

2010 WebSphere Commerce Summit

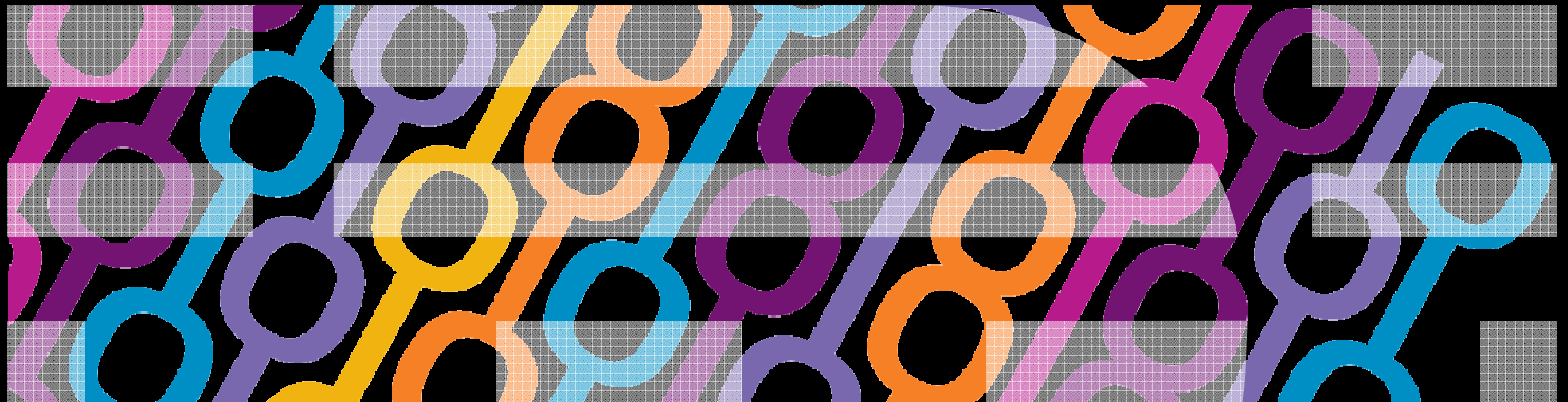
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WebSphere Commerce

Search Solution Overview





Agenda

- Site Search Market Trends and Solution Strategy
- WC Search Solution Overview
- WC Search Architecture Overview
- Search driven Merchandising & Marketing
- Index Management & Deployment Options



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.



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Why Site Search Solution?

- Site search is an **essential** part of online experience
 - 90% of shopping begins with search
- **Convergence** of Search and Merchandising
- A **versatile** conversion tool

“72% of merchants say they plan to add or improve their on-site search” – E-tailing Group, 2010



Future Plans: What's WC Search Strategy?

- **Incorporate** Search as an integral part of WC platform
- **Integrate** tightly with WC Stores and Tools
- **Optimize** search experience by integrating with Precision Marketing engine
- **Empower** marketers and merchandisers with a single integrated tool to manage the end-to-end customer experience



Future Plans: How WC Search is being built?

- 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



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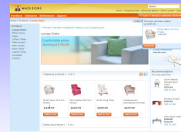
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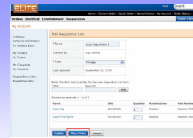


WC Search Component Overview

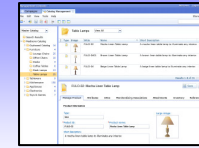
Search UI



Madisons (B2C) Store



Elite (B2B) Store



Management Center

Search Functions

- Keyword
- Wildcard
- Auto-suggest
- Synonyms
- Spell Correction
- Faceted
- Sorting
- Entitlement
- Rule based

Search API

- WebServices (XPath & OAGis)
- Command

Search Data

- Product Catalog
- Rich Content

WC Search Engine



Search analytics information

Search Term Assoc.
 - Synonym
 - Landing pages

Business Rules
 - Recommendations
 - Results ranking



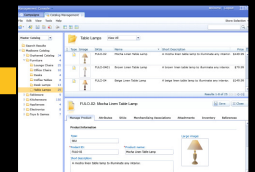
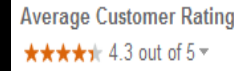
Product Catalog

WC Search Index Schema

Searchable data extraction & import tool



Documents, ratings & reviews and other rich content



Management Center
- Search Term Association
- Marketing Management



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Search result page

The screenshot shows a search result page for 'coffee makers' on the MADISONS website. The page features a navigation bar with categories like Furniture, Tableware, Kitchenware, and Apparel. A search bar at the top right shows 'coffee' with a dropdown menu of suggestions including 'coffee maker', 'coffee grinder', and 'coffee machine'. The main content area displays a list of coffee makers with their prices, 'Add to Cart' buttons, and average customer ratings. A sidebar on the right contains 'Best Sellers' and 'Recommendations' sections. The page is annotated with several callouts explaining its features.

Facet Navigation for users to find products easily

Search Results Ranked by Business Rules

Search Inputs with Auto-Suggest

Product Related Content

Product Ratings to help shoppers refine production selection

Product Recommendations based on business rules and user profiles



WC Search – Management Tools

Search Term Association Tool

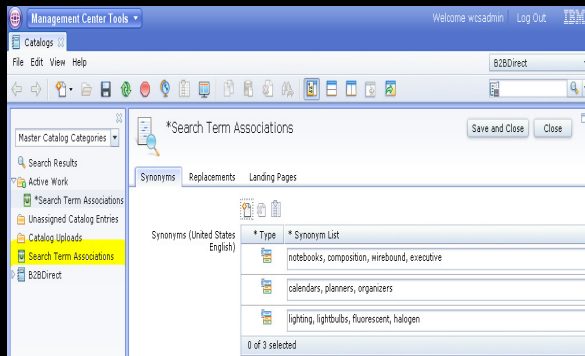
- *Synonym terms*
- *Replacement terms*
- *Landing Pages*

Search Marketing Tool

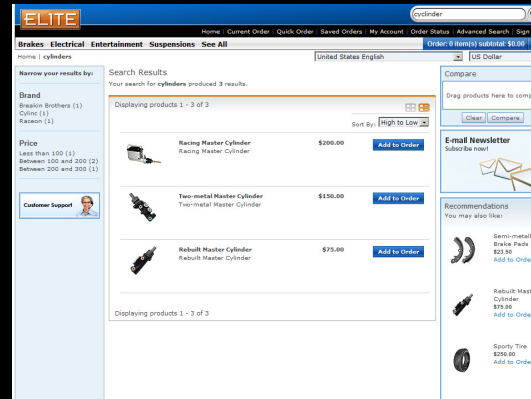
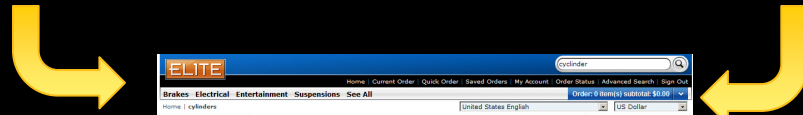
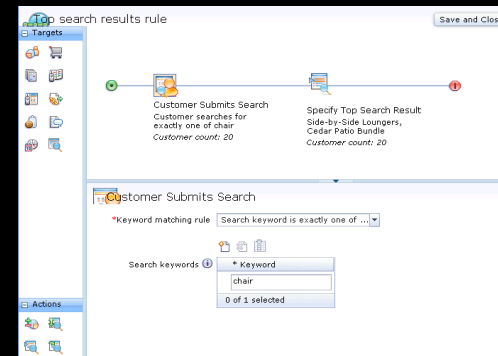
- *Product Promotions*
- *Cross Sell and Up Sell*
- *Search Results*



Catalog Manager



Marketing Manager



Shoppers



Search Management – *Landing Pages*

- Direct marketing
- Branding
- Relevant information

Search Term Associations Save and

Synonyms Replacements **Landing Pages**

Landing pages (United States English)

* Type	* Search Terms	* Landing Page
	sales, clearance	www.madisons.com/specials
	address	www.madisons.com/contactus

1 of 2 selected



Search Landing Page

Video to learn more about products

Shop by Brands

Shop by product features and assortment

Promotional Sales

Related Information

Best Sellers

Production Recommendation



Store Preview

Test and fine tune search business rules:

- ❑ *Synonym & Replacement*
- ❑ *Landing pages*
- ❑ *e-Marketing Spots*
- ❑ *Search result ranking*
- ❑ *Show at the top*

Store Preview - Windows Internet Explorer

Store Preview [Hide Details](#)

Preview start date and time : 2010/08/20 05:00:02 PM Eastern Time
 Product recommendations: using inventory levels from database
 Time is not elapsing in the preview.
[Show Marketing Spots](#)

Home Page Row 1 Ads

Evaluate e-Marketing Spot "HomePageRow1Ads"
 Number of activities that returned data: 60

Name	Priority	Keyword	End Date	Search Modified
Activity "Activity Experiment"	1000	Coffee, bean ...	December 30, 2010	✓
Activity "Activity Experiment" Entered branch "category experiment" of type "Random path". The branch is an experiment with a frequency of element changes "No change- Customer always sees the same content". Enter path "furn" Perform action "Recommend Category". Returned data to the e-Marketing Spot. Type: "Category" Value: Furniture.				
Activity "Activity Experiment"	1000	Coffee, bean ...	December 30, 2010	✓
Activity "Activity Experiment"	1000	Coffee, bean ...	December 30, 2010	✓
Activity "Activity Experiment"	1000	Coffee, bean ...	December 30, 2010	✓
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Activity "Activity Experiment"	1000	Coffee, bean ...	December 30, 2010	✓

Stay or Go Coffee Maker \$89.99 [Add to Cart](#)

Sharpson 10 cup Coffee Maker \$39.99 [Add to Cart](#)

Sharpson Aroma Express Coffee Maker \$19.99 [Add to Cart](#)

15 oz. Stainless Steel Coffee Tumbler \$19.99 [Add to Cart](#)

Classic Fabric Sofa \$1,099.99 [Add to Cart](#)

Wing Tip Leather Sofa \$1,499.99 [Add to Cart](#)

Gold Stainless Steel Coffee Tumbler \$19.99 [Add to Cart](#)

Jump-Start-Your-Morning Coffee Bundle \$84.98 [Add to Cart](#)

Digital 12 cup Coffee Maker, Red \$99.99 [Add to Cart](#)

Digital 12 cup Coffee Maker, Green \$99.99 [Add to Cart](#)

Displaying products 1 - 12 of 31