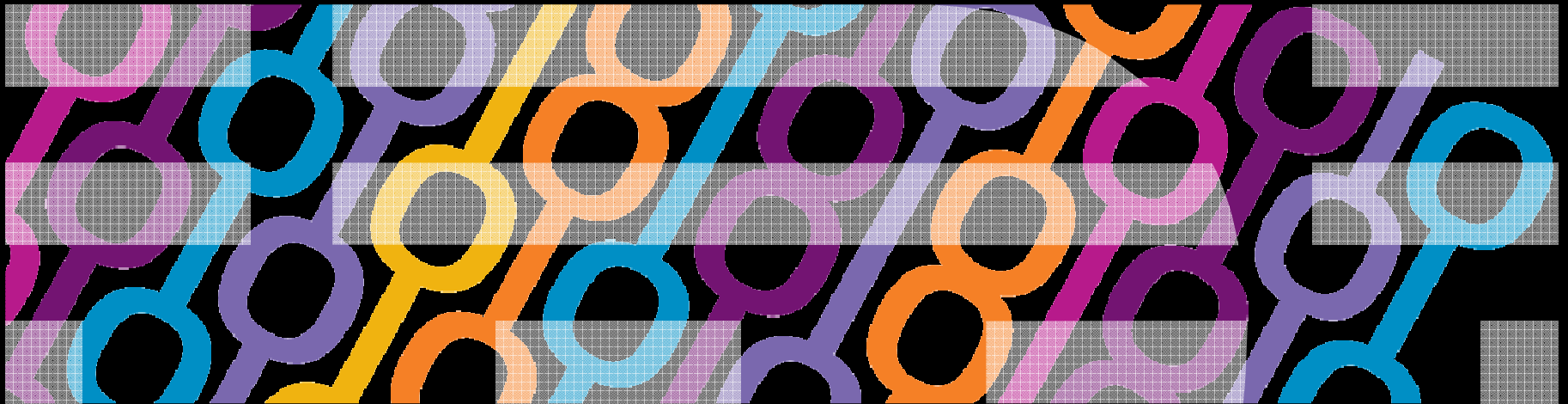


IBM WebSphere Commerce:

Interactive Panel Discussion:

Proven e-Commerce Practices that Deliver Maximum Value



Participants

Panelists



Bert Ceuppens
Managing Partner



Terry Hunter
CEO



Chris Booker
Business Development Director
Integrated Solutions Division



Ralf Seimertz
CEO

Moderators

- Gary Hargreaves, Worldwide Solutions Executive, WebSphere Software, Industry Solutions, IBM Software Group
- Steve Gatto, Global eCommerce Solution Leader, WebSphere Software, Industry Solutions, IBM Software Group

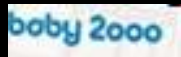


Requirement – Integrated ecommerce solution

- Refresh site to enrich the customer experience
- Work with in-house design team to optimise ecommerce design
- Deliver a strategic and flexible eCommerce platform
- Support multiple sites to deliver sales growth
- Provide ability for in-house team to manage the online platform
- Enhance customer service with customer services application

Delivered

- eCommerce solution on IBM WebSphere Commerce platform.
- Custom features such as Pre-Orders, Store Locator, Latest Gear, Most - Wanted, Others Also Bought, Competitions, Top Tens, and Coming Soon, micro sites.
- Bespoke customer service application providing security, returns and exchange functionality.
- Integration to JD retail platforms for product, price and inventory management as well as order processing and fulfilment.
- Platform ready to support multichannel initiatives and branded sites



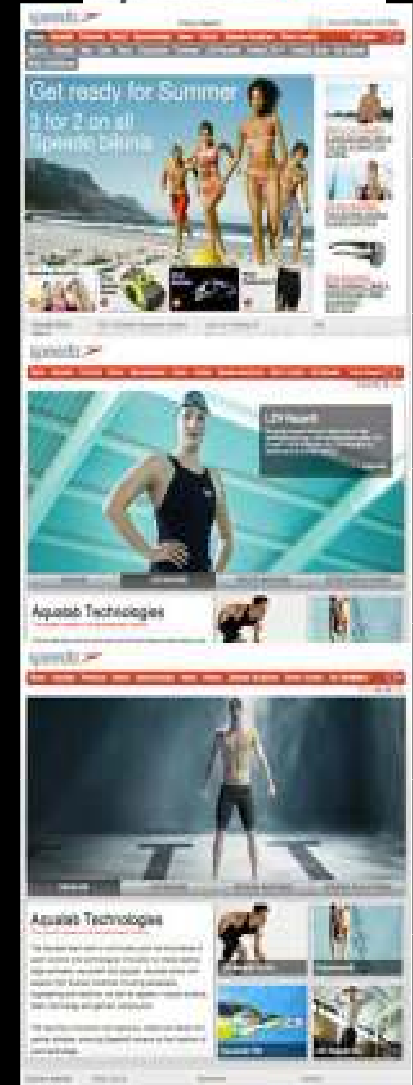
Requirement – brand experience ecommerce solution

- Transactional and content rich brand site
- Scalable e-commerce platform that supports cross-channel buying and ease of merchandising
- Integrated content management solution

Delivered

- eCommerce solution utilising the IBM WebSphere Commerce
- Integrated content management solution FirstSpirit enabling Speedo to display and manage media rich content such as history, news, athlete profiles and podcasts.
- 'Fast Facts' tool tip with supplementary product information to the customer
- Solution includes Scene7, Bibit, Omnifind, Coremetrics , Bazaarvoice, 3rd Man and First Spirit

speedo



© 2010 IBM Corporation



Requirement – B2B automation

- Automation of the manual B2B business process, to support Increase product offering and targeted revenue growth from B2B customers
- Integrate with a legacy system
- Clear and intuitive user interface.
- Improve efficiency/speed of process to support increased turnover

Delivered

- Automated, integrated and optimised export B2B business process
- A resilient and secure automated order processing system, incorporating bespoke account and order management capabilities
- Support of product pricing tools and product assortment per customer
- Technologies used: IBM WebSphere Commerce, MQ Series, HTML, CSS, Dojo JavaScript



© 2010 IBM Corporation



Baby 2000

- 10 megastores in Belgium
- Providing superior customer experience
 - Easy list creation (integrated scanners)
 - Multi-channel approach with the kiosks in shop
 - Integration of a BV (bekende Vlaming) blog
 - Emailing with flipbook integration

Gift Center



Multi-channel

6.000.000 euros

Twinz

Baby 2000; blog Hilde de Baerdemaeker

[Welkom](#)
[Informatie](#)
[Blog](#)
[Producten](#)
[Twinpass](#)

Mama in de Minderheid

Tweeling-ouders, welkom! (Natuurlijk ook welkom aan 3-4-5-6-ling ouders!). En aan alle andere ouders van wie hun eenling als een tweeling aanvoelt. Deze twinblog is voor jullie, om tips uit te wisselen, ergernissen en geniale vondsten te delen...

Al tijdens de eerste echo was het duidelijk: mama is in de minderheid, 2 kleine mensjes groeien samen, in mijn buik. Dubbel zo blij, maar ook dubbel zo bang... Gelukkig nog maanden de tijd om aan het idee te wennen.

Alhoewel, ze kwamen sneller dan verwacht. Gebruikelijk bij tweelingen, blijktbaar (gemiddeld rond week 37, en dus ook vaak nog vroeger...). Twee zalige, prachtige kabouters: Marcel en Marilou. De mooiste kinderen van de hele wereld 😊.

TWEE. Als je ze in 't echt ziet liggen... zelfs zo met 2 naast elkaar, besef je nog maar half dat deze 2 baby's de rest van de dagen (en nachten) van je leven zullen vullen. En hoe!

Tijdens onze zwangerschap ben ik natuurlijk overal op zoek gegaan naar informatie over tweelingen. Dat verliep niet zo vlot... Ik vond bitter weinig gegroepede informatie, weinig boeken... Het was zelfs een beetje frustrerend om altijd over 'je baby' te lezen. Ik had zin om er overal een 's' bij te zetten. Nu onze 2 schatten er zijn, lijkt het me een prima idee om tweelingouders een beetje bij te staan met tips, raad en advies.

Vraag maar!

(En reken maar dat ik jullie ook om raad zal vragen als 't nodig is...)

Tot gauw,

Hilde, mama van Marcel en Marilou



Categorieën

- [Baby-tijd \(1\)](#)
- [Mama in de minderheid \(1\)](#)
- [Mama-tijd \(1\)](#)
- [Producten \(3\)](#)
- [Twins \(2\)](#)
- [Voeding \(1\)](#)
- [Zwangerschap \(3\)](#)

Posts

- [Mama-tijd](#)
2 baby's betekent natuurlijk weinig [...]
- [Mama in de Minderheid](#)
Tweeling-ouders, welkom! (Natuurlijk ook welkom [...])

Links

- [Baby 2000](#)
- [Community](#)
- [Geboortelijsten Baby 2000](#)
- [Tweelingeninfo](#)

DeliXL

- Providing superior customer experience
 - Web 2.0 interfaces
 - 30.000 products
 - Specific marketing campaign with points (safari)
 - Dynamic flipbooks
 - Objective oriented discounts
 - Online trade Fair to replace a physical fair

B2B Food provider



Deli DAYS

[FR](#) | [NL](#)

VISITE
MON COMPTE
MES COMMANDES
QUITTER LA FOIRE

Accueil
Assortiment
Actions
Panier
Quitter le stand ✖

Client n°33333

Environnement de démo !
DEMO COMMANDE XL
Jérôme Losfeld

TOTAL POINTS 10318

Commandes en cours	25
Commandes validées	87
Points Extra	10206
Bonus de Présence	0

STANDS FAVORIS

- > Ecover ✕
- > Nestlé ✕

Bienvenue !

✂

1 XL Bonus à l'achat de 3 cartons

✂

1 XL Bonus à l'achat de 1 carton

✂

1 XL Bonus à l'achat de 2 cartons parmi les articles ci-dessous

✂

1 XL Bonus à l'achat de 4 cartons parmi les articles ci-

COMMANDE RAPIDE

entrer un code produit... GO

ASSISTANT FOIRE

- > Liste des stands p
- > Liste des actions p
- > Guide utilisateur p
- > Mon Cadencier p
- > Liste des cadeaux p

ASSISTANT STAND

Ajouter le stand aux favoris

Chercher dans le stand GO

Changer de stand ...

+20%
XL BONUS

COMMANDE RAPIDE

1. Ajouter un produit

2. Valider mes commandes (actuellement 0 ligne(s) produits)

Astuce : Ajoutez autant de produits que vous le souhaitez à partir de l'écran ci-dessous

4545

4545 - BON DE COMMANDE

12 Carton 0 Détail

novembre décembre janvier février mars
 46 47 48 49 50 51 52 01 02 03 04 05 06 07 08 09 10 11

RIZ 5KG



Information Générale

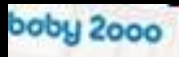
Marque : UNCLE BEN'S
Code EAN : 054106737274
Conditions de Stockage : Local à température ambiante
Poids Brut / Net : 5 / 0
Dimensions (H x l x P en m) : ,1 x ,3 x ,25
Conditionnement : Le carton de 3 sacs
Nombre de cartons/palettes : 65
Durée de vie normale (jours) : 252

Ingrédients

Les Plus Produit

Recommandations : Conserver 30 mois. Dans un local sec à température < 18°C.
Recommandations : Riz Créole : Amener l'eau à ébullition avec le sel. ajouter

x Afsluiten/Fermer



Client n°33333

Environnement de démo !
DEMO COMMANDE XL
Jérôme Losfeld

TOTAL POINTS	10318
Commandes en cours	25
Commandes validées	87
Points Extra	10206
Bonus de Présence	0

STANDS FAVORIS

- > Ecover X
- > Nestlé X

FR | NL

VISITE | MON COMPTE | MES COMMANDES | QUITTER LA FOIRE

chercher dans la foire ...

COMMANDE RAPIDE

4545 **GO**

ASSISTANT FOIRE

- > Liste des stands
- > Liste des actions
- > Guide utilisateur
- > Mon Cadencier
- > Liste des cadeaux

+20%
D'XL BONUS

Commandes en cours

Commandes validées

Imprimer le détail de la commande

Mes commandes | Commandes fournisseur | **Commandes Deli XL**

Commande délégué 33333 - Demo Délégué du 19/09/2010 18:52:16

Imprimer le détail de la commande

	4545	Riz 5kg - Uncle Ben's Conditionnement : Le carton de 3 sacs Total : 24 Carton(s) 0 Détail
	100100	Yaourt demi écrémé aux fruits 48x125g - Nova Conditionnement : Par carton Total : 6 Carton(s)

Deli XL

My DeliXL / Delidays

The screenshot displays the Deli XL website interface. At the top, there is a navigation bar with links for "Visite", "Mon Compte", "Panier Global", and "Quitter la foire". A search bar is also present with the text "chercher dans la foire ...". The main content area is divided into several sections:

- Left Sidebar:** Features a user profile for "Client n°33333" with a photo of a woman. Below the profile, it indicates "Environnement de démo !" and "DEMO COMMANDE XL". The user's name is "Jérôme Losfeld". A summary of purchases is shown: "Total Achats: 154", "Nombre d'articles validés: 65", and "Achats non validés: 89". Other statistics include "Total Points: 554" and "Stands Favoris".
- Center:** A large banner image showing a group of people standing in front of a stand. Above the image is a "MAP" icon. Below the image are two smaller images: "Paniers Menu" and "WHITES".
- Right Sidebar:** Contains an "Assistant Foire" section with links for "Liste des stands", "Liste des actions", "Guide utilisateur", "Mon Cadencier", and "Voir la démo". Below this is a promotional banner for "POUR UN EVENEMENT MEMORABLE!" and another for "Récoltez vos XL-bonus".

Flipbook

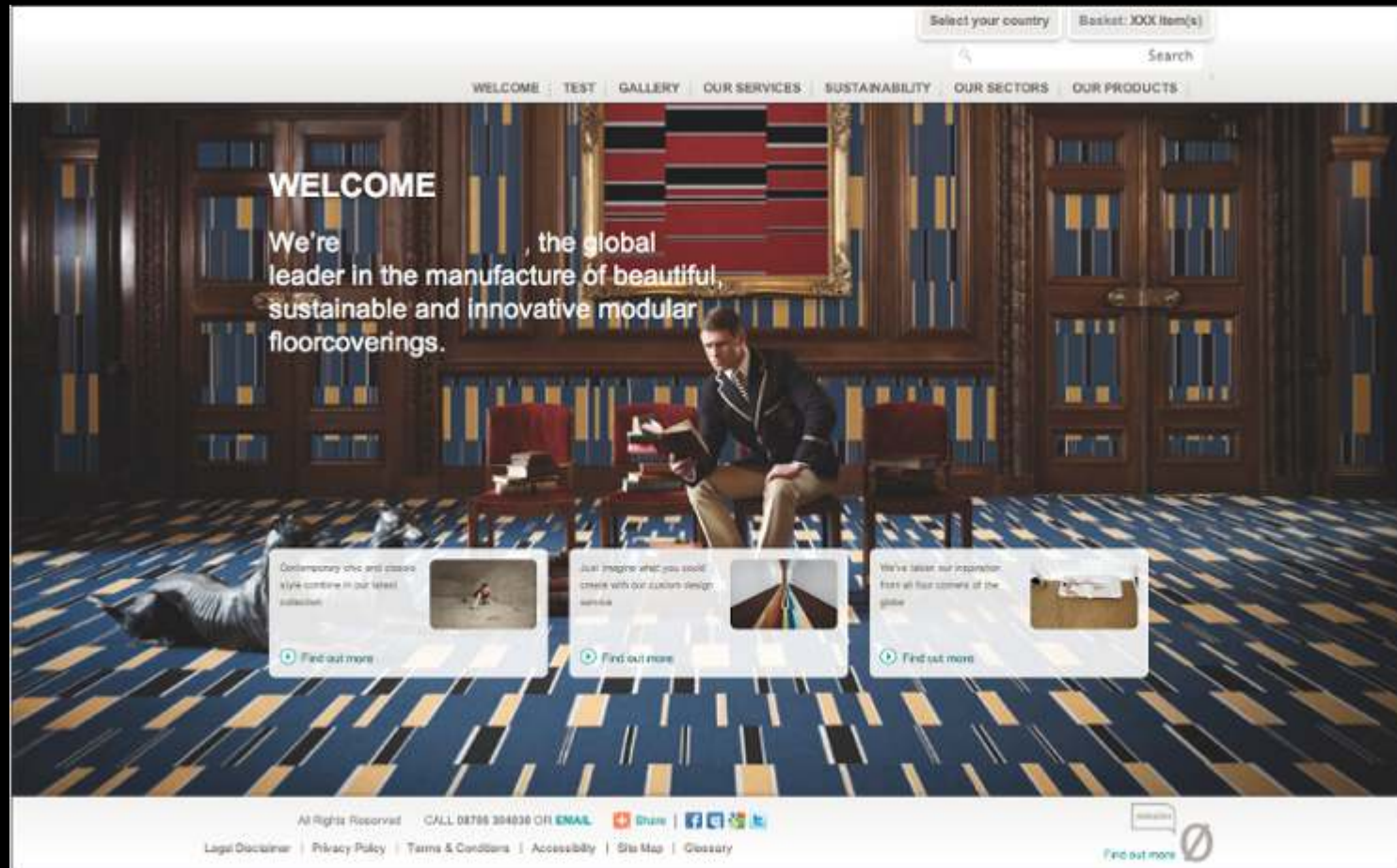
The screenshot displays the Deli XL website interface. At the top, there is a navigation bar with links for Home, Deli XL Belgium, Fournisseurs, Jobs, Plan d'accès, Contactez-nous, and FR NL. Below the navigation bar, the main content area features several promotional banners and sections:

- Safari SAISON DU LEOPARD:** A banner for the Safari Season of the Leopard, running from 1/01 to 31/03.
- WHITES:** A banner for White Christmas tables, advertising the best classic tables for the end of the year.
- Besoin d'inspiration pour vos tables de fin d'année?:** A banner asking for inspiration for end-of-year tables.
- Tout nouveau, tout frais !:** A section for the new folder, featuring Deli MAX products with prices like 3.40 and 0.20. It includes buttons for 'Décembre' and 'Janvier'.
- myDeliXL:** A login form with fields for Username and password, and an OK button.
- Pas encore inscrit ?:** A registration prompt stating that users can receive confirmed access codes directly in their mailbox.
- Mot de passe oublié ?:** A link for password recovery.
- Actuellement sur MyDeliXL:** A statistics box showing 2627 registered visitors, 20 promotional offers, and 7703 product files.
- Deli XL et l'électricité verte:** A section highlighting green electricity, with links to 'Deli XL et l'électricité verte', 'Plus pratique: le Frais et l'Ultra Frais fusionnent!', and 'Deli XL passe à l'électricité verte'.
- NOS SOLUTIONS:** A horizontal menu with categories: SOINS DE SANTE, EDUCATION, BUSINESS & INDUSTRIE, HORECA, and GRANDS COMPTES. Each category has a representative image (e.g., a stethoscope for health care, a cup of coffee for business).

At the bottom of the page, there is a footer with links for Language, Contact, Confidentialité, Copyright, and Conditions générales, along with a small hourglass icon.

Carpet tiles manufacturer

- Providing superior customer experience
 - Inspirational B2B Commerce
 - Driving customers to the product through content (+SEO)



Carpet tiles manufacturer

Select your country | Basket: 0 Item(s)

Search

HOME | INSPIRATION | OUR PRODUCTS | OUR SERVICES | SECTORS | SUSTAINABILITY | ABOUT US | CONTACT US

HOME > ONE LEVEL DOWN > TWO LEVELS DOWN > THREE LEVELS DOWN > THE CURRENT PAGE

PRODUCT DETAILS

COLOUR OPTIONS

This product is available in the following colours

SUSTAINABILITY

Why not take a look at some of our even more sustainable products?

NO SUSTAINABILITY RELATIONS FOR THIS PRODUCT.

And we're here to help you make your choice even more sustainable with these complementary flooring solutions.

[TACTILES FLOORING PRODUCT 1](#)
[FLOORING PRODUCT 2](#)

Duet, Pecan

Installation	Monolithic
Construction	Tufted Patterned Structured Loop pile Tile
Yarn	100% BCF Solution Dyed Nylon contains pre-consumer recycled content
Backing	Graphlast
Size	50 cm x 50 cm
Product number	3034000405
Colour number	303401

Reflecting a two-part harmony for the piano, this product is simply styled with tonal colours and varying pile heights to create a variation on a simple theme. The palette of 16 tone-on-tone colours and clean cut lines brings an element of sophistication to commercial office spaces. Installation: monolithic.

[ORDER A SAMPLE](#)

[Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

[VIEW IN ROOM](#) | [GALLERY AND CARE STUDIOS](#) | [FULL PRODUCT SPECIFICATION](#) | [ENVIRONMENTAL](#)

VIEW IN ROOM

elfa

Logga in | Press | Om oss

Sök på *elfa.com*

Hem | Produkter | Inspiration | Planera din förvaring | Hitta butik | Kundtjänst

inga artiklar
visa produktlista >



För hela ditt hem

Praktisk förvaring där du behöver det som mest >



Everything can be organized

Vi människor är lite som hamstrar. Vi samlar. Gamla och nya prylar. Pylar till ungarna, prylar till våra hobbies, ja till och med prylar till våra prylar.

2010-01-29
Katastrofhjälp till Haiti >

2009-11-26
Elfa bidrar med praktisk förvaring i Ronald McDonald >



Hitta din stil

Omsätt dina ideer i vår virtuella verklighet. Ge liv åt ditt drömhjem och dela det med dina vänner!

Börja stajla >



Planera din förvaring

Med vårt smarta verktyg planerar du din egen måttanpassade lösning med inredning och skjutdörrar.

Börja planera >



Inredning och skjutdörrar

Hyllor, backar, skjutdörrar och mycket mera. Gör en produktlista och ta med till din butik.

Till produktsortimentet >

översikt *elfa.com*

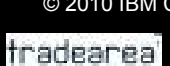
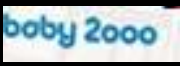
Classic >
Décor >
Skjutdörrar >

Hitta din stil >
Planera din förvaring >
Bildgalleri >

Kundtjänst >
Hitta en butik >
Vanliga frågor >

Om oss >
10 års garanti >
Press >

Allmän information >
Priser och sortiment >



[Logga in](#) | [Press](#) | [Om oss](#)

 inga artiklar
[visa produktlista >](#)

[Hem](#)
[Produkter](#)
[Inspiration](#)
[Planera din förvaring](#)
[Hitta butik](#)
[Kundtjänst](#)
[Koncept](#)
[Classic](#)
[Décor](#)
[Skjutdörrar](#)
[Hem](#) > [Produkter](#) > [Décor](#) > [Väggbaserade system](#) > [Hängsystem](#)

Väggbaserade system

[Hängsystem](#)

Golvbaserade system

[Freestanding](#)


Hängsystem

Vårt hängsystemet är mycket lätt att installera. Allt du behöver göra är att skruva fast bärlisten och häng på hängskena. Montera hyllor, backar och annat du behöver. Nu får du en garderobslösning som är både snygg och praktisk!

Hitta produkt

Hitta rätt produkt!

Du kan läsa mer om det system som du har valt längst upp på sidan och bläddra ner för att läsa mer detaljerad information om huvudkomponenterna. Längre ner hittar du produktinformation indelad efter funktion och olika kategorier. Hittat något du gillar? Du får ännu mer information genom att klicka på bilden eller den röda länken.

[Läs mer >](#)

Basprodukter - grunden för ditt system

Här hittar du de basprodukter du behöver för att börja bygga ditt hängsystem.



Bärlist >

Smart och lätt montering med ett minimum av borming.



Hängskena >

Välj den längd som passar din lösning bäst.

Hyllor

Välj mellan, eller kombinera med, trådhyllor och trådhyllkorgar.



Décorhylla 30 >

Bra för förvaring av böcker eller andra små saker.



Décorhylla 40 >

Vårt vanligaste djup finns tillgängligt i två längder.



Décorhylla 50 >

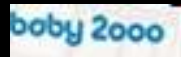
Ger dig möjligheten att



Trådhylla 30 >

Perfekt för tillhörigheter

Måttanpassade skjutdörrar



BJÖRN BORG



elfa®

Logga in | Press | Om oss

Sök på elfa.com

- Hem
- Produkter
- Inspiration
- Planera din förvaring
- Hitta butik
- Kundtjänst

inga artiklar
visa produktlista >

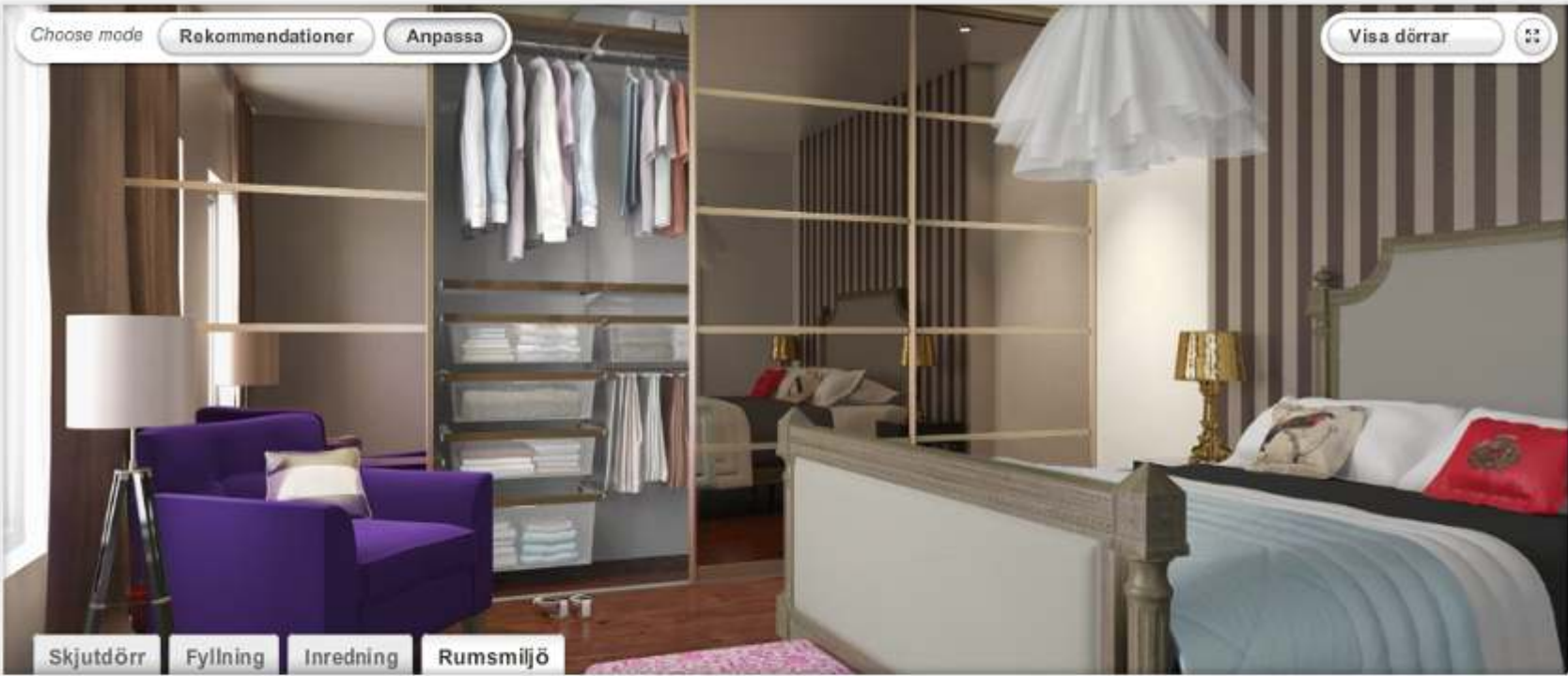
Hitta din stil | Bildgalleri

Sovrum - Klassisk

Start over ?

- Choose mode
- Rekommendationer
- Anpassa

Visa dörrar



- Skjutdörr
- Fyllning
- Inredning
- Rumsmiljö

Text explaining the button do

Spara bild



Logga in | Press | Om oss

Sök på *elfa.com*

inga artiklar
visa produktlista >



Hem

Produkter

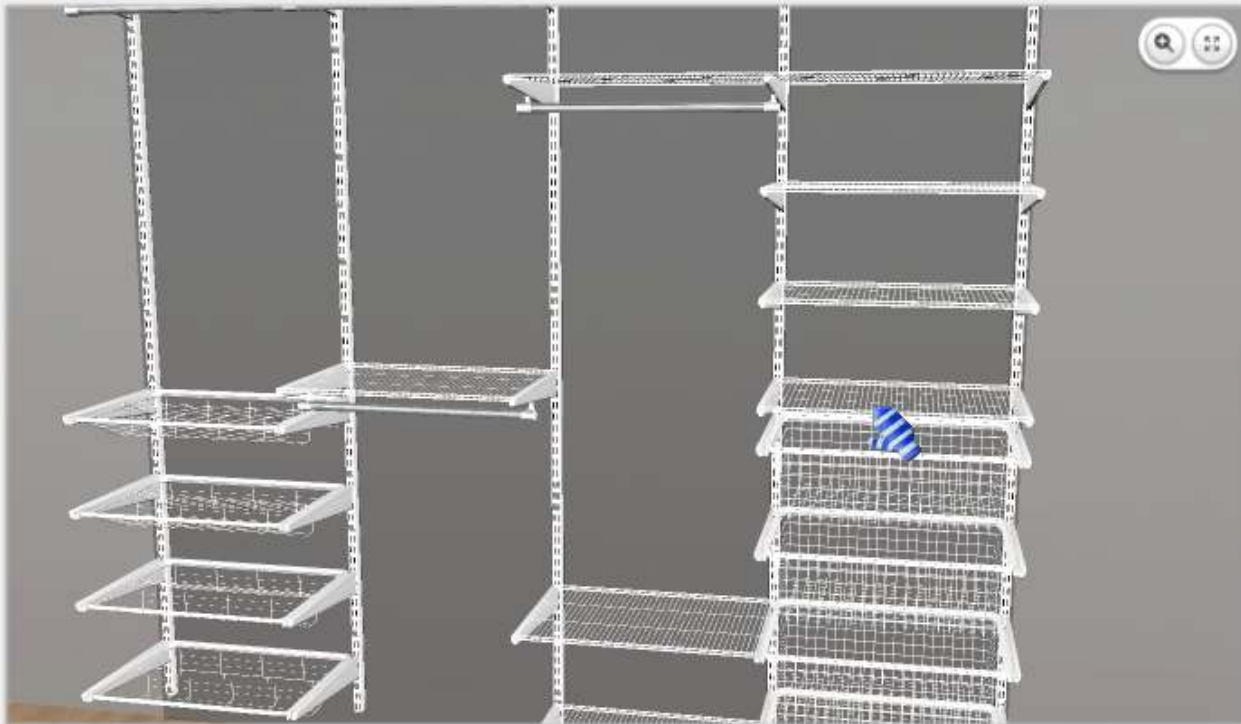
Inspiration

Planera din förvaring

Hitta butik

Kundtjänst

Börja om



Mått

Ändra

Total bredd	2 475 mm
Total höjd	2 400 mm
Totalt djup	685 mm

Inredning

Ändra

Inredningsfärg	Vit
Väggmaterial	Inga
Décor färg	Ingen

Skjutdörrar

Lägg till

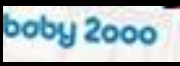
Pris

Rek. ca. pris för inredning	8 409 SEK
Rek. ca. pris för skjutdörrar	0 SEK
Rek. ca. totalpris	8 409 SEK

Spara och stäng

Spara vy som bild

Klar - visa ingående produkter



BJÖRN BORG



BJÖRN BORG®

MYSA

Blog!

SWEDISH EXPORTS
JOIN OUR MISSION!

REGION: INTERNATIONAL ▾

SEARCH

SIGN IN REGISTER



SHOPPING BAG

[SHOP](#) / [UNDERWEAR](#) / [SPORTSWEAR](#) / [KIDS](#) / [SOCKS](#) / [SWIMWEAR](#) / [ACCESSORIES](#) / [SHOES](#) / [SALE](#)

SHOP / SPORTSWEAR

SHOP

UNDERWEAR

SPORTSWEAR

- NEW STYLE
- TSHIRTS
- POLOS
- SHORTS
- SHIRTS
- SWEATERS
- TANKS
- SALE
- FOR HER

KIDS

SOCKS

SWIMWEAR

ACCESSORIES

SHOES

SALE

• • •

BLOG

MYSA

BECOME A SWEDISH

EXPORT

HERITAGE

VIDEOS

PHOTOS

SPORTSWEAR

GET THE LATEST
T-SHIRTS AND OTHER
SPORTSWEAR STYLES HERE!



FREE SHIPPING
WITH ANY €50 PURCHASE!

SHOP NOW!

COMPARE



COMPARE

CLEAR

ADDITIONAL 25%
OFF ALL SALE ITEMS!
SHOP NOW!



DISPLAYING PRODUCTS 1 - 12 OF 22

◀ 1 - 2 ▶



BJÖRN BORG
T-SHIRT - FRESNO

+ ADD TO WISH LIST
+ ADD TO COMPARE

EUR 19.95

ADD TO BAG +



BJÖRN BORG
T-SHIRT - FRESNO

+ ADD TO WISH LIST
+ ADD TO COMPARE

EUR 19.95

ADD TO BAG +



BJÖRN BORG
T-SHIRT - FRESNO

+ ADD TO WISH LIST
+ ADD TO COMPARE

EUR 19.95

ADD TO BAG +



BJÖRN BORG
T-SHIRT - HAMILTON

+ ADD TO WISH LIST
+ ADD TO COMPARE

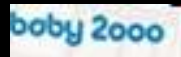
EUR 39.95

ADD TO BAG +

BJÖRN BORG & THE
MYSA PROJECT,
READ MORE HERE!



ITEM OF THE
WEEK




BJÖRN BORG®




GOODRIDGE

FLUID TRANSFER SYSTEMS

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MOTORSPORT



RETAIL



OEM





NEWS

27th September 2010 - Goodridge Fly Day 2010
[Read more...](#)


22nd September 2010 - Goodridge Prize Draw Winners Update
[Read more...](#)

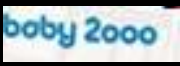
27th April 2010 - Win 'the Ultimate Street Bike'
[Read more...](#)

BUY ONLINE  **COMING IN 2010**

FIND A DISTRIBUTOR 

SUZUKI B-KING
Buy an aftermarket pre-assembled kit in 2010 and be entered for a monthly prize draw and our annual prize draw.

BloodHound SSC
TECHNICAL PARTNER & STRIPE SPONSOR




GOODRIDGE

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tried, tested and used by the world's leading race teams

race proven technology

MOTORSPORT 	RETAIL 	OEM 	NEWS 27th September 2010 - Goodridge Fly Day 2010 Read more... 22nd September 2010 - Goodridge Prize Draw Winners Update Read more... 27th April 2010 - Win 'the Ultimate Street Bike' Read more...
BUY ONLINE 	COMING IN 2010	FIND A DISTRIBUTOR 	
SUZUKI B-KING Buy an aftermarket pre-assembled kit in 2010 and be entered for a monthly prize draw and our annual prize draw. 	BloodHound SSC TECHNICAL PARTNER & STRIPE SPONSOR 		


GOODRIDGE
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the original and best after market brakelines


**don't imitate
innovate!**


MOTORSPORT


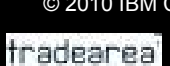
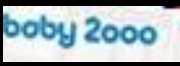

RETAIL


OEM


NEWS
27th September 2010 - Goodridge Fly Day 2010
[Read more](#)

BUY ONLINE

COMING IN 2010

SUZUKI B-KING
Buy an aftermarket pre-assembled kit in 2010 and be entered for a monthly prize draw and our annual prize draw.

2010 RACE KING





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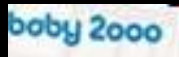
Home > Distributors > Motorcycle

Automotive

Motorcycle

- UK
- USA
- Andorra
- Australia
- Belgium
- Canada
- Canary Islands
- Croatia
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Japan
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- Netherlands
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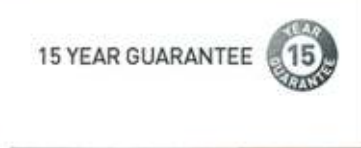

Product Code: WS110DNC
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