

Accelerate Revenue Growth with IBM Sterling Order Management and Configure, Price, Quote version 9.4

**Transform
the customer
experience**

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Release 9.4 transforms the customer experience by

- Helping store associates provide more **efficient customer service** using mobile devices with a simplified responsive-web solution for store-based fulfillment
- Enabling enterprises to deliver increased customer service and satisfaction by improving the **accuracy and reliability** of their order promising through technology advancements
- Enabling B2B and B2C customers to engage in **“bundled” offers** by facilitating the creation and selling of “solutions” that span product, ancillary products, services and subscriptions
- Improving the **time-to-value** / TCOI for Order Management through a Softlayer-based approach for deployment automation as well as pre-defined industry-specific workflows



Store

Enabling store associates to be more efficient with mobile options to service pick requests

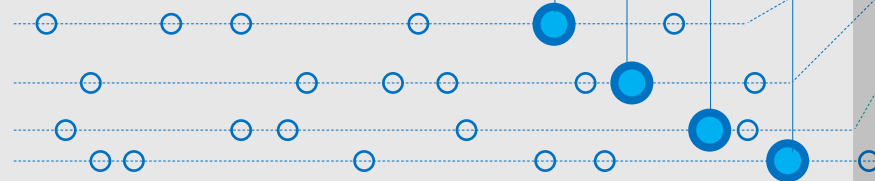
Picking and Staging

Mobile picking for BOPUS
or Ship from Store

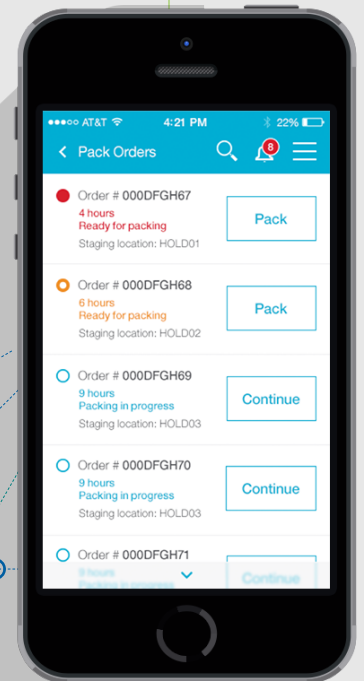
Directed store picking by priority SLA

Pick into special storage

Handling of Short pick/No Pick



A web-based,
mobile accessible
store-based
fulfillment
solution
empowers the
store associate to
meet customer
demands



Store

Seamlessly Support Customer Buying Options Across Channels

Detailed Session
March 3-5, 2015

Customer
Pick-up

Simplify the customer pickup of items in store with streamlined workflows and screens designed specifically for BOPUS



- Enable seamless store item pickup with defined workflows
- Expedite retrieval of items from special holding location
- Eliminate delays with verification of customer and order

Expand mobile capabilities for store fulfillment

Store

Store Fulfillment



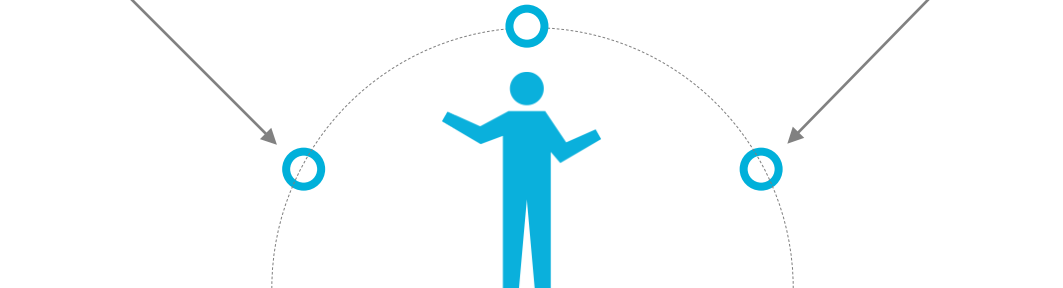
Simplified workflow for packing single and multiple items



Same day delivery options



Pre-packaged Integrations with Carriers/Aggregators for Shipping Labels and Tracking



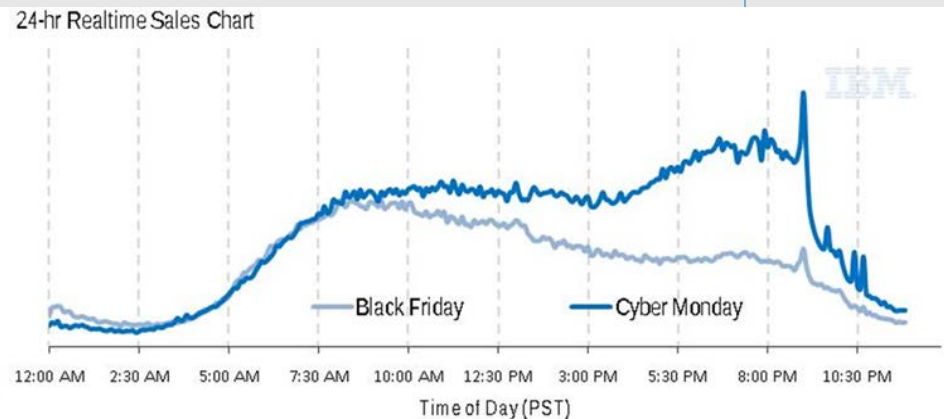
Order Management

Performance improvements to Availability and Scheduling

Availability and Scheduling

Improvements to API's relating to availability inquiries improve response times and throughput of processes like Real Time Availability Monitor (RTAM)

Better overall performance derived from a reduced lock contention in the database

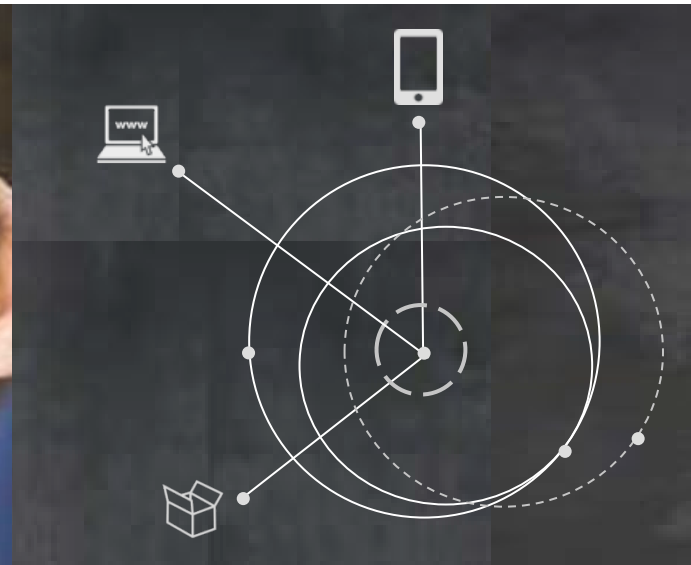


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IBM Sterling Store

Enables traditional brick-and-mortar retailers to transform their store locations into a competitive advantage by:

- Increasing revenues through reduced out-of-stocks and reduced markdowns
- Decreasing fulfillment costs and improving service levels by leveraging inventory that is closer to the end consumer
- Improving the productivity of store associates in performing store-based fulfillment activities, such as picking, packing and shipping



**Configure,
Price,
Quote**

Participate in the movement toward “bundled solution” selling

Detailed Session
on March 10,
2015

**Multiple
Price Types**

**Helps
organizations
support
subscription based
solution selling
business models
which yield higher
average customer
lifetime value**

Supports recurring and non-recurring charges

Bundle items and services to support auxiliary pricing models

Reduces the administration of maintaining phantom items to track the recurring charges and services

**Configure,
Price,
Quote**

Better visibility to delta change in customer's bill of material

**Upgrade
Bill of
Material**

Enhanced support for in-cart configuration change processing by adding support for providing upgrade BOM output

Modifying the offer is recorded as upgrade to the current offer

Comparison view to show the difference between base configuration and upgraded configuration

Improve customer service by easily showing the delta MACD changes the customer is requesting to the current offer



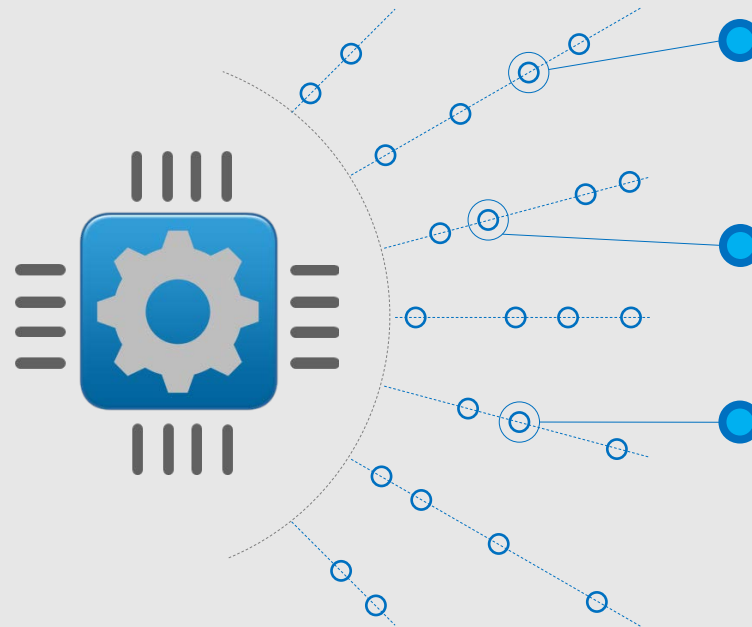
**Configure,
Price,
Quote**

Additional capability for external systems to integrate with Configurator

Detailed Session
on March 11,
2015

**Headless
User
Interface**

Improve the customer experience using a modular approach to simulate an incremental build of product configuration

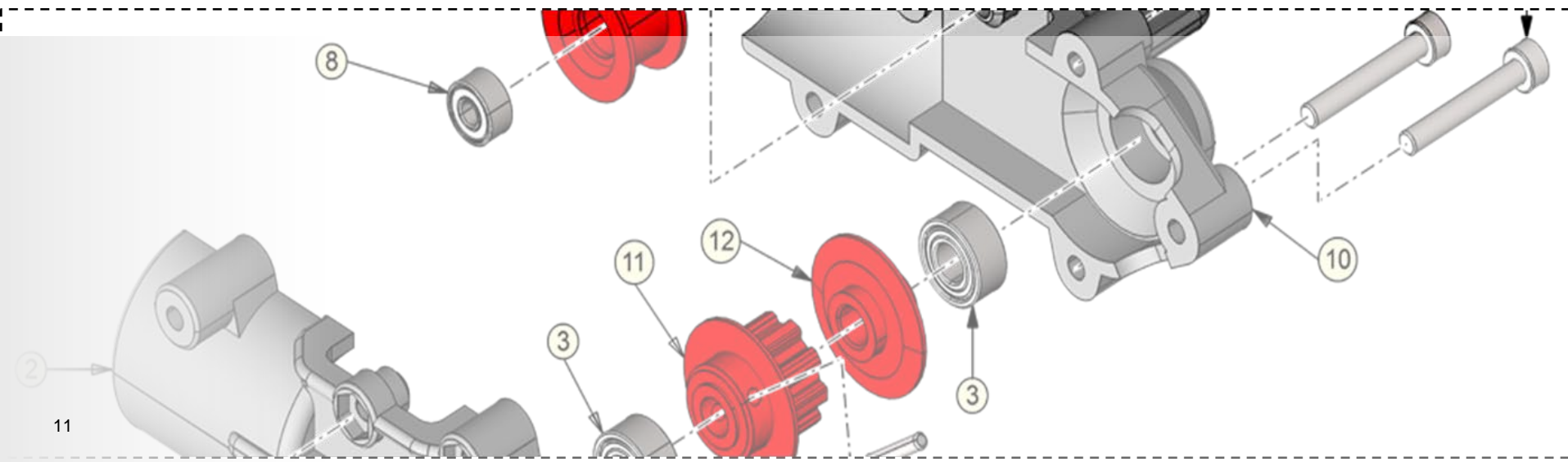


- Headless X APIs for configuring granular sub-model changes
- Allow manipulation of the configurator model from any external system
- Power business partners unique user experiences

IBM Configure Price Quote

Increases wallet share and provides an improved customer experience

- Enable selling scenarios to evolve from “traditional” product selling, toward bundled solution selling
- Yield higher average customer lifetime value through subscription based solution selling
- Expand market share by allowing business partners to utilize a headless configurator to provide a unique customer experience



Call Center for Commerce

Provide more informed and relevant customer interactions

IBM Call Center for Commerce provides more informed and relevant customer interactions from a single access point



Extensibility
Framework

Enhancements in the Extensibility Workbench focused on ease of integrations with customer's external applications/systems

Enhance access for people who have visual impairments by allowing users to customize the size and color of page content

Pursues customer experience objectives such as retention, loyalty, and advocacy with a single commerce touch point for CSRs

Technology & Stack

An agile commerce platform in tune with technology trends

System
Requirements

- Power 8 Toleration, Virtualization Support, Liberty Server
- Support for JMS Topic, JMS Spec Version, JMX, improved logging, Java 7
- JBoss 6.2, TIBCO 6.2
- Oracle 12c Database
- IE11 for Call Center, Store, SBC



IBM Order Management

Improves the time-to-value / TCOI associated with OM implementation through a Softlayer-based approach for deployment automation and pre-defined industry-specific workflows



Detailed Session
on March 12,
2015



Deployment Accelerator, automates the install of 'Order Management on SoftLayer' that is configurable to different environments, and includes a preconfigured installation script

Deployment Accelerator, includes a predefined dataset and configuration of OM designed to kick start a "B2C Retail Industry" solution for small and medium retail customers

Pricing & Packaging changes in Ver. 9.4

- Order Management now available in **two editions**:
 - **Professional Edition** – replaces older OM base component
 - **Enterprise Edition** – replaces OM base component + add-ons for advanced deployment options (promising server, sharding)
- **Free bundling of WAS ND and DB2 Enterprise**
 - Full featured versions now available as supporting programs. IBM WebSphere Application Server Network Deployment and IBM DB2 Enterprise Edition - For usage with OM and CPQ only
- CPQ has two changes to **licensing metrics**:
 - New **RVU order line** metric - Configurator for WebSphere Commerce
 - Updated **RVU order line** metric - Configurator for Order Management

Store Fulfillment

- Increase order fill rates and customer satisfaction by fulfilling orders from a larger pool of store inventory
- Improve efficiency of store associates by utilizing mobile store picking with responsive web design
- Improve response times for availability inquiries
- Increase share of wallet through product and services bundles with pricing for both recurring & one-time charges
- Installation templates (Softlayer) for rapid time to value

**Configure
Price
Quote**