

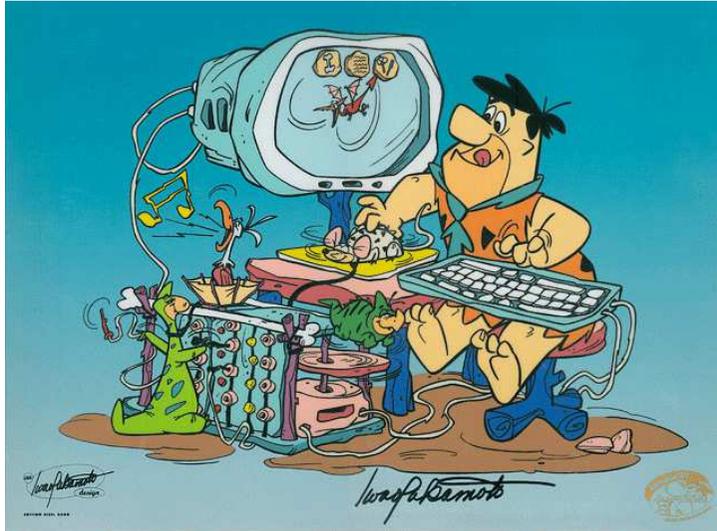


IBM Smarter Commerce

IBM Hursley
February 2013



The Empowered Consumer is Evolving!



To succeed and improve performance



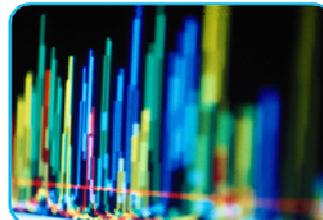
Put the customer at the **center**



Anticipate and deliver across mobile and social



Apply deep insights to take **action** in real time



Optimize procurement based on demand



Extend core systems to **synchronize**



Leaders are redefining the value chain around the empowered customer



A supply chain
prepared
for the unpredictable



Marketing targeted to
every customer
personally

Service that **knows**
what customers want
before they do

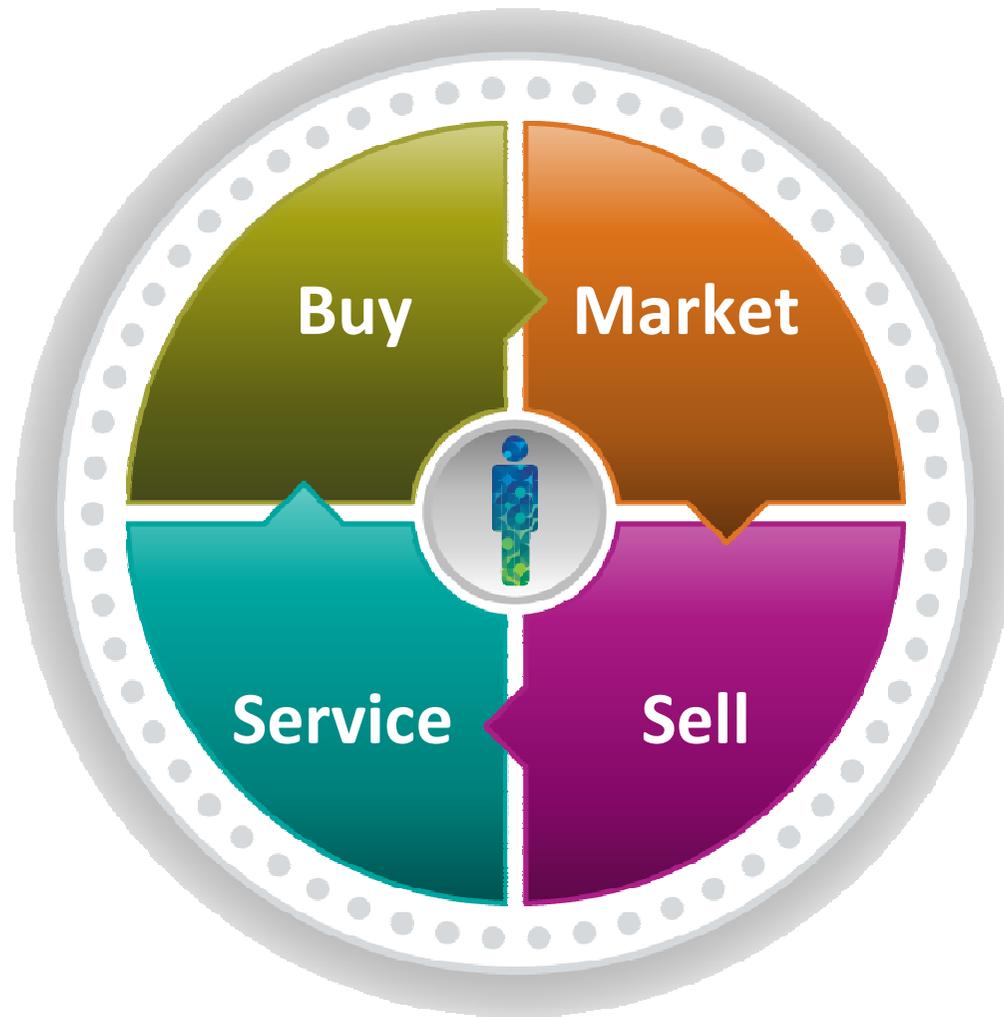
Selling that's there for
your customers,
wherever they are

Buy
Adaptive procurement and optimized supply chain

Market
Targeted and personalized marketing across all channels

Service
Anticipate behavior and deliver flawless customer service

Sell
Seamless cross-channel customer experience



Smarter Commerce requires focus on three dimensions to create the optimal customer experience



Customer Engagement

“Multi-channel” has evolved to “all channels, all the time”

Customer Insight and Intelligence

Advocacy based on trust is the new “loyalty”



Value Chain Optimization

Integration and synchronization to meet new value delivery requirements

Customer Experience

Who is my customer?

Advanced Analytics and Master Data

Cross-Channel Analytics | Customer Segmentation | Action Clusters | Predictive Analytics | Web and Social Analytics | Master Data

What value should I bring?

Innovation and Business Value

Innovate business and technology model to drive value to the customer

Operating and Organization Models

Align merchandising, marketing, store operations and supply chain to engage customers

Commerce and Customer Strategy

Establish vision and roadmap focused on customer experience and outcomes

How do I engage with them?

Buy

- Inventory Optimization
- Trading Partner Enablement
- Network Optimization
- Supply Chain Visibility
- Logistics Management

Market

- Cross-Channel Campaign/Lead Management
- Customer Segmentation
- Marketing Spend Optimization
- Customer Behavior Analytics
- Search Optimization
- Pricing, Promotion and Product Mix Optimization

Sell

- Cross-channel Commerce
- Multi-Enterprise Order Mgmt
- Fulfillment Optimization
- Mobile and Social Commerce
- Point of Sale and Kiosk
- Digital Promotions/Loyalty
- Contextual Recommendations
- Inventory Visibility

Service

- Contact Center Optimization
- Customer Self-Service
- Order Visibility
- Delivery and Install Scheduling
- Returns Management

Workload Optimized Systems

IBM Systems, Storage and Software focused on agility, integration and automation to drive relevant business outcomes

Value Chain Strategy and Services

Core Business Solutions

Buy

Adaptive procurement and optimized supply chain

Market

Targeted and personalized marketing across all channels

Sell

Seamless cross-channel customer experience

Service

Anticipate behavior and deliver flawless customer service

Smarter Analytics

IBM SmartCloud Solutions and Smarter Computing





SMARTER COMMERCE WEB ANALYTICS

- Site Metrics / Analysis
- Intelligent Offers
- Site Analytics
- Site performance reporting
- Intelligent Offers
- Impression Attribution

SMARTER COMMERCE ENTERPRISE MARKETING MGMT

- Campaigns
- Promotions
- Leads
- Offers
- Customer Segmentation
- Campaigns Mgmt and Promotions
- Outbound Campaigns
- Effectiveness Measurement

INFORMATION MGMT CUSTOMER ANALYTICS APPLIANCE

- Customer History
- Marketing Data Mart
- Market Basket Analysis
- Propensity Analysis

MEDIA PLATFORM DIGITAL ASSETS

SMARTER COMMERCE ASSOCIATE SELLING

SMARTER COMMERCE SOCIAL MEDIA INTERACTION

SMARTER COMMERCE SEARCH ENGINE

SMARTER COMMERCE E-COMMERCE

- Shopping Cart
- Web Price / Availability
- Catalog
- E-Catalog, Search, Navigation
- Shopping Flow, Payment, Checkout
- Cross Sell, Up-sell
- Check & Reserve, BOPIS

SHARED TENDER PROCESSING

- Payment / Tax
- Verification / Fraud

INFORMATION MANAGEMENT WEB CONTENT MGMT

- Content
- Content Templates
- Digital Content Mgmt
- Page / Template Management
- Content Approval / Workflow
- Content Preview

SMARTER COMMERCE DISTRIBUTED ORDER MGMT

- Sales and Service Order
- Delivery Schedules
- RMA
- Store Inventory
- Complex Orders
- Service-Delivery, Scheduling
- Instore Order fulfillment
- Management of Sales Order

EXTERNAL WEBSITE COMPONENTS

- Ratings / Reviews
- Product Visualisation
- Live Chat
- Customer Design Tools
- CDN

CUSTOMER RELATIONSHIP MANAGEMENT

- Customer
- Knowledge Content
- Claims
- Call Center, Contact Center Integration
- Customer Interactions
- Lead Management, Progression
- FAQ, Claims processing, feedback

INFORMATION MGMT MDM FOR CUSTOMER

- Customer
- Loyalty
- Repository for Customer
- High availability design
- Real-time integration
- Data Quality, Governance

ENTERPRISE INTEGRATION LAYER



SMARTER COMMERCE SERVICE COMPONENTS

Catalog	Contract	Claims	Gift	Instalment	Loyalty	Marketing	Price	Payment	Store	Security	Wishlist
Content	Customer	Campaign	Infrastructure	Inventory	Member	Order	Promotion	Search	Subscription	Value-Added Services	Wallet



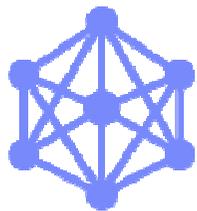
Faster ROI on Projects

- Pre-built integrations across the portfolio means faster deployment times
- API integration to virtually any ERP or CRM system means fewer system changes and disruption



Lower Total Cost of Operation

- Embedded Optimization deliver efficient operations
- Integration with and across buy market sell service pillars means more effective use of IT staff



Greater Business Agility

- Embedded Analytics deliver greater insight
- Integrated but modular means start anywhere and expand as your business changes
- Mix of Cloud and On-premises solutions delivers flexibility to respond

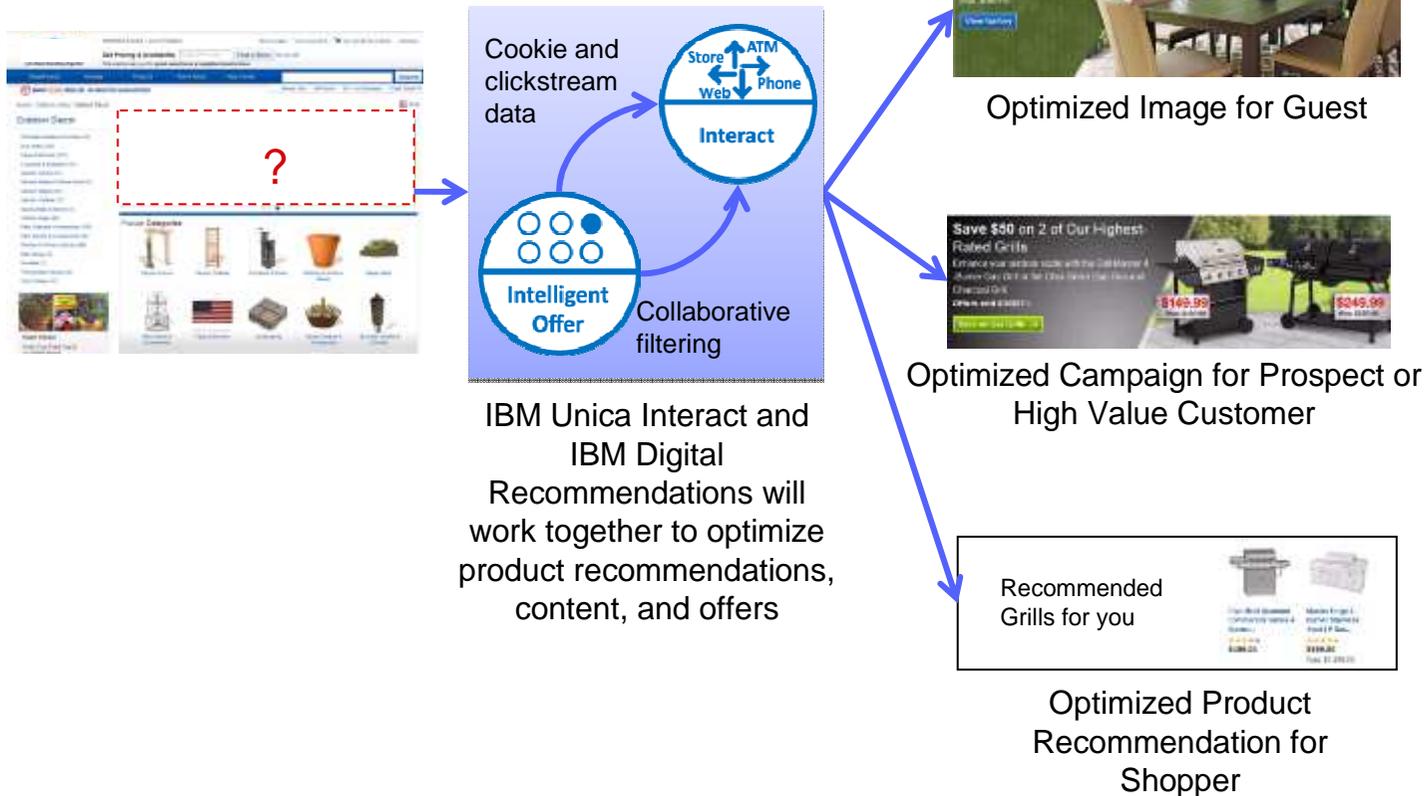
Example of 1+1=3!: Personalised onsite experience



Cross-channel real-time marketing optimization. Integrates with any channel to optimize marketing offers in real-time.



Product recommendation engine. Collaborative filtering to drive behaviorally-driven product and content recommendations.





A member of
Alliance Boots

Leaders use insights tracked via loyalty cards and leverage it to drive offers to moms and parent clubs relevant to them. And for mobile they use insights deliver exactly what customers want.

Leaders today are driving innovation in their business by...

