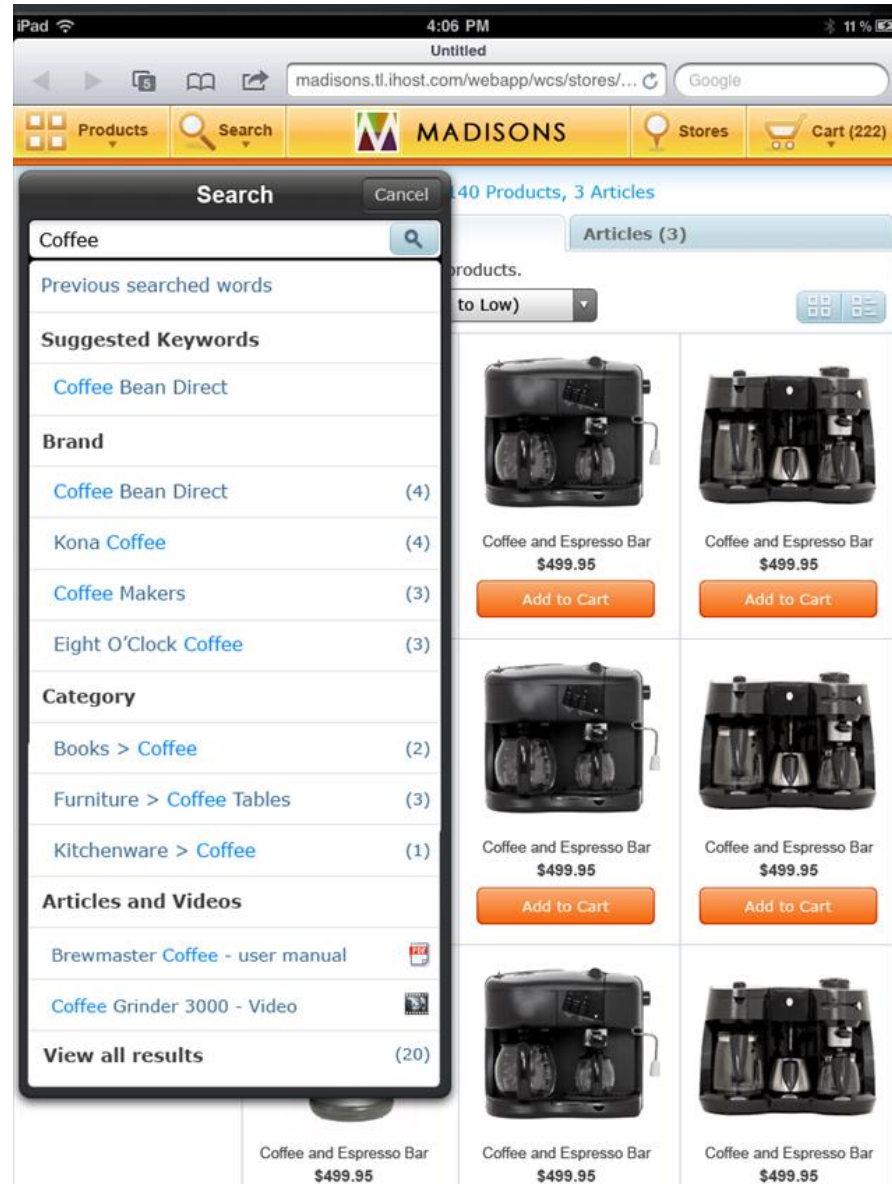
Sign In My Account Shopping List E-Flyer

Compare | Help | Settings | Full Site | Privacy Policy

## Tablet web store #2

### Search

- Modal search window
- “Type Ahead” text entry
- Categorized results
- Faceted results



# Tablet web store #3

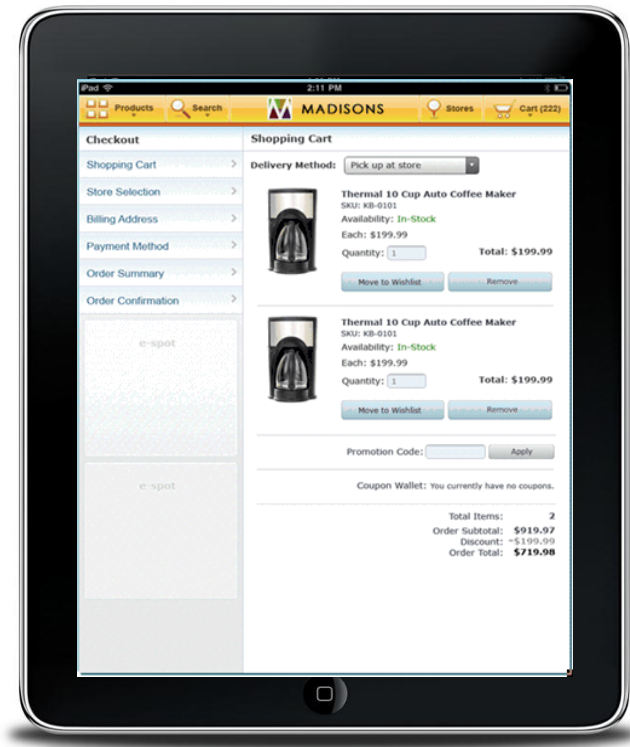
## Store Locator:

- *Map integration*
- *Optimised flow for BOPIS*



## Checkout:

- *Split view with guided steps*
- *Quick checkout profile*



## Location based services

Shoppers indicate their location and receive location-specific information or rewards

Available for mobile and tablet web stores, hybrid applications and native applications

Reference Application features:

***e-flyer***

***check-in***

The screenshot displays the MADISONS mobile application interface. At the top, there is a navigation bar with the MADISONS logo, 'Products', 'Stores', and 'Cart (0)'. Below this is a search bar with the placeholder text 'Search for Product/SKU' and a magnifying glass icon. A yellow notification banner with a red border states 'You have now checked into Markham Centre'. The main content area features a large promotional banner for 'Back to School savings' with the text 'up to 25% off on children's fall fashions' over a background image of a smiling woman and child. Below the banner are two buttons: 'Check-in' and 'Weekly e-flyer', both highlighted with a red border. At the bottom, there are two more promotional buttons: 'cookware 20% off' and 'coffee makers shop now'.

# Location based marketing management

The screenshot displays the IBM Management Center interface for configuring a marketing workflow. The main workspace shows a flow diagram for 'StorePromotionEmail' with two steps:

- Customer Check In Store Trigger:** Customer check in the stores of following Region : East, North Checked in fewer than 3 times
- Send Message:** Message type: E-mail, E-mail template: storePromotion, Send at daily scheduled time

Below the flow diagram, the configuration for the 'Customer Check In Store Trigger' is shown:

- Location Type:** Region
- Region Selection:** A table showing selected regions:
 

Name	Description
East	Madisons Region East
North	Madisons Region North

 (1 of 2 selected)
- Frequency:** At least the following number of ti ...

On the right side, a 'Marketing Location' dropdown is open, showing a list of locations under the 'West' category:

Type	Name
Location	West_Madisons_Store_0
Location	West_Madisons_Store_1
Location	West_Madisons_Store_2
Location	West_Madisons_Store_3
Location	West_Madisons_Store_4

(0 of 5 selected)

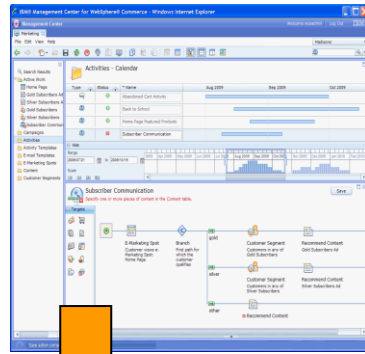
The status bar at the bottom indicates: 'Save action completed for Dialog Activity StorePromotionEmail.'

# Location based marketing triggers

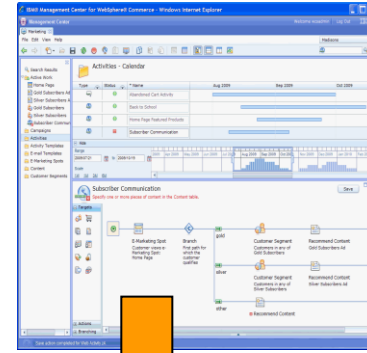
## Web activity

Control what is displayed in predefined e-Spots on the mobile store page

- 



(store eFlyers, brochures etc.)



*e.g. "Offer a coupon after user checks-in to a store 3 times"*



(store promotions, coupons etc.)

# Summary

## ***Background***

- Target Devices

## ***WC Mobility Platform***

- Architecture
- Capabilities
- Reference Applications
- Location