

# IBM Commerce



## Digital Experience

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## Please Note:

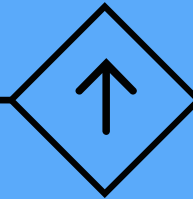
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# Contents

- IBM Commerce and DX
- Key DX Technologies
- Digital Experience Investment Areas

<https://developer.ibm.com/digexp/>

# IBM Commerce & DX



<https://developer.ibm.com/digexp/>

## For marketers

...the ability to create personalized, meaningful customer experiences, infused by analytics.



## For supply chain leaders

...the ability to orchestrate complex systems, processes and partners, to deliver flawlessly.



## For e-commerce professionals

...the ability to perfect all aspects of the customer's interaction through customer and experience insights.





# Our portfolio of customer engagement solutions

**Customer engagement solutions** from IBM help you understand and adapt instantly to what customers are saying and doing – so you can deliver the kinds of experiences and offerings they want before they even know they want them.



Customer Analytics



eCommerce & Merchandising



Marketing



Digital Experience



IBM Interactive





# Along with strong, seamless value chains

**Partner and supplier** engagement solutions from IBM help you establish and manage closely linked value chains enabling seamless and secure collaboration, enhanced transparency and new levels of agility for you and your trading partners.

B2B Integration



Payments



Procurement



IBM Managed Services





## Digital Experience

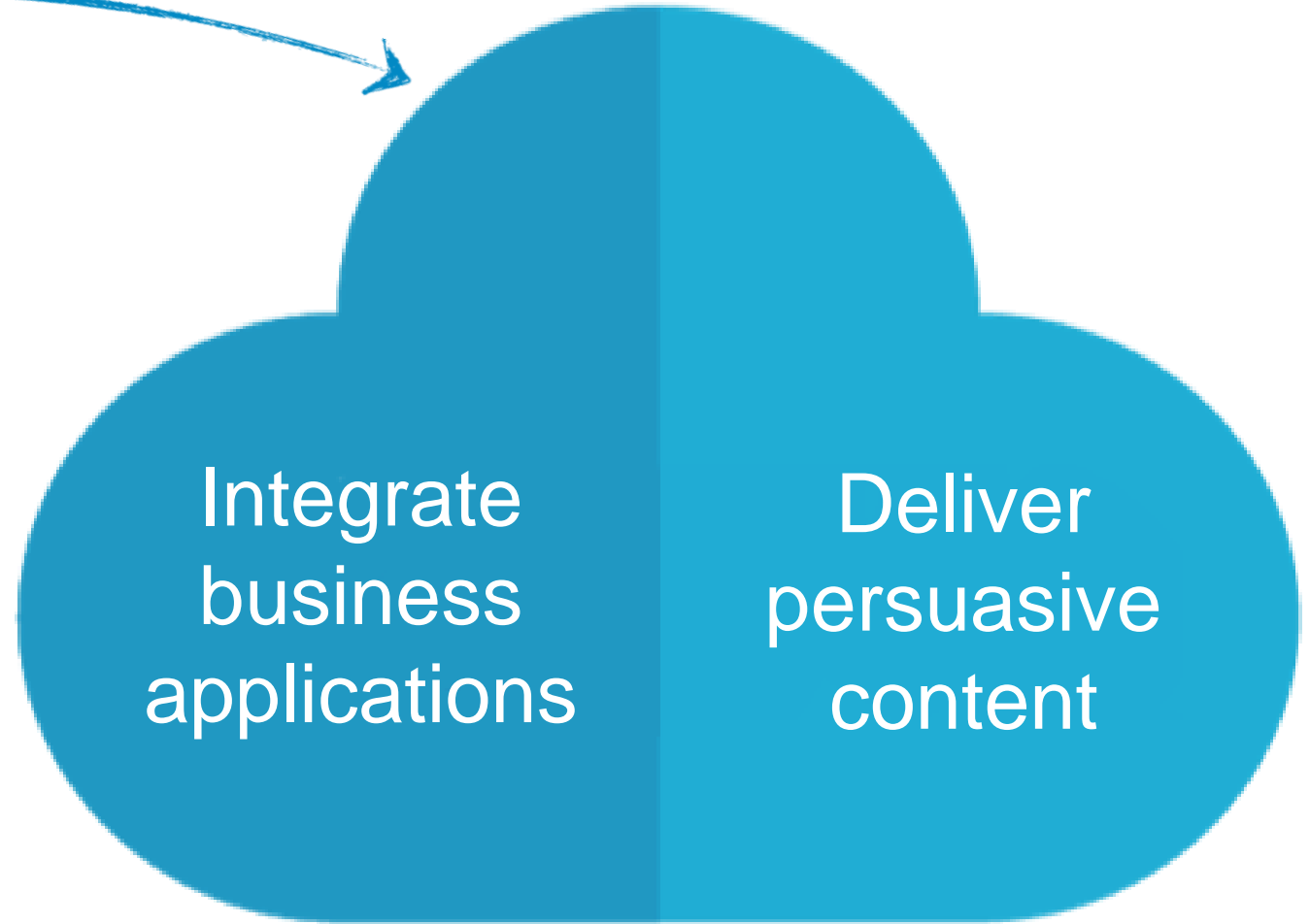
Build personalized, **adaptive digital experiences** that engage and build relationships with customers, partners, and employees.

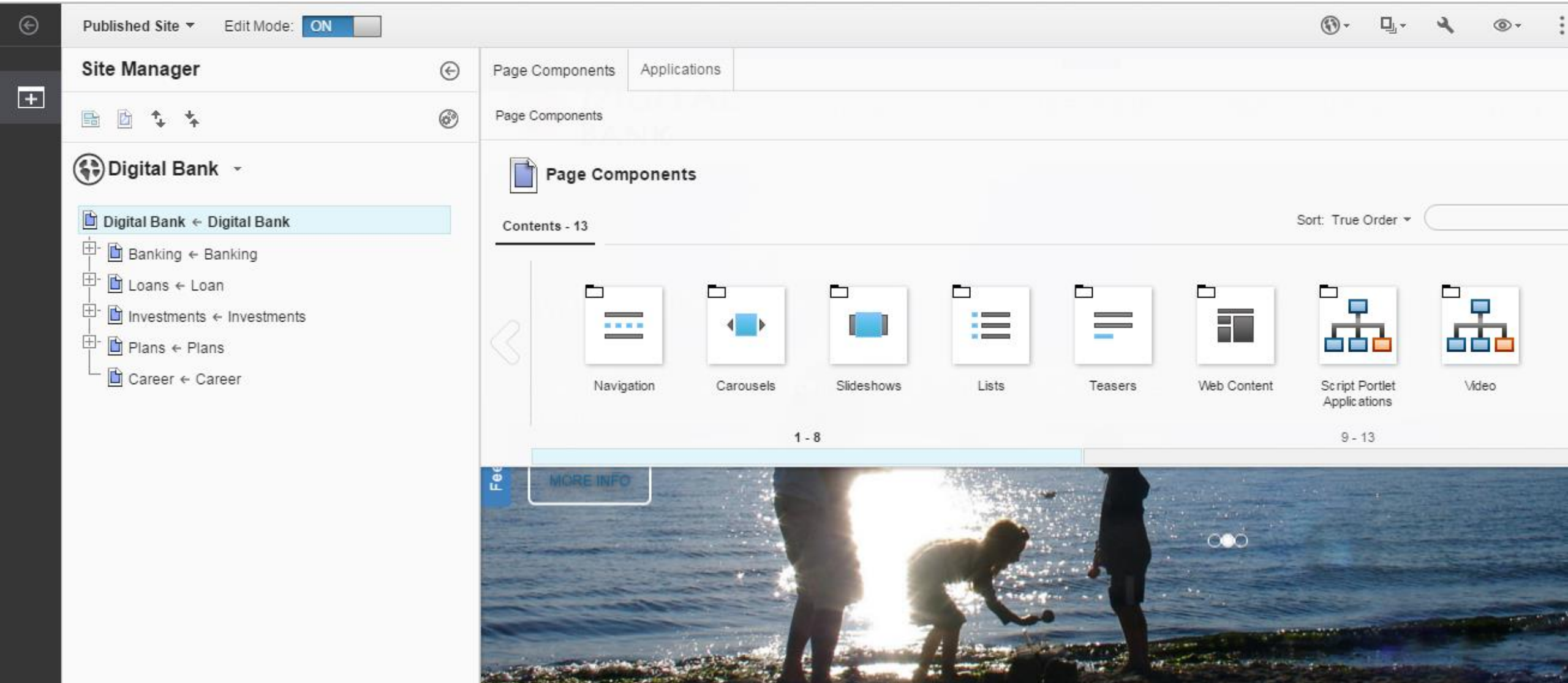






Build **personalized, adaptive** digital experiences that **engage and build relationships** with customers, partners and employees.





# Tools for Business Users

### Script Portlet Editor 1.2

## Script Portlet Content Item Edit

Last modified on Sat, 14 Feb 2015 01:36:22.608Z by virtuser | Created by virtuser

Save Actions

- Contents
- HTML
- jqplot\_chart.js

```

1
2 <div style="display:none" data-script-portlet-original-
  tag="head">
3
4 <script src="http://code.jquery.com/jquery-1.10.2.min.js">
  </script>
5 <link rel="stylesheet" type="text/css"
  href="http://cdn.jsdelivr.net/jqplot/1.0.8/jquery.jqplot.min.c
  ss"></LINK>
6 <script
  src="http://cdn.jsdelivr.net/jqplot/1.0.8/jquery.jqplot.min.js
  "></script>
7 <script
  src="http://cdn.jsdelivr.net/jqplot/1.0.8/plugins/jqplot.barRe
  nderer.min.js"></script>
8 <script
  src="http://cdn.jsdelivr.net/jqplot/1.0.8/plugins/jqplot.categ
  oryAxisRenderer.min.js"></script>
9 <script
  src="http://cdn.jsdelivr.net/jqplot/1.0.8/plugins/jqplot.point
  Labels.min.js"></script>
10 <script src="[Plugin:ScriptPortletElementURL
  element="jqplot_chart.js"]"></script>
11 </div>
12
13
14
15 <div data-script-portlet-original-tag="body">
16   <div>
17     <h3>About this sample</h3>
18     <p>This show a chart created with the jqPlot open source charting
  library. The data for this chart in this example is defined in the JS
  code.</p>
19     <h2>jqPlot Chart Sample</h2>
20     <img alt="jqPlot Chart Sample: A bar chart showing six data points: $4,000, $1,233, $5,000, $5,613, $5,000, and $4,302." data-bbox="605 495 895 895"/>
21     </div>
22   </div>
23 </div>

```

**About this sample**

This show a chart created with the jqPlot open source charting library. The data for this chart in this example is defined in the JS code.

### jqPlot Chart Sample

Bar Index	Value
1	\$4,000
2	\$1,233
3	\$5,000
4	\$5,613
5	\$5,000
6	\$4,302

# Tools for Developers and Designers



# We make customer experience teams more effective



**Business User**

Great tools to manage the user experience, blending content and applications together.



**Developer**

Use familiar web development skills, no need to learn JEE. Leverage modern frameworks like Angular and React.

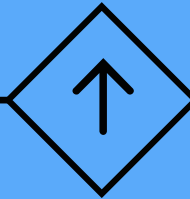


**Designer**

Design freedom to create stunning user experiences.

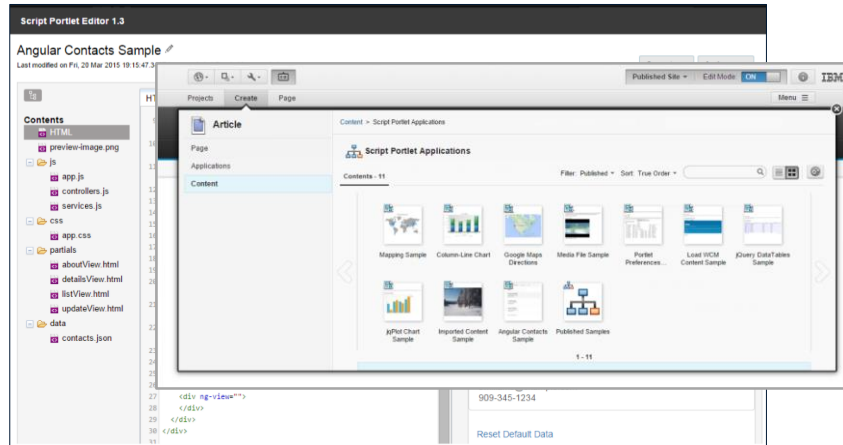
# Key DX Technologies

Available now!



<https://developer.ibm.com/digexp/>

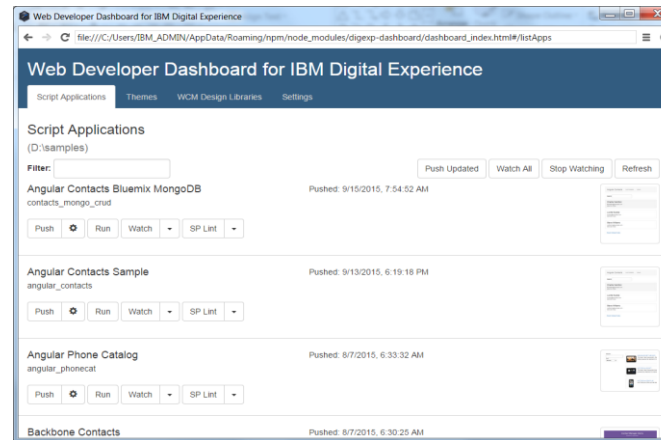
# New tools for developers – shift to web development



## Script Applications

Build DX applications using HTML/CSS/JS and modern frameworks such as Angular or React, integrating with DX APIs.

Sync with server, and use workflow for governance and promotion.



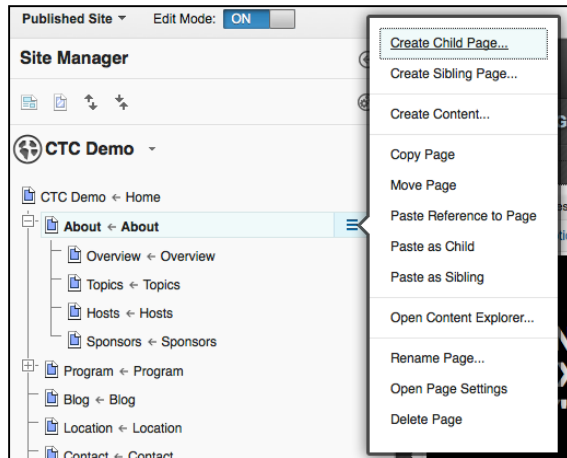
## DX Dashboard

Open source Node.js-based tools for web developers and designers, enabling them to work with Script Applications, Themes and WCM using their preferred development tools.

**The IBM Digital Experience framework has shifted over the past 1-2 years, from a Java developer focus to a web developer focus**



# Content and Site Management Enhancements



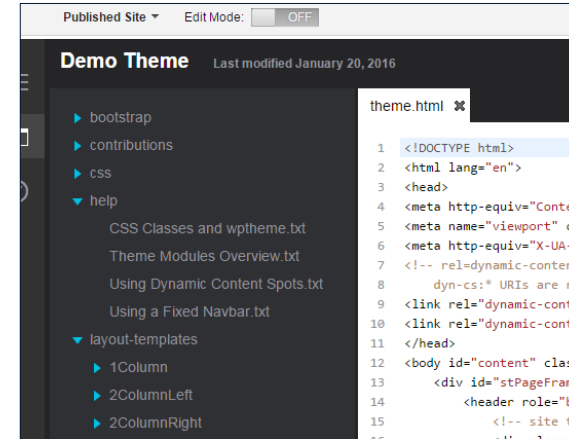
## Site Management

Business user tooling for managing site structure – integrated page & content view.  
Site builder for templated site & site section creation.



## Digital Data Connector

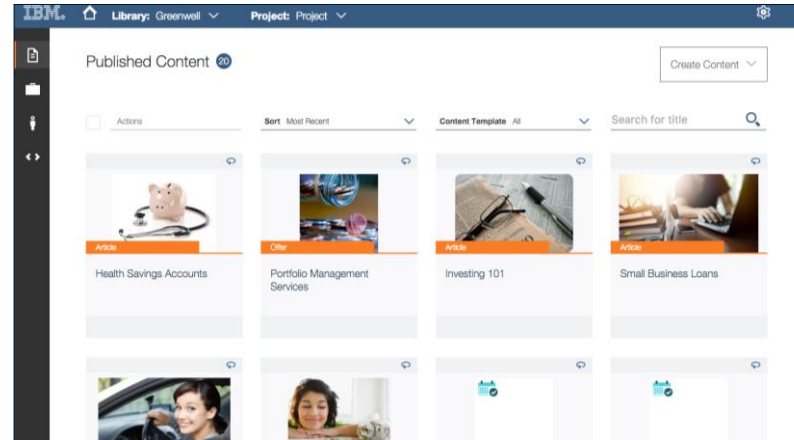
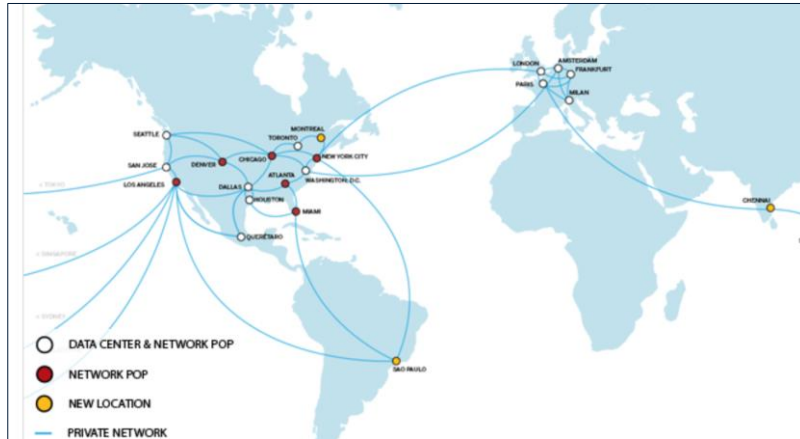
Turn data into content, integrating ATOM or JSON feeds natively.  
Allows business users to integrate data and content via WCM.



## Theme Enhancements

Simplified model for theme creation and much better tools for editing themes.  
Most themes can be built without Java coding.

# Cloud options for Digital Experience



## Digital Experience on Cloud

Single tenant, standardized deployment of Digital Experience software, managed by IBM. Includes hosting, operations, upgrades, SLA. Multiple environment configurations available.

**Targeted at web development scenarios.**

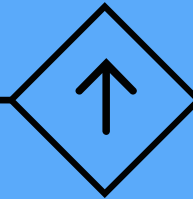
## Mobile App Content Manager

Enable mobile project teams to engage mobile app users with personal and contextual content, in the mobile moment.

Deliver persuasive, targeted and contextual content to your mobile apps

**Available via IBM Bluemix.**

# Investment Areas



<https://developer.ibm.com/digexp/>



# Advancing our IBM Commerce agenda

## Experience Design

Design based on a deep understanding of our users

## Cognitive Power

Ability to see patterns and make unlikely connections

## Industry Expertise

Scale with speed by developing asset-based industry solutions

## Open Ecosystem

Data exchanged to develop personalized customer experiences



# Focused Digital Experience investment

## Cloud platform

Cloud-native platform – auto scaling, WW deployment and integrated CDN

## User experience

Re-imagining content authoring, with a fresh, modern tablet user interface

## Cognitive content

Understand content semantics to deliver better user experiences

## Commerce personas

Content as a Service for the end to end Commerce value chain



# Commerce portfolio integration

## Seamless, two-way DX integration marketers and merchandisers

- eCommerce
- Marketing Cloud
- Real-Time Personalization
- Journey Designer
- Customer Experience Analytics

## For marketers

...the ability to deliver consistent brand experiences via an omni-channel shared content repository



## For e-commerce professionals

...the ability to deliver rich interactions that seamlessly integrate content, applications and product





# Applying cognitive content



## Design-time assistance

Learn your brand & understand what your content really means to improve recommendations, revisions and author productivity



## Content performance

Match content to target audiences to enhance journey performance and conversion rates



## Content eco-system

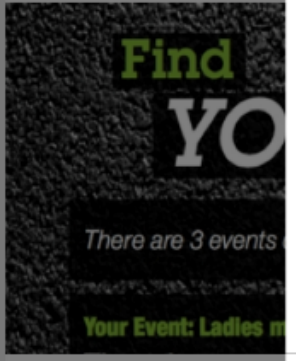
Find the “needle in the haystack” amongst your own content, 3<sup>rd</sup> party content repositories and user-generated content

Products



Louis Garneau Milan Road Shoes - Performance Exclusive \$99.99

Marketing & Promos



**Imported Content** X

4 images imported in Marketing & Promos Predicted content effectiveness

	UCI-Masters.jpg	<span>cycling X</span>	<span>sport X</span>	<span>cyclocross X</span>	<span>bike X</span>
		<span>race X</span>	<span>racing X</span>		
	Hanging_bikes.jpg	<span>person X</span>	<span>cycling X</span>		
	Inspire_women.jpg	<span>person X</span>	<span>sport X</span>		

Complete Cancel

Expand Menu



Kenda Nevegal DCT SCT Mountain Bike Tire 29 x 2.2 \$63.99

Expand Menu





Analysis Results



Women's Bicycles | Women's Gear



IN THIS EDITION

Selecting the right bike  
Finding a riding club

Selecting the right bike

There's no denying it. Men and women are different. And when it comes to cycling, they have different needs for clothing, accessories and bike frames.

Bike manufacturers have made huge gains in delivering bikes designed for women. They go well beyond pink with flower decals!

But this means you need to know more before selecting the right bicycle. Read more to learn about what to look for



Read More

Language: English  
Sentiment: Positive  
Readability Score: 77.5

Highlight Words

Positive 20 Neutral 10 Negative 1

Tags

- Bicycle ✓ ✗
- Sport ✓ ✗
- Bike ✓ ✗

Key Words

- riding club
- riding group

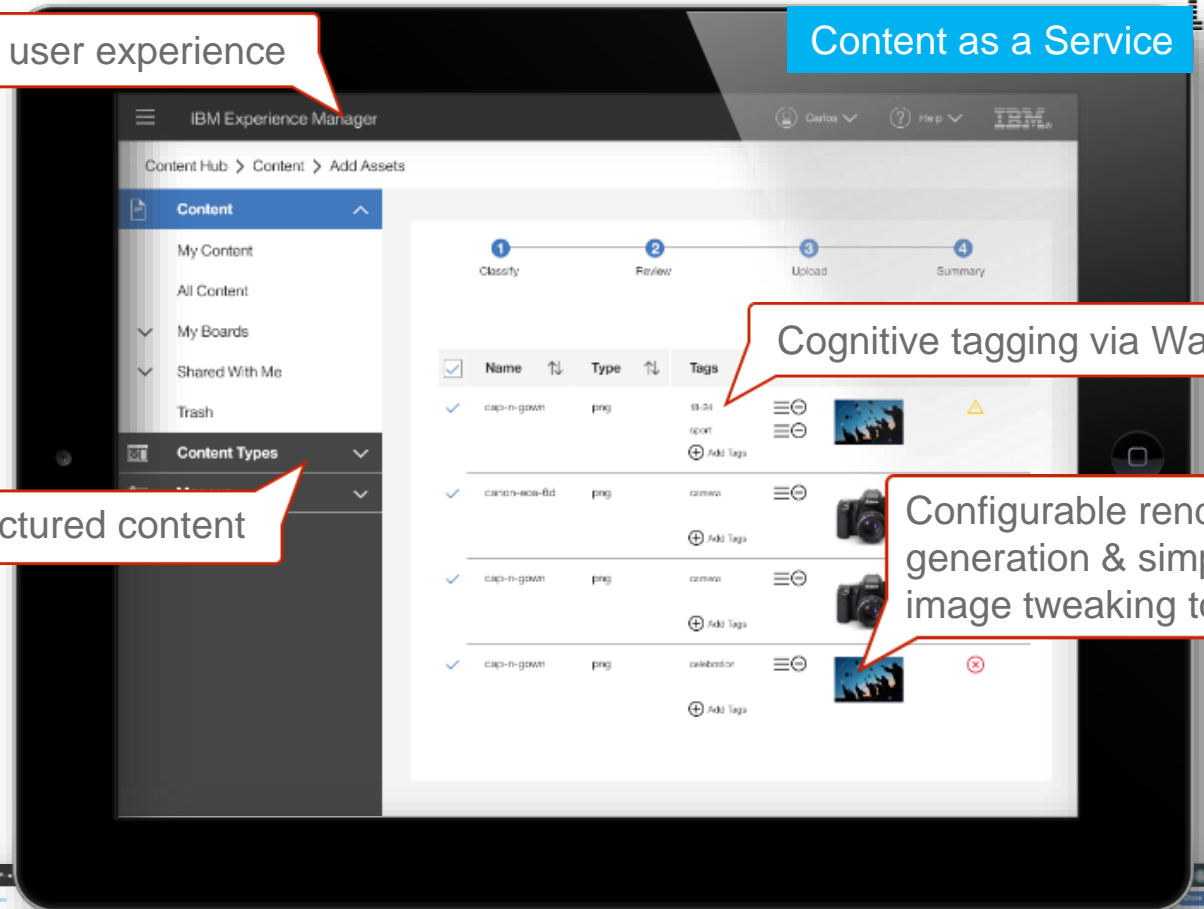
- perfect riding club
- new riding group
- right cycling group
- huge gains
- flower decals
- right bike
- right bicycle
- bike frames
- Bike manufacturers
- minded people
- latest bikes
- new trails
- cycling gear
- important things
- women
- companionship
- accessories
- skill
- clubs
- way

# Content as a Service

A cloud **content management** system that lets you create, manage and distribute content across omni-channel customer touch points, via a **content as a service** model.

Fresh, modern user experience

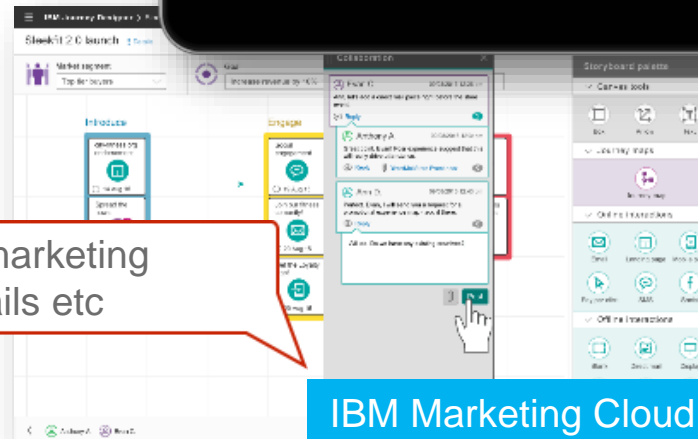
Content as a Service



Assets and structured content

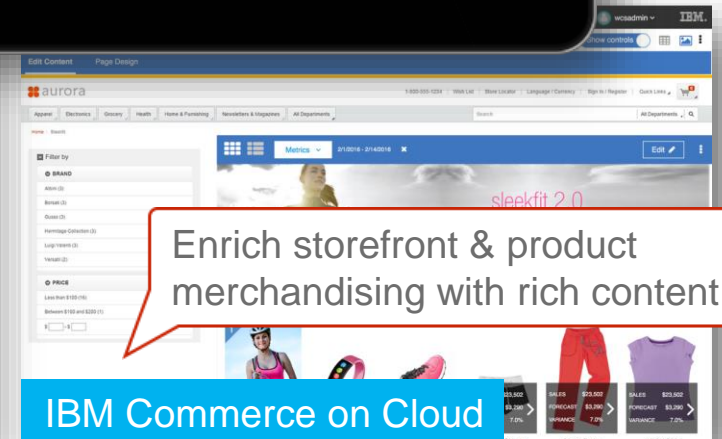
Cognitive tagging via Watson

Configurable rendition generation & simple image tweaking tools



Use content in marketing campaigns, emails etc

IBM Marketing Cloud

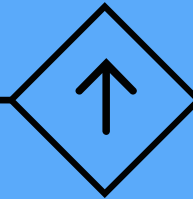


Enrich storefront & product merchandising with rich content

IBM Commerce on Cloud

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