

## B2B e-Commerce Enhancements and Futures

**IBM CONFIDENTIAL**





## Disclaimer

The information regarding potential future products is intended to outline our general product direction and it should **not** be relied on in making a purchasing decision.

The information mentioned regarding potential future products is **not** a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains **at our sole discretion.**



## Trends Shaping B2B e-Commerce

- 1 Web as the foundation for all customer interactions
- 2 Web is not just for efficiency, but also for marketing efforts
- 3 Innovate business model and channel strategy
- 4 Extend brand presence to affiliates and social networks



## A leading engineering company says..

“The **web is the preferred channel** by customers around the world, as long as it is in their local language, has a fast search, rich content and has tools that make their jobs easier” – *Annual Report 2009*

“Our team of analysts receives data from our global websites which they review and distil and then **make recommendations regarding our offering, pricing and capabilities**, all enhancing the customer experience.” – *Annual Report 2009*

“We have designed and developed a **Community that brings engineers together to network, collaborate** and create designs” – *Annual Report 2009*



# B2B Marketing Promotions Is REAL!



**\$1,000 Off a Microplate Reader Online**  
 iMark™ Microplate Reader with Software — more than \$1,000 Off when you order online



**Free Mini-PROTEAN® Tetra Cell and Buffers**  
 Get a free Tetra cell (2 gel system) and buffers, with purchase of 3 boxes of 10-well or 15-well TGX gels.


**SPECIAL OFFER**  
**AT CHECKOUT, ENTER PROMO CODE: 7LATS**  
 and receive this complimentary **20 piece Multi-Drive Tool Set**  
 with web order of \$129 or more\*  
 Offer Valid 07/01/10-07/31/10



Part No #FA5116



**Take \$500 Off the List Price of the TC10™ Automated Cell Counter!**  
 Dead or Alive? No Guessing! Don't miss this limited time introductory price.



**Monthly Web Specials on Protein Research Products**  
 Special discounts are available each month on the Web.

Prices Effective July 1–31, 2010

**EALS** REMOVE METAL AT HIGH SPEEDS

Contact your local agent for special prices on these items.

**89443P**



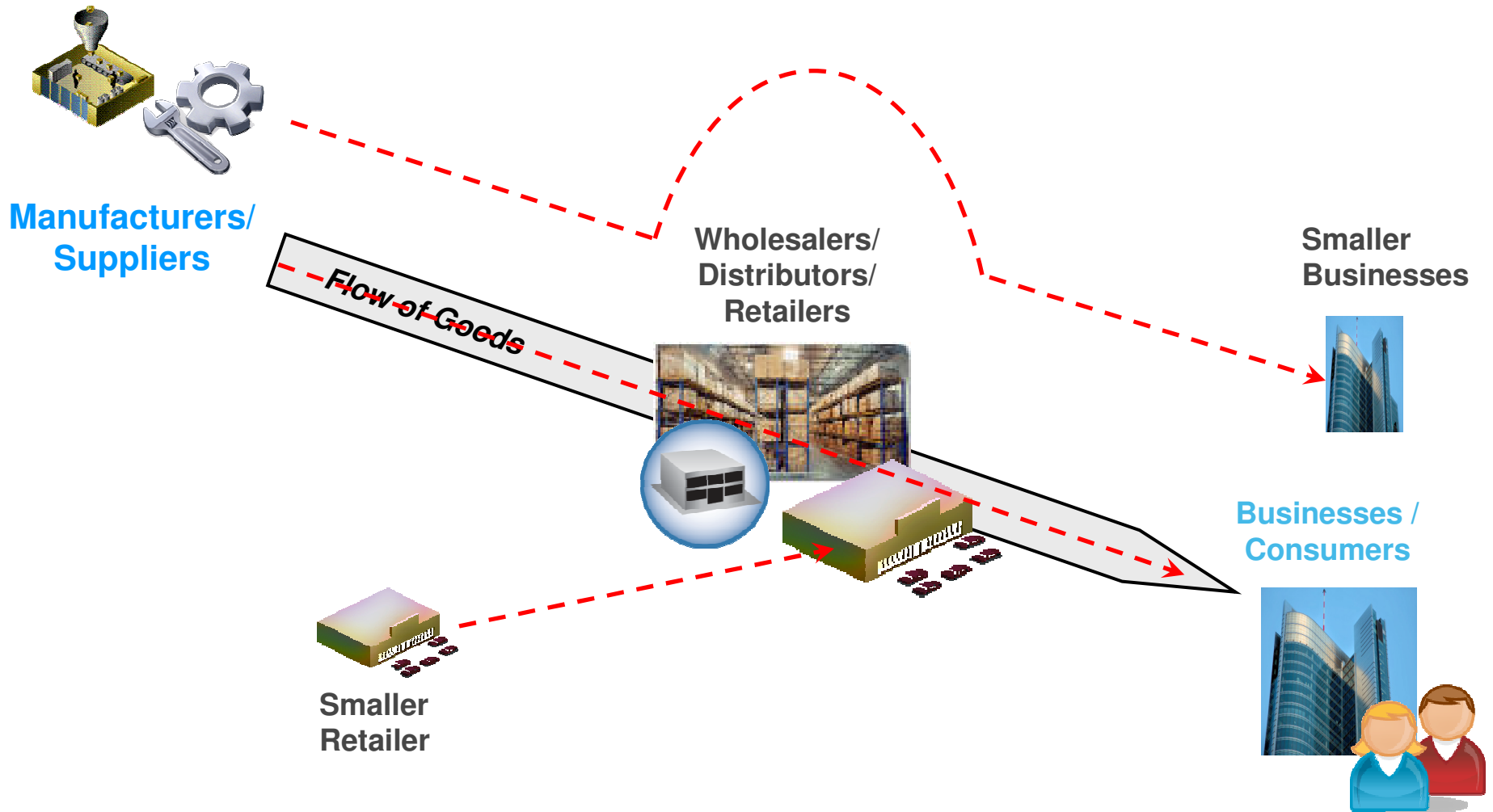
**PURCHASE 25 WHEELS**

**GET FREE 4-1/2" BOSCH RIGHT ANGLE GRINDER**

- Type 27 Grinding Wheels (Depressed Center)
  - Premium aluminum oxide grain for high metal removal rate
  - Made to provide superior performance over a wide range of applications
  - Twenty-five wheels: 4-1/2" x 1/4" x 7/8"
- Complete with spanner wrench, disc adapters and instruction book
- Features unbreakable body and safety shield
- 11,000 RPM • 6 AMP



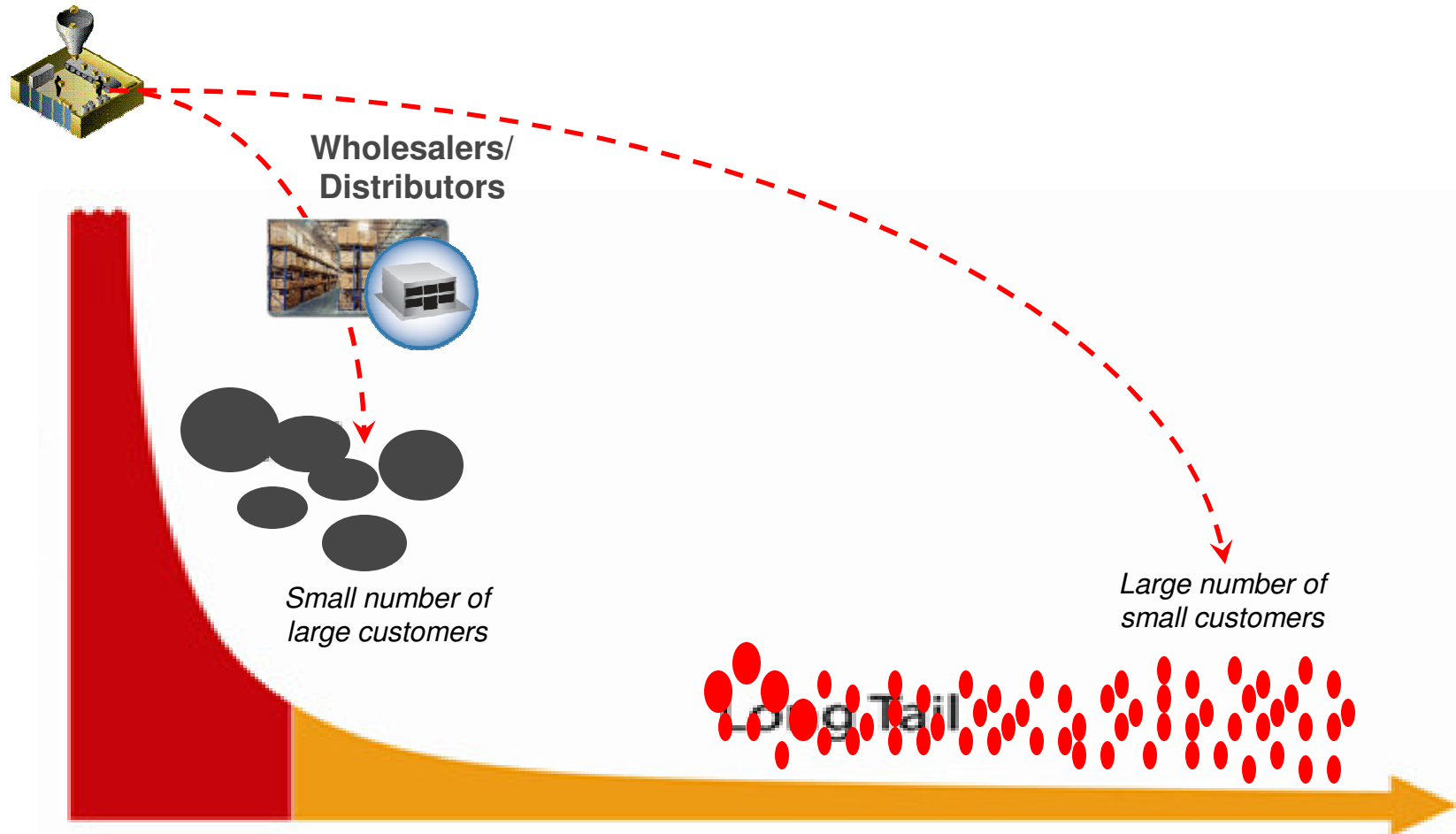
# NEW! Commerce Value Chain






# Going direct to serve the long tail

## Manufacturers





# Manufacturers Are Building Social Destination Sites!

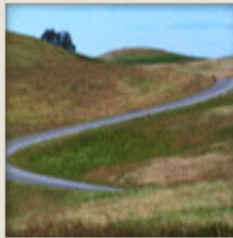


**DRIVE.  
SHARE.  
CONNECT.**

WELCOME TO  
THE NATION OF GO.



A COMMUNITY  
FOR PEOPLE WHO  
LIVE TO DRIVE.











 Don't show this again



**DISCOVER THE BEST DRIVES**  
See where people in your area and all over the country go to get their fix. From dirt roads to desert highways.

FIND TOP DRIVES



FEATURED DRIVES	NEW DRIVES	PHOTOS & VIDEOS	EVENTS	NEARBY DRIVES
 <p><b>Mt. Baker Highway 542</b> Created by Sargra ★★★★★</p> <p>TRACK</p>				 <p><b>Blue Star Highway</b> Created by ReaganLogan ★★★★★</p> <p>TRACK</p>
 <p><b>Maypole to Friendship School</b> Created by Dunkinuts ★★★★★</p> <p>ROAD</p>			 <p><b>New drive (July 1, 2009)</b> Created by StinaHubinette ★★★★★</p> <p>TRACK</p>	
 <p><b>Buggy Riding Off Road</b> Created by pcar911 ★★★★★</p> <p>TRACK</p>			 <p><b>K.C. Goodguys autox 2010</b> Created by Mover572 ★★★★★</p> <p>TRACK</p>	
 <p><b>Yorktown, Yorktown Battlefield a...</b> Created by pcar911 ★★★★★</p> <p>TRACK</p>			 <p><b>NASCAR Air Gaurd 400 @ Richm...</b> Created by TheoAbel ★★★★★</p> <p>TRACK</p>	
 <p><b>2010 SCCA Runoffs</b> Created by TeamBFG ★★★★★</p> <p>TRACK</p>			 <p><b>Friendship School road powerlines</b> Created by Dunkinuts ★★★★★</p> <p>TRACK</p>	





# All B2B Companies Now Have To Tweet!



b2b

Search

[Advanced Search](#)

Web > Latest  Hide options

> All results

[Images](#)

[Videos](#)

[News](#)

[Blogs](#)

[Updates](#)

[Books](#)

[Forums](#)

[Any time](#)

> Latest

[Past hour](#)

[Past 24 hours](#)

[Past week](#)

[Past year](#)

[Specific date range](#)

[Reset options](#)

New results will appear below as they become available. [Stop updating](#)

RT [@LISARAYEFANS](#) Wasup **B2B** fam?? Hows everyone day so far? Make sure u keep letting others know about our **B2B** fam supporting [@TheRealRaye](#)!!



[TheRealRaye](#) - [twitter.com](#) - 10 seconds ago

Balancing buyer needs with internal requirements and optimizing the [#B2B](#) marketing mix - my comment on [@abneedles](#)

[The Danger of an Either/Or B2B Marketing and Sales Mindset](#) | [Silverpop](#) - [silverpop.com](#)



[Robert Lesser](#) - [twitter.com](#) - 1 minute ago

Prepping for tomorrow's 4A's webinar with [@lholdren](#) on making social media work in a **B2B** environment.

[Not Just for Consumer Brands: Making Social Media Work in a B2B ...](#) - [aaaa.org](#)



[stdanitz](#) - [twitter.com](#) - 1 minute ago

{{Working late tonii sis, gotta STAY [#B2B](#) yano! Lol, how are things ya way?}} RT [@feefee31](#): [@YouthPastorTEE](#) hey sis ! What u up 2 ?

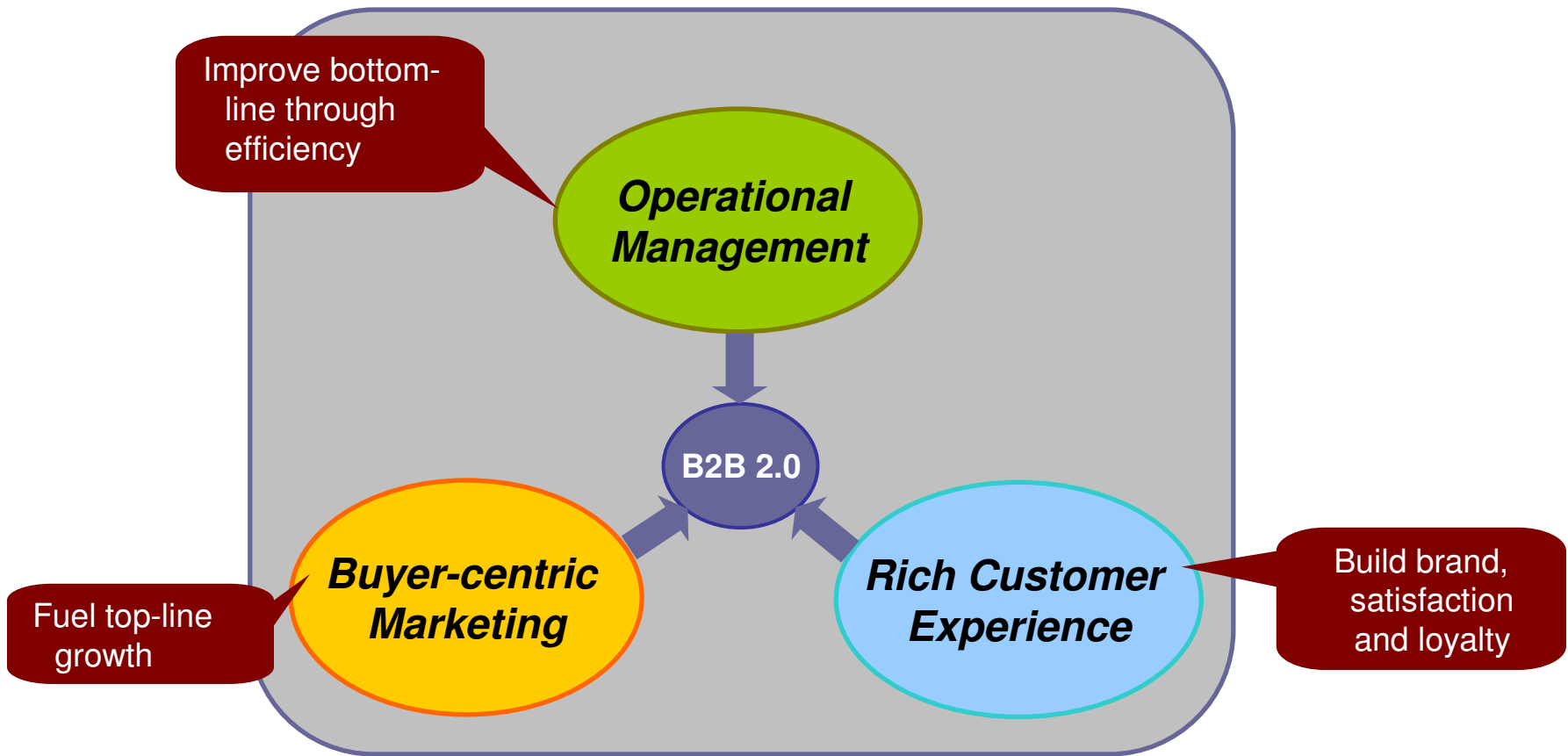


[YouthPastorTEE](#) - [twitter.com](#) - 2 minutes ago

[@TheRealRaye](#) [#B2B](#) is the BEST thing that could have been started! Thankz a Billion!  
FOCUSED, FAITHFUL & READY 2 GO!



# Next-generation B2B e-Commerce Strategy





# Next-generation B2B e-Commerce – WC V7 and FEPs

## Operational Management

- Contracts
- Member & Org Mgmt.
- Policies & Approvals
- **Price Management\***
- **ILOG JRules integration\***
- **Catalog Filters\***

- **Sterling Commerce CPQ\***

## Buyer-centric Marketing

- Extended Sites
- Campaigns & Promotions
- Precision Marketing
- **Search-driven merchandising\***
- **Coremetrics CIO integration\***

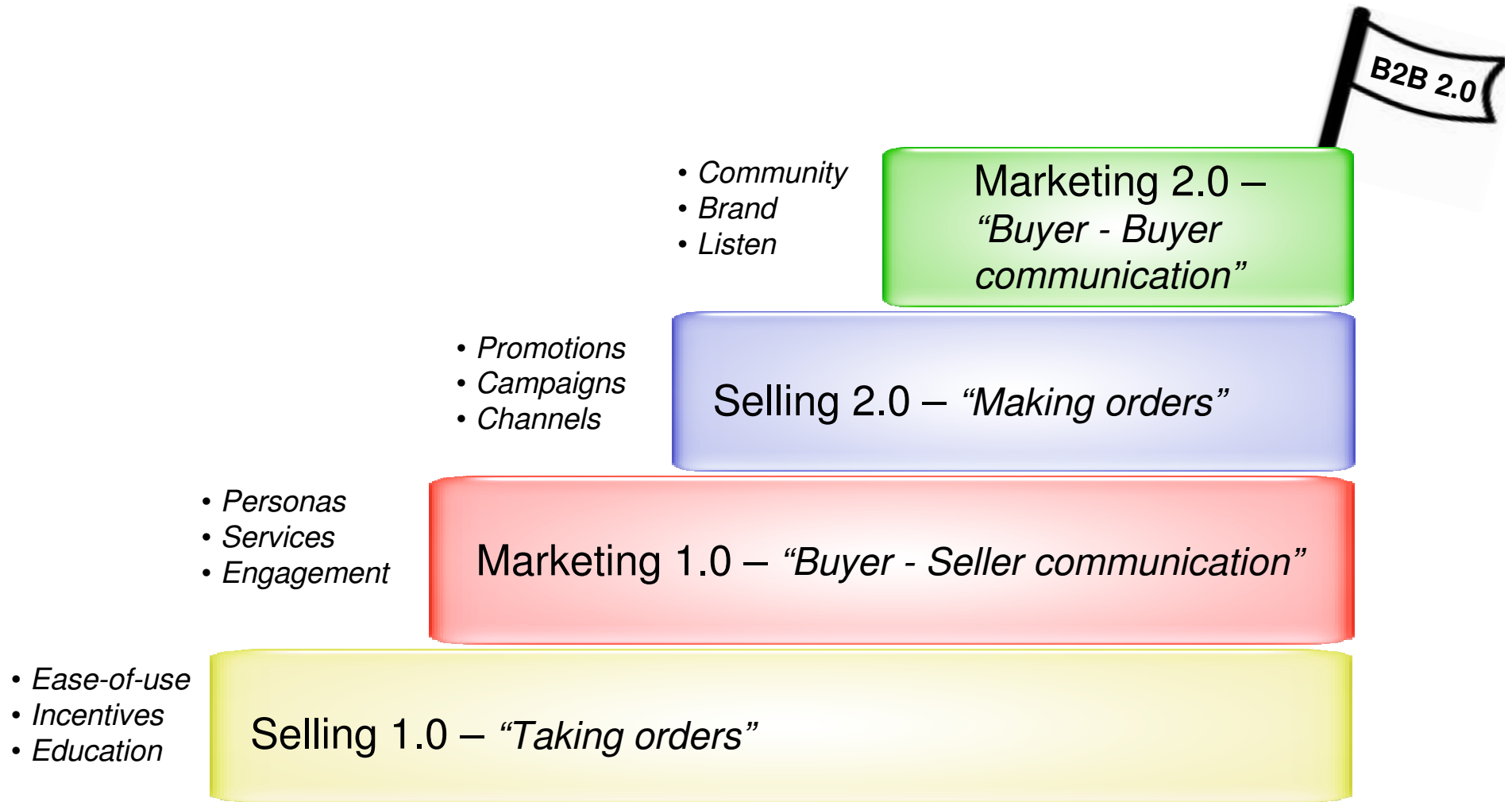
## Rich Customer Experience

- B2B Web 2.0 Starter Store
- Management Center
- Community Support
- **Site Search\***
- **Remote Widgets\***
- **Subscriptions\***

*\*IBM intends to support in future*

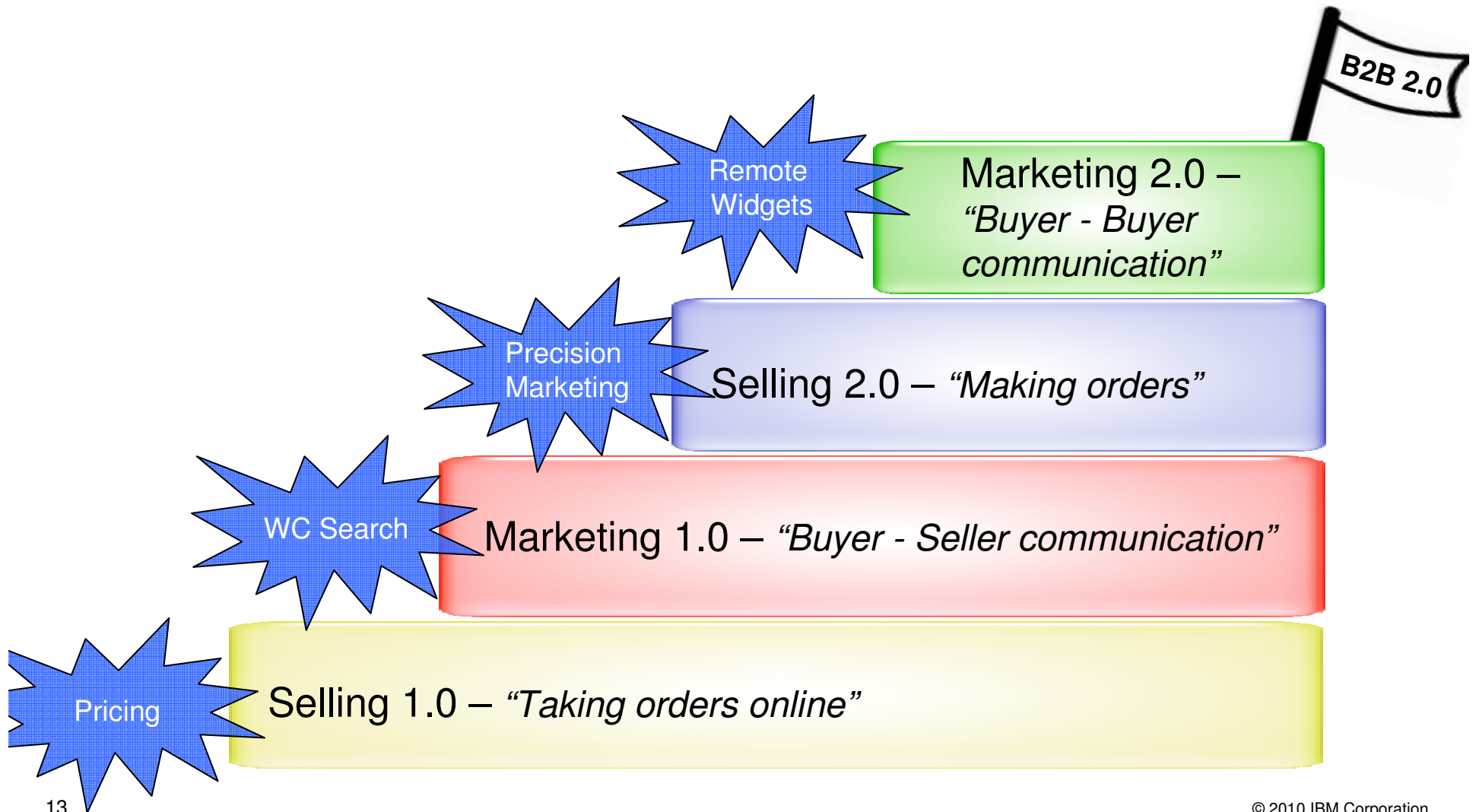


# 4 Steps to Next-gen B2B e-Commerce





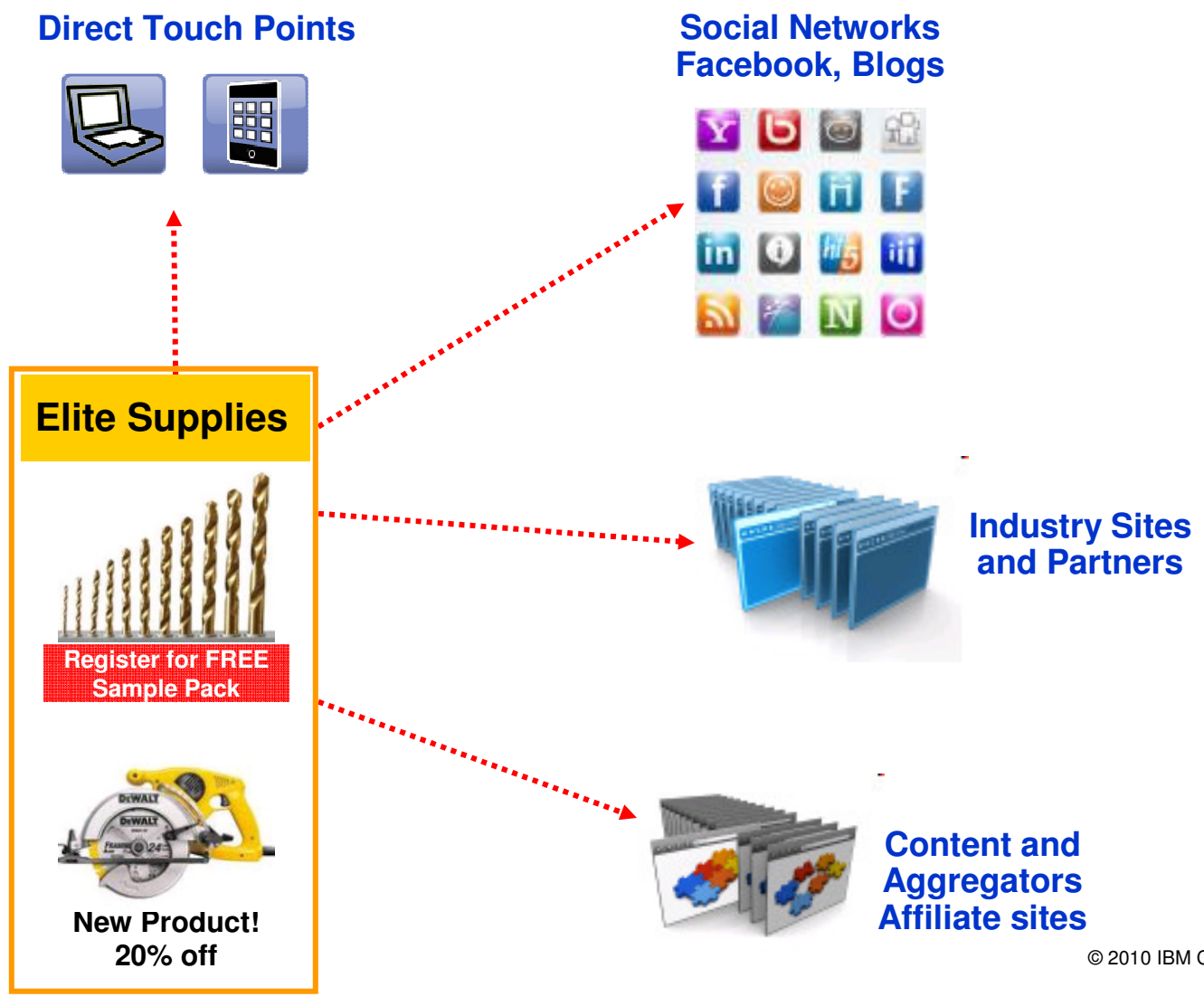
# IBM B2B e-Commerce Investment Areas





**Rich Customer Experience**

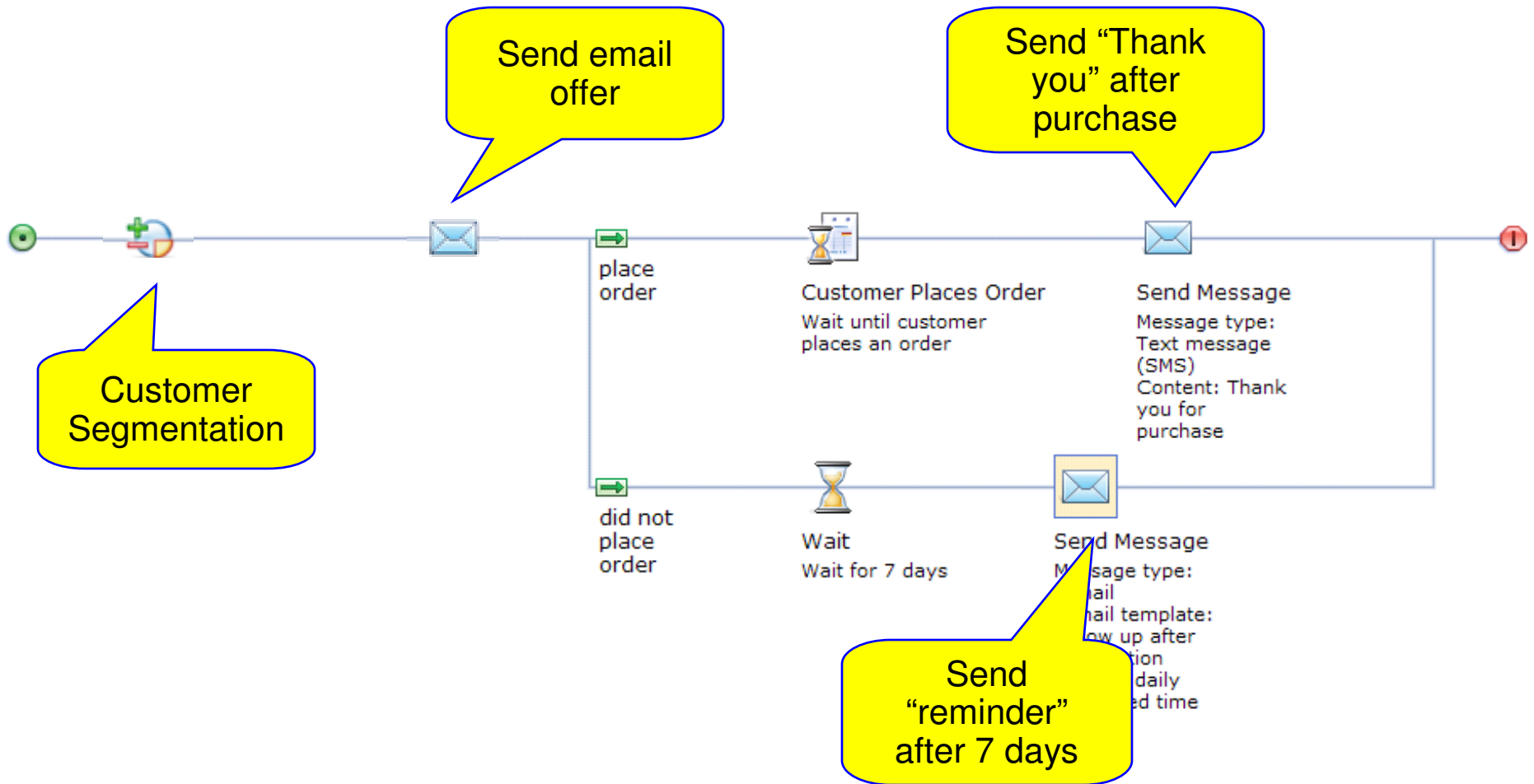
# Remote Widgets for Viral and Visibility





**Buyer-centric Marketing**

# B2B Precision Marketing





**Operational  
Management**

# Future Plans: Price Management







# Dynamic Price Discrimination with Price Commitment



Continuous time theory to model of discrete time optimal pricing\*

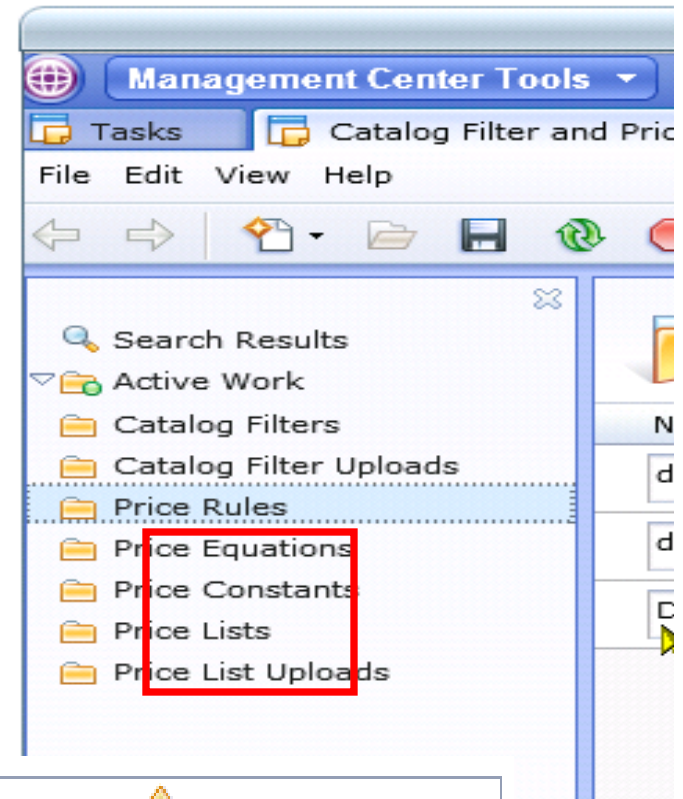
$$p_n^*(t) = \frac{1}{a} + c + v_n(t) - v_{n-1}(t)$$



**Operational Management**

# Future Plans: Price Management

- WebSphere Commerce Price Management
  - Price list, rules, equations
  - Dynamic pricing scenarios
  - Management Center Tools



$$\begin{array}{ccccccc}
 \text{Output Price} & = & \text{Input price} & + & ( & \text{Price constant} & * .65 ) & + & ( & \text{Price constant} & / .39 ) \\
 & & & & & \text{(Markup For Alaska)} & & & & \text{(Add)} & \\
 \end{array}$$



**Operational Management**

# Future Plans: Price Management using ILOG JRules BRMS

## ■ ILOG JRules

- Industry-leading Business Rules Management System
- Authoring, managing, changing, and governing business rules
- Central / Shared solution across the enterprise

### WebSphere Commerce



### WebSphere ILOG JRules BRMS

