

# WebSphere Commerce

Smarter Commerce Proof Of Technology – February 2013



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## Agenda

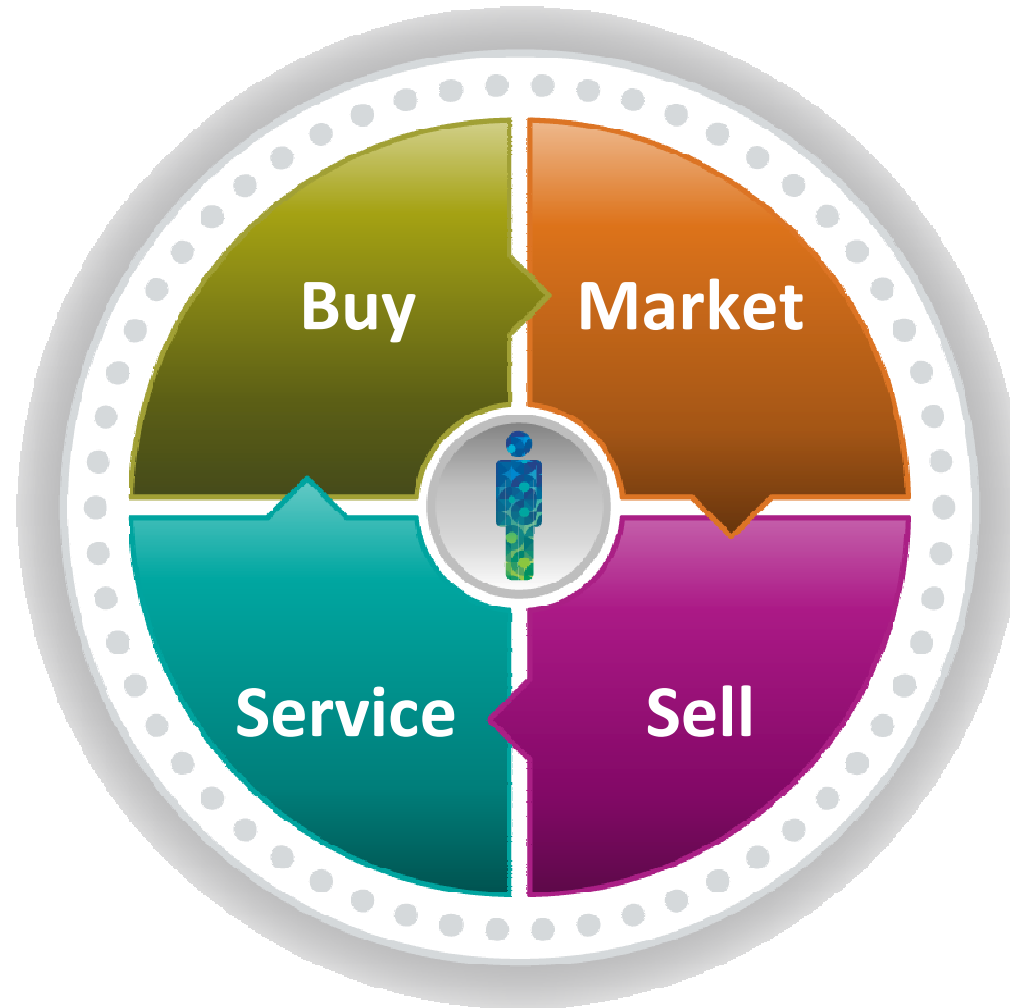
- **What is WebSphere Commerce**
- Precision Marketing
- WebSphere Commerce Search
- Proof Of Technology Exercise

## Buy

*Adaptive procurement and optimized supply chain*

## Service

*Anticipate behavior and deliver flawless customer service*



## Market

*Targeted and personalized marketing across all channels*

## Sell

*Seamless cross-channel customer experience*

## Customer Centric Commerce

- **Revolutionize the customer experience** with dynamic interfaces and precision marketing
- Foster **active participation** and interactive dialogues with customers
- **Deliver High performance processes and productivity tools** designed for convenience and ease of doing business

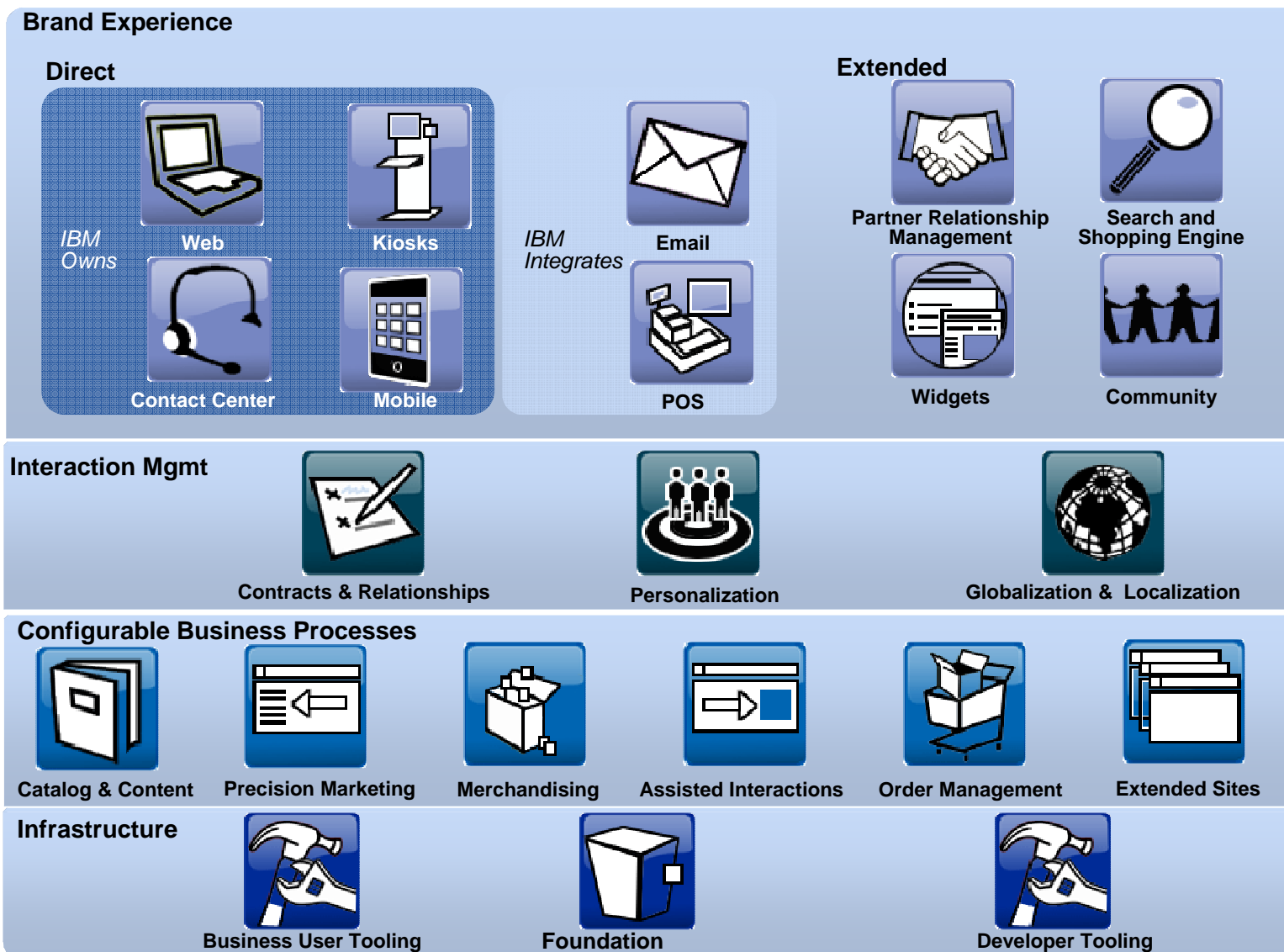
## Cross-Channel Optimization

- Delight customers as they **seamlessly traverse channels** doing business when, where and how they want
- Optimize resource allocation across channels while **exploiting each channel's strengths** and cost basis

## Foundational Leadership

- Accelerate **business innovation**
- Delivers the **scalability, performance, and flexibility** to meet today and tomorrow's rigorous demands
- Simplify and accelerate the **development, delivery and management** of customer-interaction solutions

# WebSphere Commerce Customer Interaction Platform



# WebSphere Commerce Solution Details

1

**Brand Experience**

**Direct channels**

- Cross-channel optimization
- Web stores
- Mobile store
- Sales Center

**Extended channels**

- Social integration
- Ratings & reviews
- Remote widgets
- Affiliates
- Partners
- Comparison shopping

2

**Interaction Management**

**Contracts & Relationships**

- Roles & Member Mgmt
- Business Policies
- Contracts & Entitlements

**Personalization**

- Segmentation
- Promotions
- Targeting

**Globalization**

- Multiple languages & currencies
- Regulations
- Multi-national Sites

3

**Configurable Business Processes**

**Catalog & Content**

- Content Aggregation
- e-Spots
- Sales Catalogs
- Product Info Mgmt

**Merchandising**

- Search & Guided Search
- Up-sell, cross-sell, bundles
- Awards & Points
- Gift Center
- Auctions

**Precision Marketing**

- Triggers and Actions
- Dialog activity
- Promotions, Discounts, Coupons
- A/B Testing
- Affiliate Marketing
- E-mail campaigns

**Assisted Interactions**

- Sales Center
- RFQ & Price Negotiation
- Collaboration

**Order Management**

- Order Capture
- Order & Inv. Processing
- Approval Workflow
- Cross-Channel Order Mgmt
- Pricing and Payments

**Extended Sites**

- Multiple Sites

4

**Tooling and Infrastructure**

**Business User Tooling**

**Foundation**

- WAS v7
- DB2
- Lotus
- Tivoli

**Developer Tooling**

- Rational App. Developer (RAD)

## Agenda

- What is WebSphere Commerce
- **Precision Marketing**
- WebSphere Commerce Search
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# Customer Centricity: Cross-Channel Precision Marketing

- 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



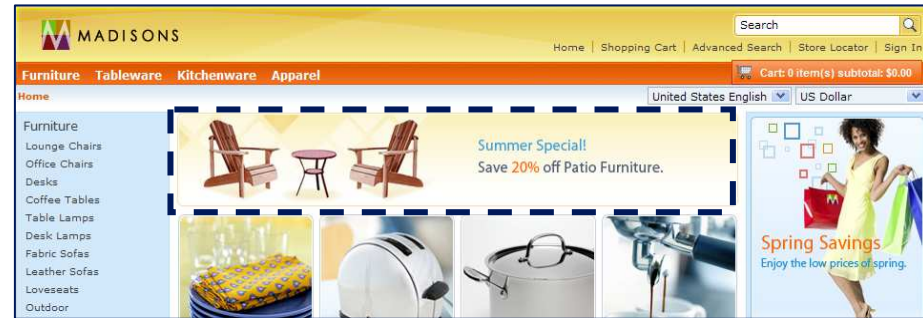




# Precision Marketing – Overview



## 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

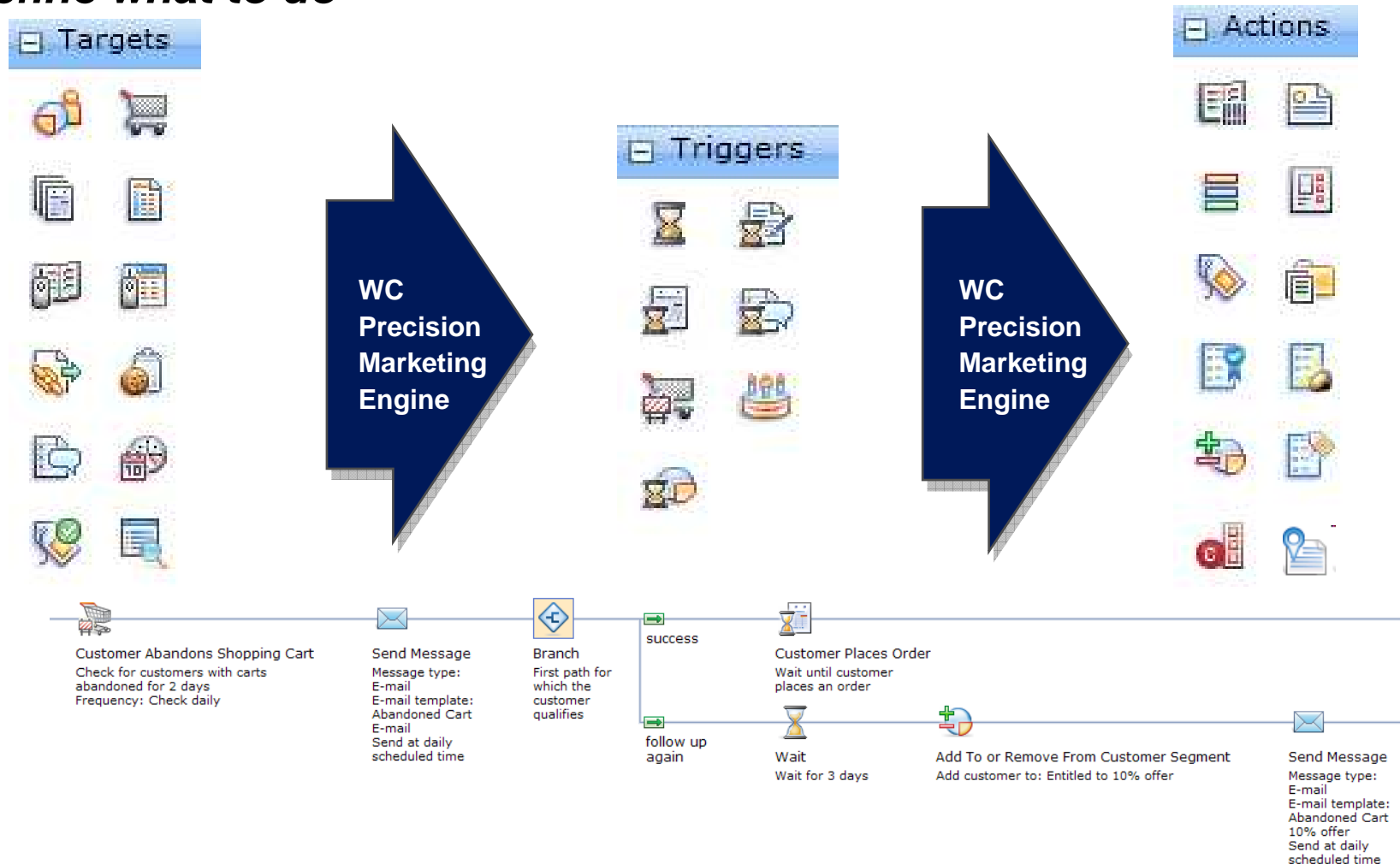


	
<b>Customer Abandons Shopping Cart</b>	<b>Send Message</b>
Check for customers with carts abandoned for 2 days	Message type: E-mail
Frequency: Check daily	E-mail template: Abandoned Cart E-mail
	Send at daily scheduled time

# Cross-Channel Precision Marketing



**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**



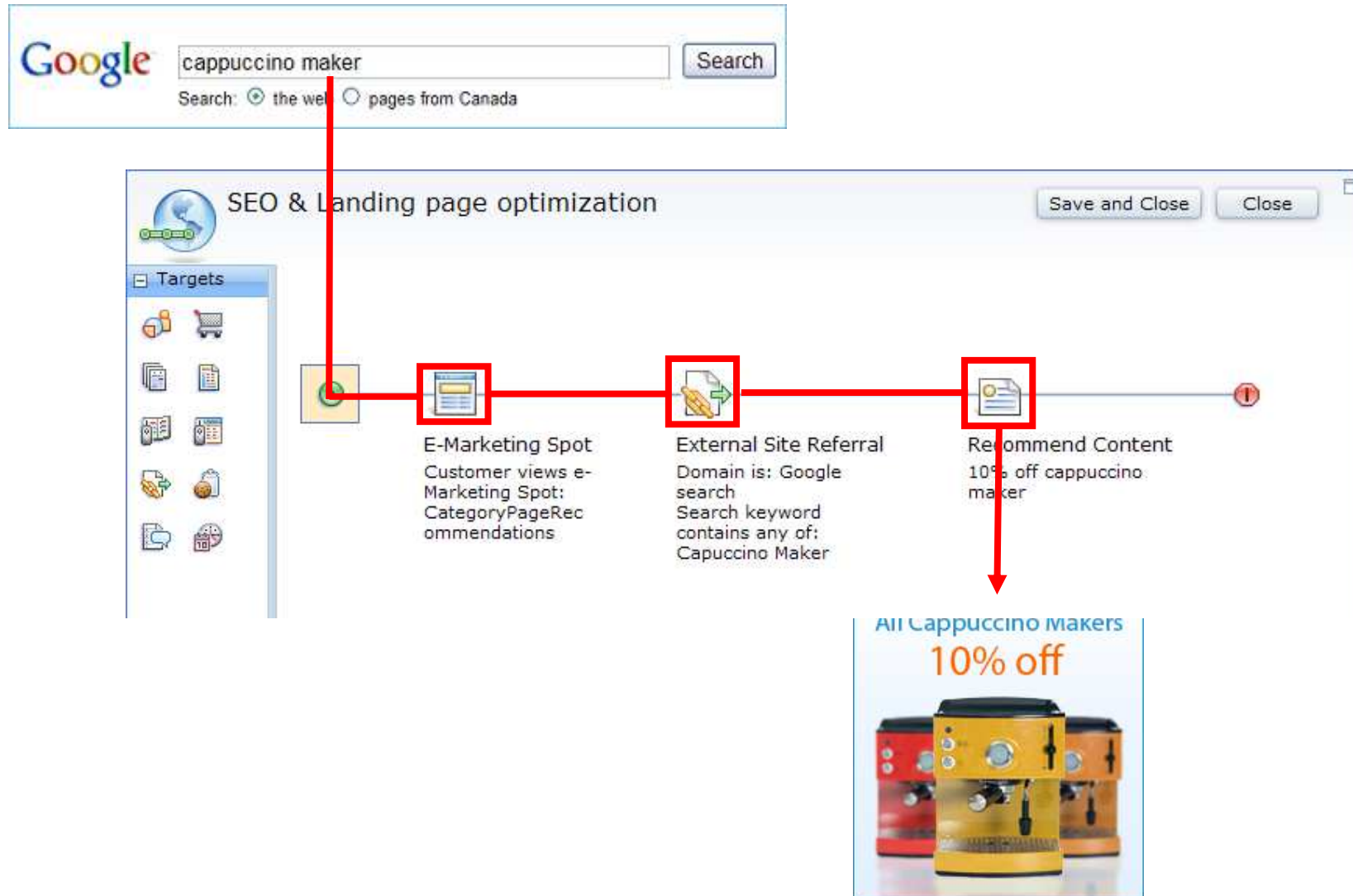
# Web Activities



- 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



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## IBM Digital Analytics Integration

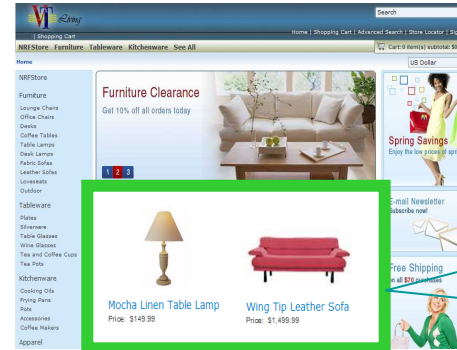
- Provide integration between Management Center Marketing UI and IBM Digital Analytics
- Digital Recommendation provides two methods of returning recommendations:
  - **Flat File Recommendations** – Import fixed list of recommendations from Digital Analytics to deliver static recommendations
  - **Dynamic Recommendations** – Real-time call to Digital Analytics to provide personalized recommendations

# WC Precision Marketing – Digital Recommendation Integration

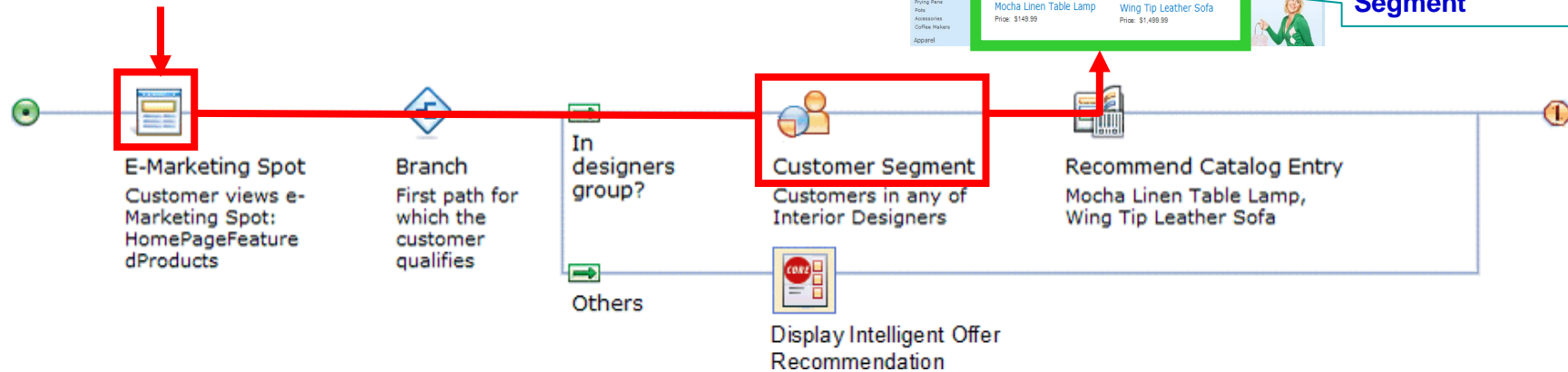
**Option 1:** Shopper belongs to “Designers” customer segment



Customer enters home page address



Product Recommendations based on **Customer Segment**

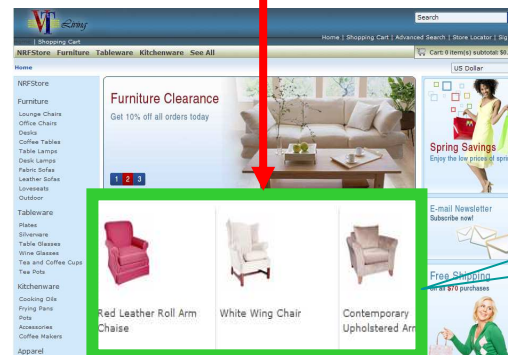


# WC Precision Marketing – Digital Recommendation Integration

**Option 2:** Shopper does not belong to “Designers” customer segment



Customer enters home page address

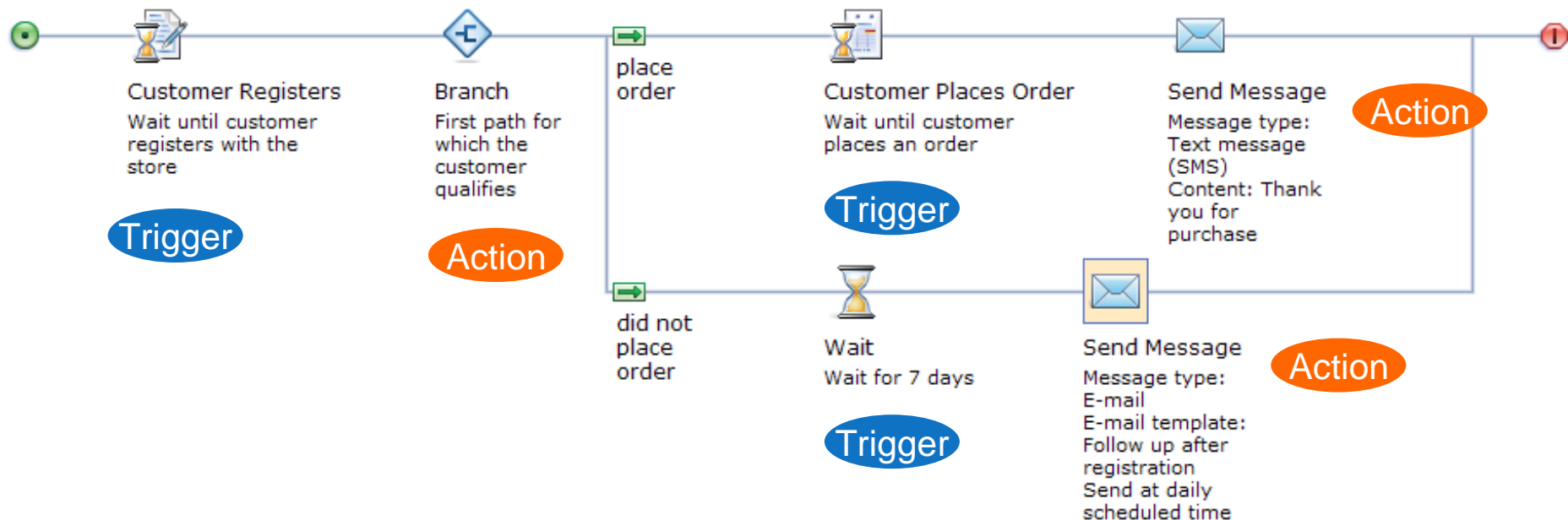


Product Recommendations based on “**Wisdom of the Crowds**”

# 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

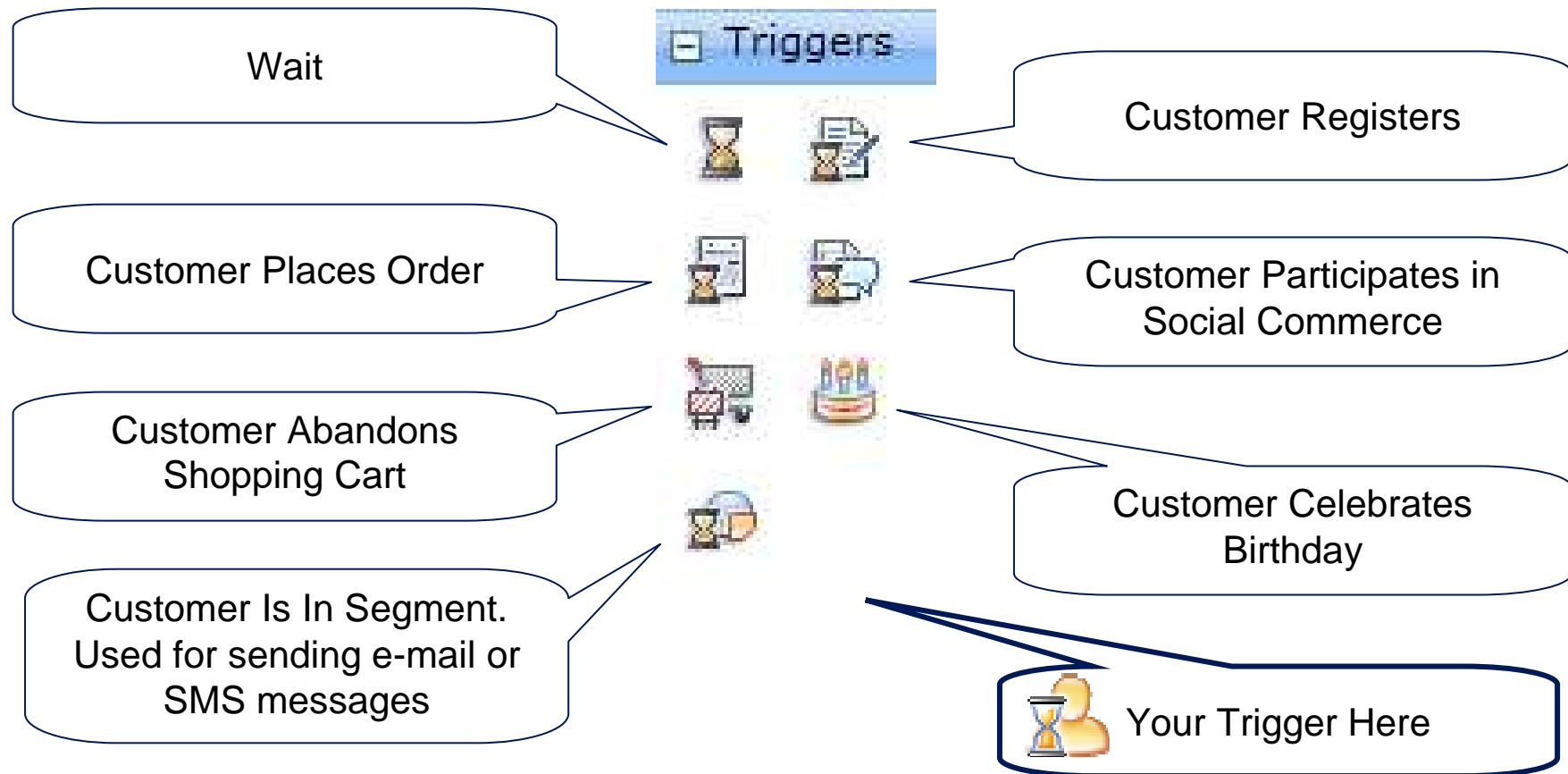




# Dialog Activity Triggers



**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.**



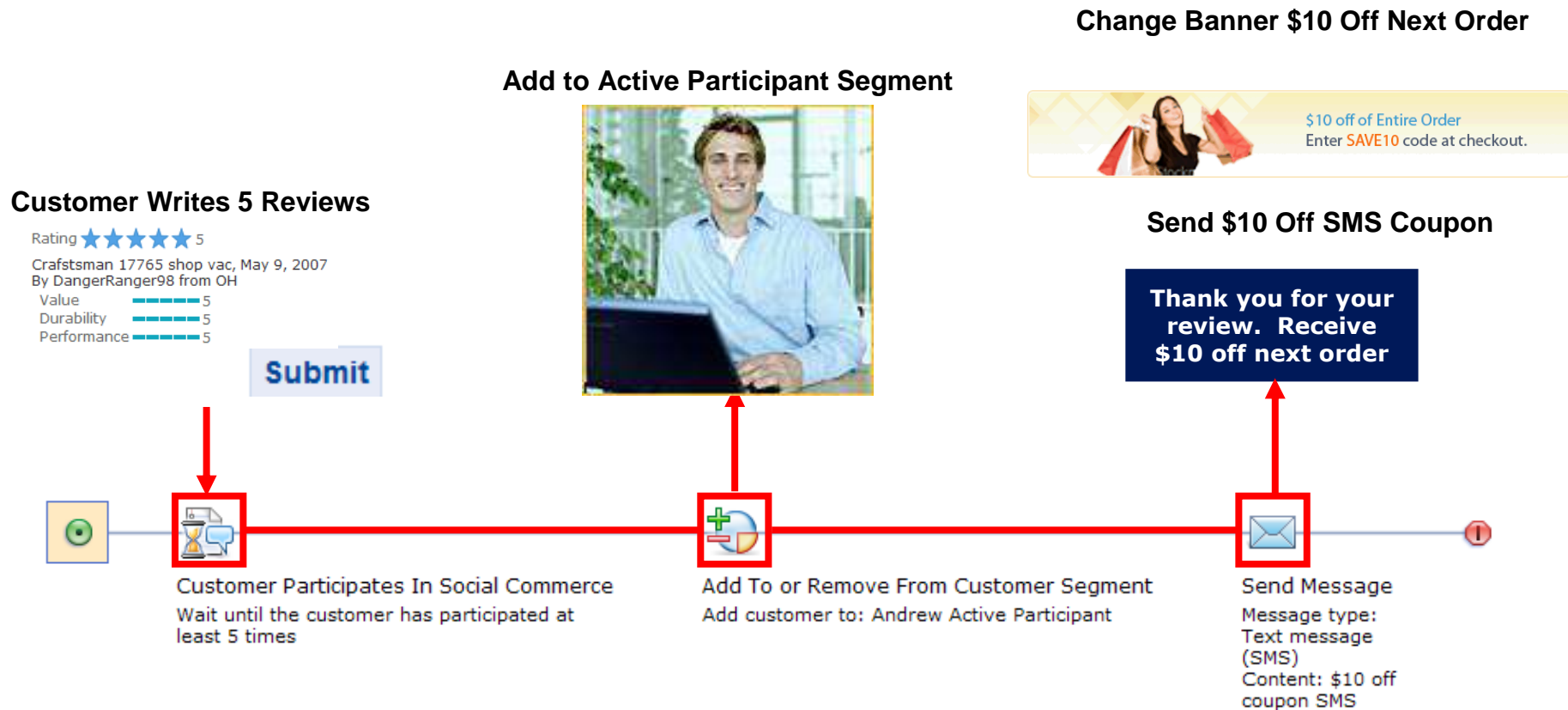
# Dialog Activity Actions



***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***



# Social Commerce: Reward Active Participation



## Agenda

- What is WebSphere Commerce
- Precision Marketing
- **WebSphere Commerce Search**
- Proof Of Technology Exercise

## WC Search – A feature-rich solution on top of Apache Solr

- 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

### 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**

Faceted Navigation

Product Recommendations

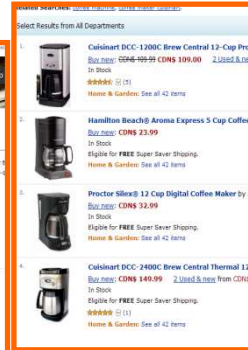
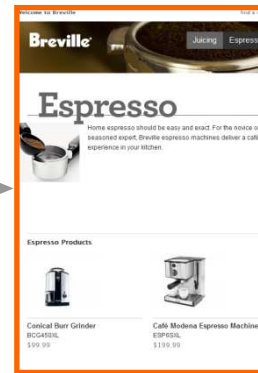
Result Ranking

Landing page

Search results driven by business rules



2

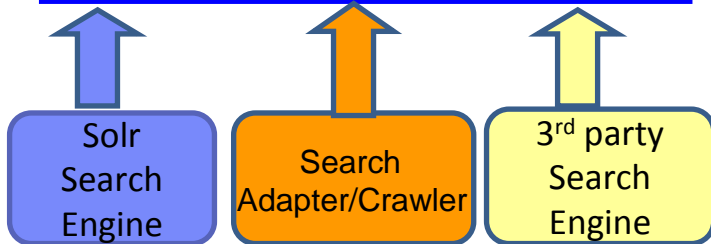


WC Triggers

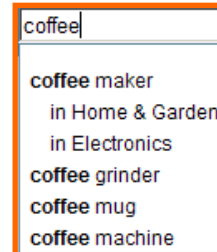


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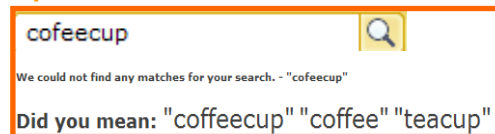
Search Query



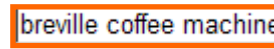
Auto-Suggest



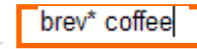
Spell Correction



Phrase



Wildcard



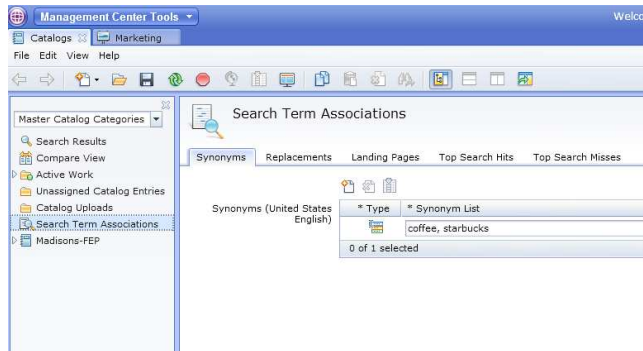
# Management Center Enhancements

## Search Term Association Tool

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



Catalog Manager

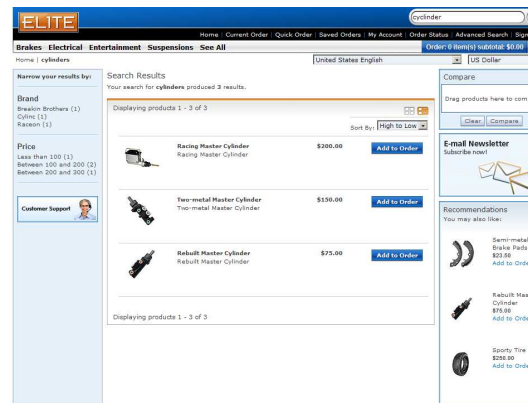
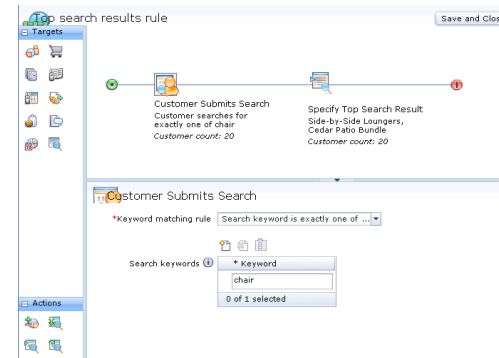


## Search Marketing Tool

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



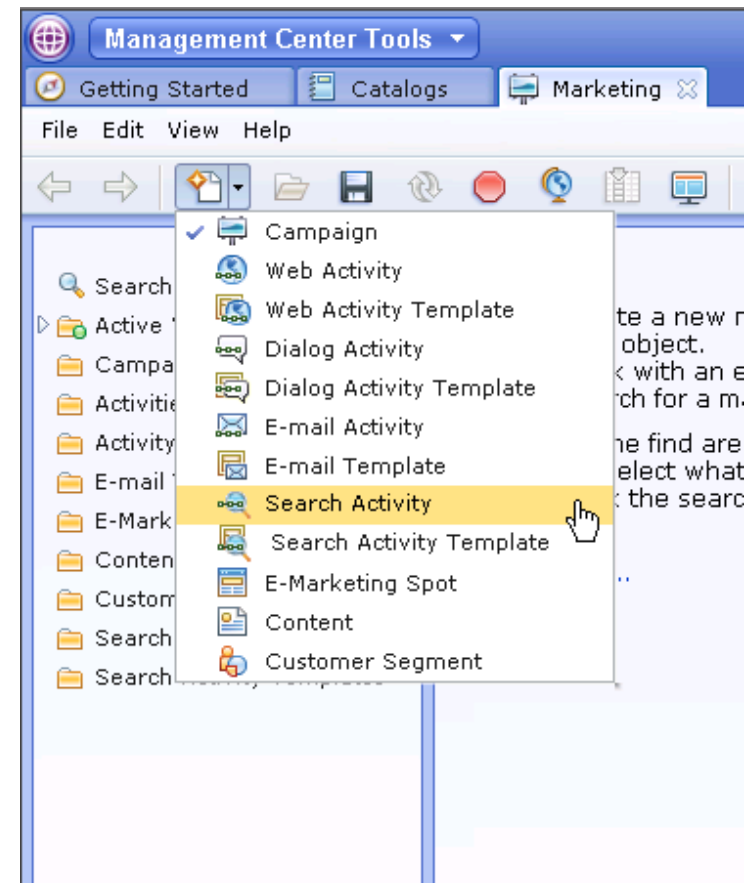
Marketing Manager



Shoppers

## Search Driven Marketing

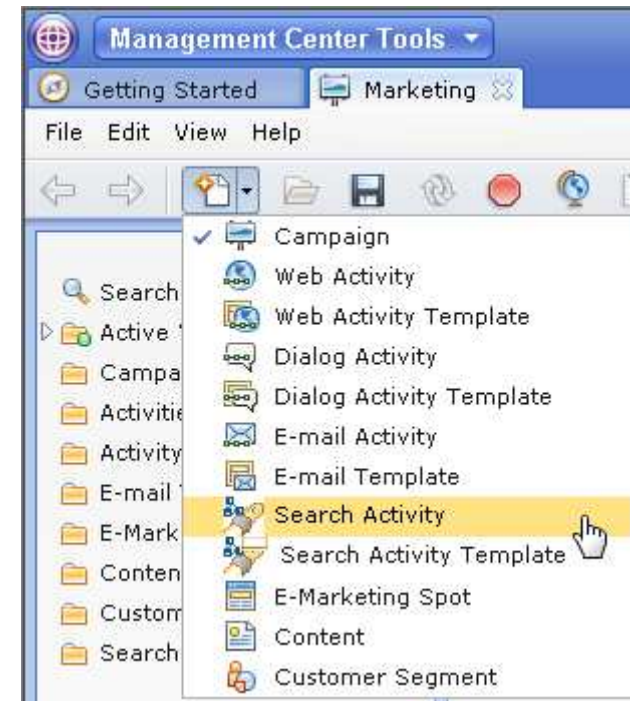
- **New Search Activity Builder**
  - Change search results ranking and sorting
  - Define top search results
  - Modify search criteria
  
- **New Dialog Activity trigger**
  - Trigger promotion message to shoppers based on their search behavior (search keywords, frequency, time-frame)
  
- **Web Activity**
  - 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, it says "\*New Search Activity" with a red error message: "Specify a value for the Name field." Below this is a "Targets" section with a "Customer Submits Search" target. A "Matching rule" is set to "Search phrase contains one of the...". Underneath, the "Search keywords" section shows a list with "\* Keyword" and "coffee" selected, with "0 of 1 selected" below it. A left sidebar contains "Targets", "Actions", and "Branching" sections with various icons.

**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 ... ▾

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Sort criteria ⓘ

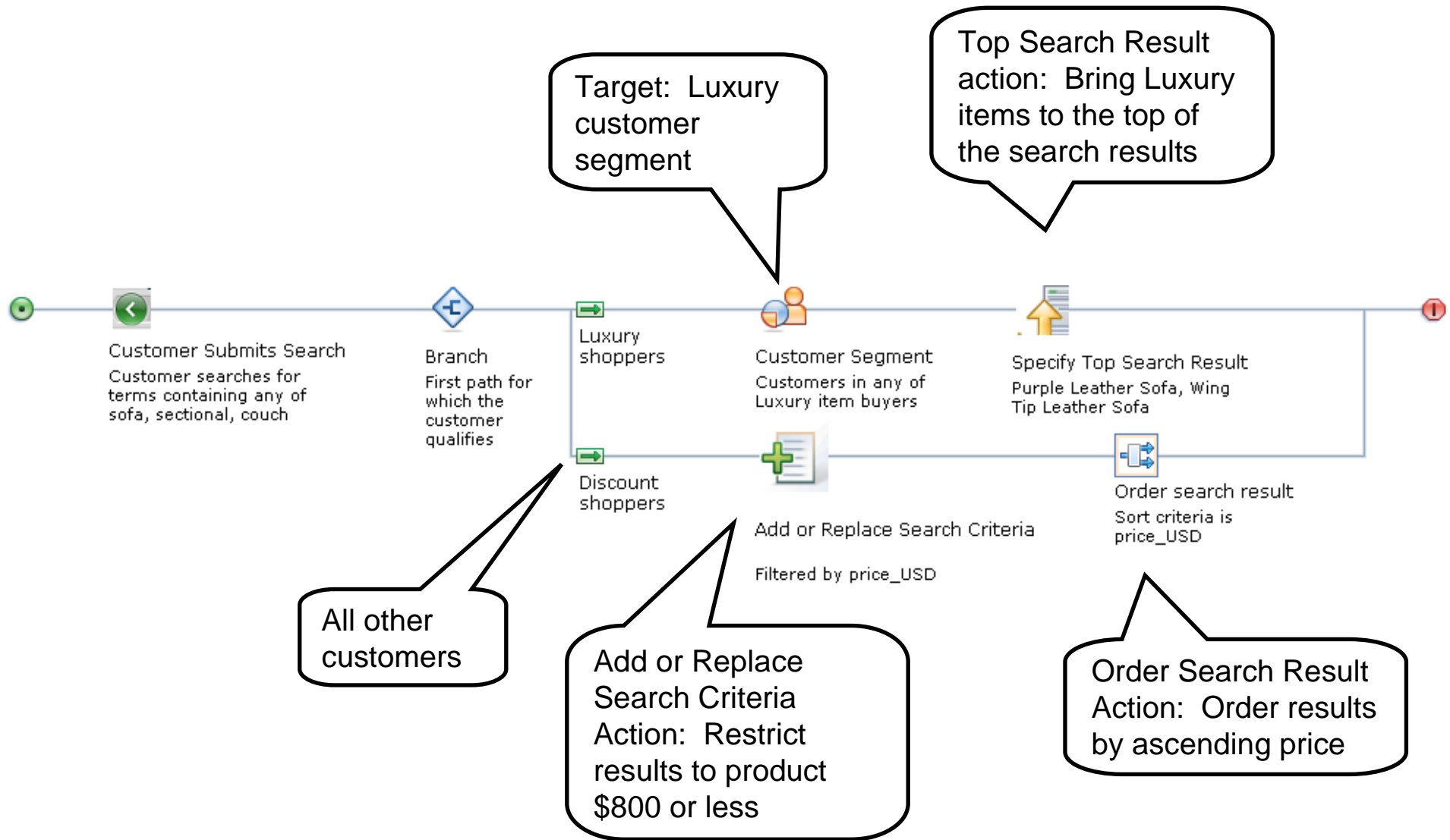
* Sort by	* Sequence
Offer Price ▾	Descending ▾

0 of 1 selected

Change Results sort order

- Manufacturer name
- Name
- Offer price

# Search Activity Builder – continued



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# Demonstration



## Agenda

- What is WebSphere Commerce
- Precision Marketing
- WebSphere Commerce Search
- **Proof Of Technology Exercise**

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## Lab Scenarios

- Lab 1 - Precision Marketing: make the home page personalised and dynamic
  - Configure a web activity to drive segmented content on the homepage 10 Minutes
  - Configure a web activity to drive content based on customer behaviour 10-15 Minutes
  
- Lab 2 – WebSphere Commerce Search
  - Create a search result ranking rule 10-15 Minutes
  - Create a search driven recommendation 10-15 Minutes