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## Highlights

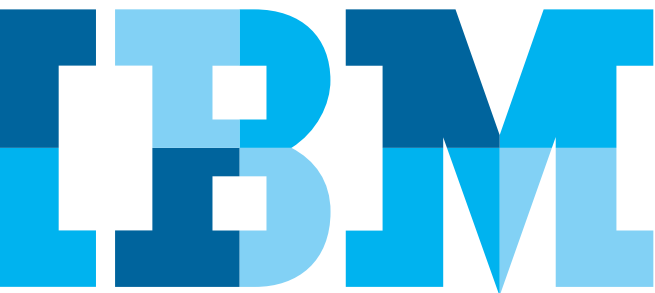
- Drives improved customer loyalty and increases shopping cart sizes by delivering personalized and contextually relevant content across channels throughout the sales cycle
  - Enables rich, customer-centric experiences by supporting virtually all selling models, including B2C and B2B, on a single customer interaction platform
  - Provides flexible and powerful business user tools for merchandising, catalog management, and cross-channel precision marketing campaigns and promotions
  - Leverages the power of the underlying IBM platform for optimal performance, scalability, reliability and high availability
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# IBM WebSphere Commerce

*Deliver a seamless and consistent buying experience across digital and physical channels*

Electronic commerce is no longer simply about selling online. It's about delivering a smarter, more compelling, more engaging buying experience—an experience that extends beyond the web to multiple channels, including mobile, social, call center and in store. Now companies can deliver a seamless, integrated experience to customers as they cross channels and interact with different touchpoints, facilitating a more interactive and easier customer buying experience while helping increase company sales, customer satisfaction and loyalty. Furthermore, leading web application technologies are supporting innovation by extending and enriching the online experience to achieve new levels of interoperability and interactivity—transforming how companies deliver the promise and value of the brand.

As today's customers continue to evolve, as they become more informed and knowledgeable by gaining access to ever-increasing sources of information, many online customers become less loyal to particular brands they trusted in the past. Competitive products that may be cheaper or easier to buy are often one click away. This represents a new set of challenges to managing brands both online and offline.



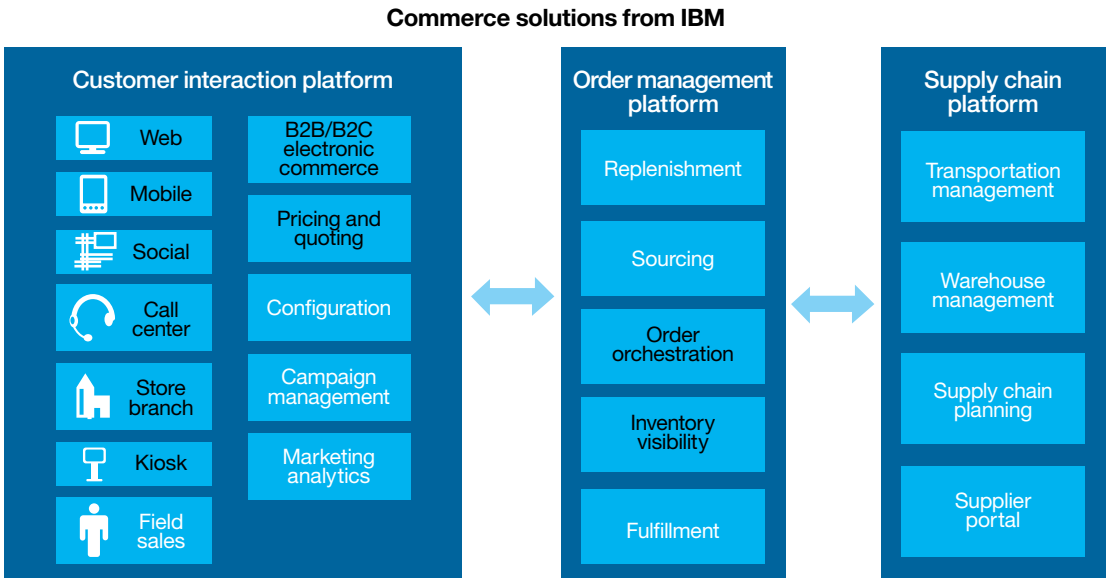


Figure 1: IBM commerce solutions—including WebSphere Commerce software (capabilities highlighted in black)—deliver a comprehensive customer interaction platform for smarter commerce.

These same customers have also become active participants in forming brand identities by interacting with user-generated content, online collaboration tools such as forums and blogs, and online communities such as social networks and services that can significantly influence how your brand is perceived. The evolution of this new customer has strong implications for your business and your brand, representing threats and opportunities for future success. With these challenges posed by this new customer comes an increased need for customer service, including awareness of how your brand is perceived in the realms of social networks. An increased need for customer convenience

is imperative. Nothing short of a delightful experience—combined with the delivery of a consistent, dynamic, personalized and customer-centric experience regardless of when or where the shopper is touching your brand—is acceptable.

IBM WebSphere® Commerce software is a powerful customer interaction platform for online and cross-channel commerce, built for a wide range of environments. WebSphere Commerce software is a leading electronic commerce solution designed to support virtually all of a company’s business models while providing a rich, differentiated customer experience through a single platform.

With powerful, out-of-the-box capabilities and easy-to-use business user tools, WebSphere Commerce software offers reliability and flexibility that can scale to address your business requirements—in virtually every industry, company size or selling model. State-of-the-art tools help business users create and manage precision marketing campaigns and promotions and efficiently manage catalogs, product assortments, merchandising

and connectivity to external systems of record for content and pricing without IT involvement. WebSphere Commerce software was designed with a focus on three key themes:

- **Cross-channel optimization**—by delivering a consistent, highly personalized buying experience across channels
- **A customer-centric experience**—by offering comprehensive commerce business services
- **Foundational leadership**—by focusing on the requirements of both the business and IT

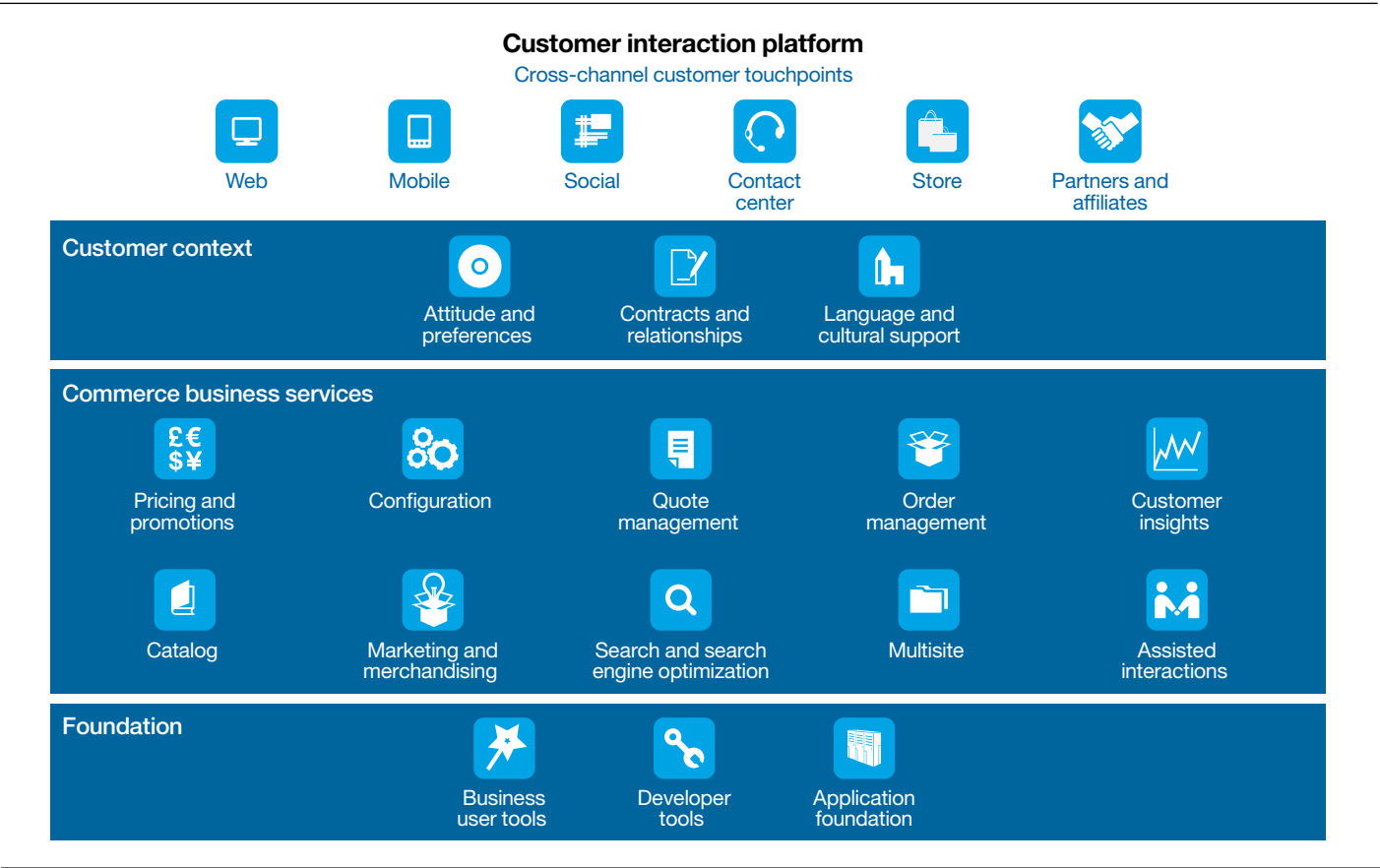


Figure 2: The commerce business services in WebSphere Commerce software provide a comprehensive breadth and depth of capabilities that support the needs of B2C and B2B commerce business models.

## **Enabling cross-channel optimization for flexible, personalized service**

WebSphere Commerce software provides a variety of ways to support cross-channel optimization so you can deliver more consistent and personalized buying experiences to customers—in practically all of the ways they choose to interact with your business.

### **Deliver a consistent brand experience across channels**

Today, customers traverse multiple channels to research, review, compare and purchase products. And with almost no regard for the channel, touchpoint or order of interaction, they generally expect the brand experience to be consistent and seamless. WebSphere Commerce software provides a set of ready-to-deploy Web 2.0 shopping flows that can display views of local in-store inventory, enabling customers to place orders online and pick them up in the store and receive status updates throughout the order lifecycle. The platform offers a rich set of open, standards-based interfaces that integrate WebSphere Commerce software with supply chain solutions such as enterprise resource planning (ERP) and distributed order management (DOM) applications.

### **Create an experience optimized for mobile shoppers**

With the increased use of mobile devices and technology, WebSphere Commerce software helps enable smartphones as new customer touchpoints for browsing the online store; conducting side-by-side product comparisons; receiving marketing messages, promotion codes, store location information, and inventory availability; and completing transactions. The mobile store model provides out-of-the-box support for smartphones and tablets, enabling more rapid adoption of mobile as a business channel. The solution can also leverage the power of the cross-channel precision marketing engine to help continually optimize this evolving customer touchpoint.

## **Optimizing the potential of social commerce**

WebSphere Commerce software provides integration with Facebook, allowing customers to share their finds with their Facebook friends using a Like button on the home page and Like and Share buttons on product pages. Social bridging lets logged-in Facebook members see product ratings and reviews made by their Facebook friends. Enhanced trigger targets allow companies to interact with Facebook users as soon as a customer participates in social commerce activity on a company's website. Companies can also leverage WebSphere Commerce precision marketing capabilities for customers who liked a specific product or the home page.

## **Supporting customer-centric experiences with comprehensive capabilities**

WebSphere Commerce software includes comprehensive commerce business services that can help enable customer-centric experiences.

### **Deliver a rich customer experience**

Today's customers use their close connections with technology to research and compare products, so many are highly informed and less loyal to specific brands. Given this new reality, a differentiated customer shopping experience is critical to getting ahead of competitors. WebSphere Commerce software helps companies define and deliver a consistent and targeted experience to help promote and distinguish their brands and product lines using powerful precision marketing capabilities, rich Web 2.0 widgets within the reference starter store, and a wide array of social and mobile commerce features.

### **Merchandising and precision marketing**

By presenting targeted offers and customized promotions at the individual level, WebSphere Commerce software helps enable companies to design and fine-tune online shopping flows, content and electronic marketing messages to better ensure that

they resonate with the target audience and help make the brand stand out from the competition. Precision marketing capabilities drive flexible, automated, one-to-one ongoing interactions or dialogues with customers based on attributes such as preferences, purchase history and online behavior to keep customers within the brand as they cross channels.

The precision marketing engine in WebSphere Commerce software helps companies optimize sales revenue and profitability with an array of tools that can sense trigger events across multiple channels such as an abandoned cart, order placement, mobile device location, social media participation, search term or referring URL. Companies can then take actions to target customers with offers such as custom landing pages, mobile Short Message Service (SMS) text messages, or targeted product cross-sells and up-sells. Additional capabilities include guided selling to provide automated sales assistance and product comparisons, electronic coupons to offer customer incentives to purchase specific products or categories of products, dynamic recommendations to analyze customers' behaviors and dynamically recommend products based on past customer purchase and click streams, and merchandising analysis to measure and understand the effectiveness of merchandising initiatives.

### Enhance the customer experience with search capabilities

WebSphere Commerce search capabilities enable business users to manage search term associations and search-based merchandising rules to help optimize the search experience for customers along with click-through rates. Integrated search enables business users to improve customer search results by selecting the product attributes for facet display in the storefront for different categories. The integration of search capabilities with WebSphere Commerce starter stores helps organizations reduce the total cost of implementation while increasing overall functionality in their storefront.

### Leverage B2B and B2C best practices to quickly deploy and customize your electronic commerce website

WebSphere Commerce software focuses on improving the customer experience with Web 2.0 starter stores for business-to-consumer (B2C) and business-to-business (B2B) operations. These starter stores provide out-of-the-box, customizable storefronts to help you set up your online site more quickly. The Web 2.0 starter stores enhance site performance, streamline the checkout process and reduce the customization cost of web storefronts with the use of cascading style sheets and enhanced Web 2.0 widgets such as product fast finder, quick product information, mini shopping cart, and drag and drop of page objects.

### B2C Web 2.0 starter stores

WebSphere Commerce starter stores provide the pages and features necessary to more quickly create a functioning online store. Starter stores demonstrate best practices in store development with WebSphere Commerce software and can act as a base for implementing storefronts with interactive web applications that are compatible across platforms and browsers. WebSphere Commerce software offers localized starter stores and includes features such as remote widgets, IBM Gift Center, product ranking, social commerce and recommendations.

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*“With WebSphere Commerce, basically you’ve got a single website that handles all of the transactions. This central engine supports as many customer-facing web stores as you like, and it’s easy to add new ones or roll out new features across brands.”*

—Steve Bozzo, CIO, 1-800-FLOWERS.COM

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### B2B Web 2.0 starter store

The Web 2.0-based B2B starter store helps enable B2B companies to deliver a B2C-like shopping experience and more quickly create functioning B2B-direct online stores with advanced capabilities. It helps organizations customize their online stores for direct and indirect B2B models and includes B2B-specific user registration, catalog browsing, promotions and targeted marketing capabilities.

Additionally, the B2B Web 2.0 starter store helps enable your selling organization to provide unique storefronts for different enterprise customers or showcase a number of branded storefronts.

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*“Our customers want B2C functionality, such as intuitive navigation, shopping lists and order history. They also want customized landing pages with personalized products and prefilled checkout information. WebSphere Commerce helps us meet the changing needs of our customers.”*

—Adrienne Hartman, corporate e-commerce manager, J.J. Keller & Associates

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### Optimize customer experience for mobile

WebSphere Commerce mobile starter stores for smartphones and tablets allow organizations to deliver customized mobile web browsing experiences to their customers for a variety of mobile devices and platforms. Using starter stores optimized for smartphone and tablet browser and touchscreen capabilities helps increase usability. Compared to desktop-optimized

web stores, it can also provide a superior customer experience on a mobile device while helping lower the total cost of implementation and speeding time to deployment.

Mobile starter stores also enable business users to create marketing campaigns leveraging location-based service and global positioning system (GPS)-enabled mobile devices to target customers who have checked in to store locations or to view flyers on their mobile devices.

### Create marketplace-specific sites

WebSphere Commerce multisite capabilities enable you to offer customers unique buying experiences by featuring separate electronic commerce microsites (or subsites) based on your different brands, customer segments or geographical marketplaces. As a result, each site can have a unique look and feel as well as business rules and policies for individual customer sets, including special pricing, promotions and product entitlement, for example.

### Underpinning business needs with support for business and IT

WebSphere Commerce software is designed to meet the needs of business and IT constituents to enable more flexible, responsive commerce operations.

### Empowering business users

IBM Management Center for WebSphere Commerce software is a suite of tools that can empower marketers and merchandisers to implement and actively manage merchandising and marketing tactics across channels. By virtually eliminating the need for IT support of these activities, business users have more control over content, product catalogs, price lists and promotions.

With IBM Management Center for WebSphere Commerce software, business users can:

- Create and manage master and sales catalogs and create merchandising associations between products
- Create and manage catalog filters, price lists and price rules
- Manage search engine optimization and search rules and compile site search statistics
- Create and manage promotions for merchandise
- Design and manage creative marketing campaigns containing web and email activities and conduct multivariate A/B testing for offers
- Create and manage installment rules to offer customers different payment options when they purchase items from your store
- Create and manage store profiles, style, layout, supported languages and currencies

### Multiple deployment options to address your specific needs

WebSphere Commerce software offers a range of deployment options to address the diverse needs of companies of varying sizes across industries with the ability to migrate between deployment approaches as companies grow and requirements change. Enterprise-class capabilities can be delivered either as licensed, on-premises software or as subscription-based software as a service (SaaS).

Other capabilities delivered by WebSphere Commerce software include:

- **Data load tools**—allow for efficient loading of catalog, pricing and inventory information into a WebSphere Commerce database
- **Content workspaces**—empower business users with control over creation, management and publishing of product information without IT involvement
- **Integration with IBM Coremetrics® software**—rely on a web analytics solution designed specifically for WebSphere Commerce to provide business users with analytical insight into customer interactions
- **Integration with IBM Sterling Configurator and IBM Sterling Order Management**—leverage software platforms that allow you to more easily maintain product relationships, establish configuration rules, and process and fulfill orders across channels.

### Providing a flexible and adaptable platform foundation

As more and more customers do business online and across sales channels, site availability and performance are critical. Slow and unresponsive sites can trigger unsatisfied customers to turn to your competitors. WebSphere Commerce software leverages the strength of the underlying IBM middleware platform to support higher transaction volumes with reliable and highly available operation. It also integrates with backend systems and applications using standard service-oriented architecture-based interfaces.

## Why IBM?

With the need for outstanding experiences now pervading nearly every part of the sales cycle across practically all customer touchpoints, electronic commerce has grown much more complicated than when the focus was simply online experiences. IBM can provide a comprehensive solution that spans the sales lifecycle—from opportunity to order fulfillment—and includes leading technology from a single vendor. Because the solution is pre-built and integrates key technology, including WebSphere Commerce software with IBM Sterling Order Management, IBM Sterling Configurator and IBM Coremetrics software, all optimized on IBM POWER7® Systems servers, you can achieve a more rapid time to value. You can even choose from a variety of delivery models based on your business needs, including on-premises, managed service and SaaS models. And it's all backed by a trusted industry leader with a successful track record of deploying high-value commerce solutions across industries.

## For more information

To learn how IBM WebSphere Commerce software can help you develop and drive your electronic commerce strategy, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/e-commerce](http://ibm.com/e-commerce)



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