2010 WebSphere Commerce Summit
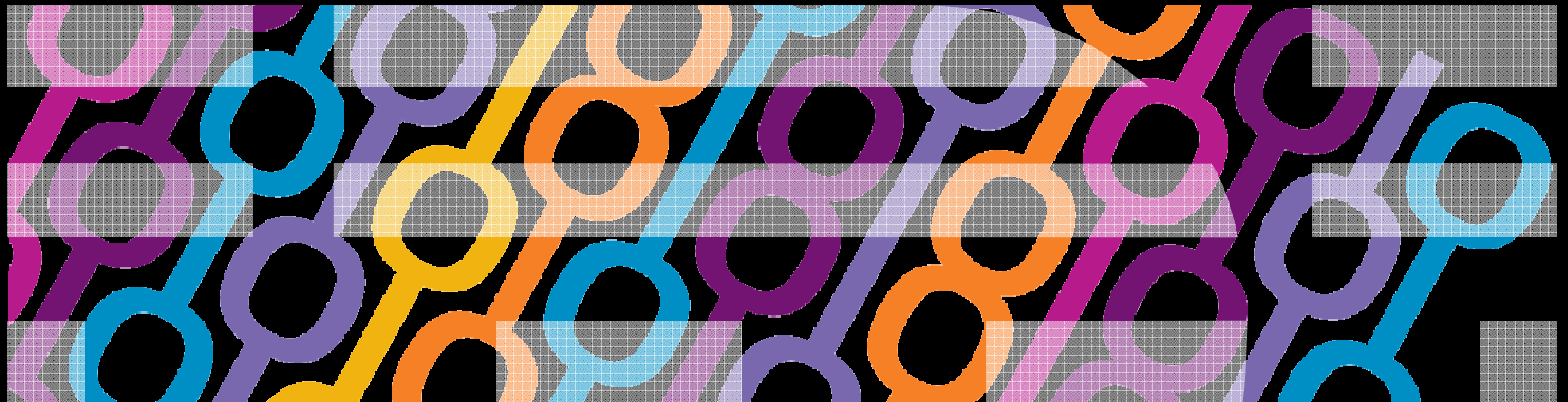
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IBM

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 **<u>not</u>** be relied on in making a purchasing decision.

The information mentioned regarding potential future products is **<u>not</u>** 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 **<u>at our sole discretion</u>**.

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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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WC Search Component Overview

Search UI
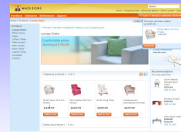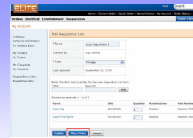
Madisons (B2C) Store   Elite (B2B) Store   Management Center
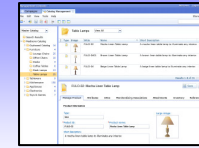
Search Functions
- Keyword
- Wildcard
- Auto-suggest
- Synonyms
- Spell Correction
- Faceted
- Sorting
- Entitlement
- Rule based

Search API
- WebServices (XPath & OAGis)
- Command

Search Data
- Product Catalog
- Rich Content

WC Search Engine

Search analytics information

Apache **Solr**

Search Index

Search Term Assoc.
- *Synonym*
- *Landing pages*

Business Rules
- *Recommendations*
- *Results ranking*

Management Center
- **Search Term Association**
- **Marketing Management**

Product Catalog

XML

WC Search Index Schema

Searchable data extraction & import tool

Documents, ratings & reviews and other rich content

Average Customer Rating ★★★★☆ 4.3 out of 5 ▾

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Search result page

Search Inputs with Auto-Suggest

Facet Navigation for users to find products easily

Product Related Content

Product Ratings to help shoppers refine production selection

Search Results Ranked by Business Rules

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
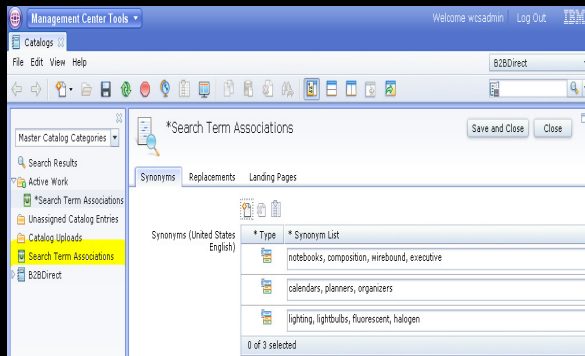
Marketing Manager
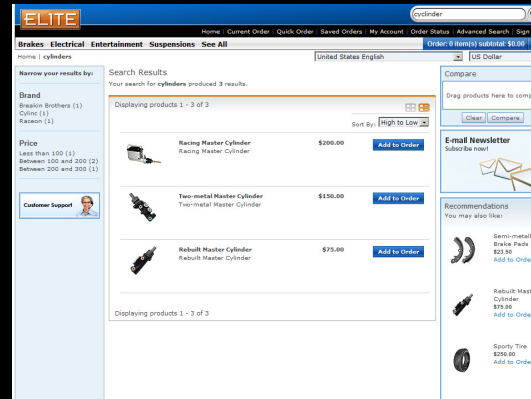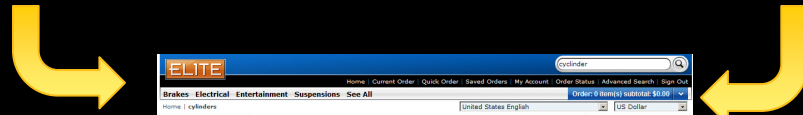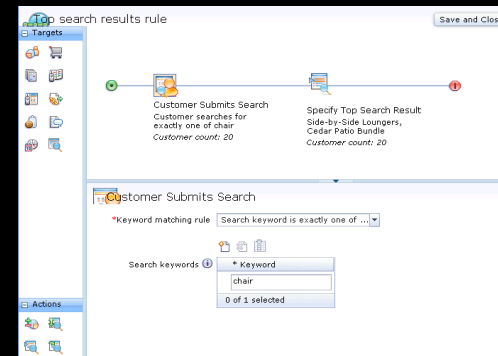
Shoppers

Search Management – *Landing Pages*

❑ Direct marketing

❑ Branding

❑ Relevant information

Search 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

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Store Preview

Test and fine tune search business rules:

- ❑ *Synonym & Replacement*

- ❑ *Landing pages*

- ❑ *e-Marketing Spots*

- ❑ *Search result ranking*

- ❑ *Show at the top*