

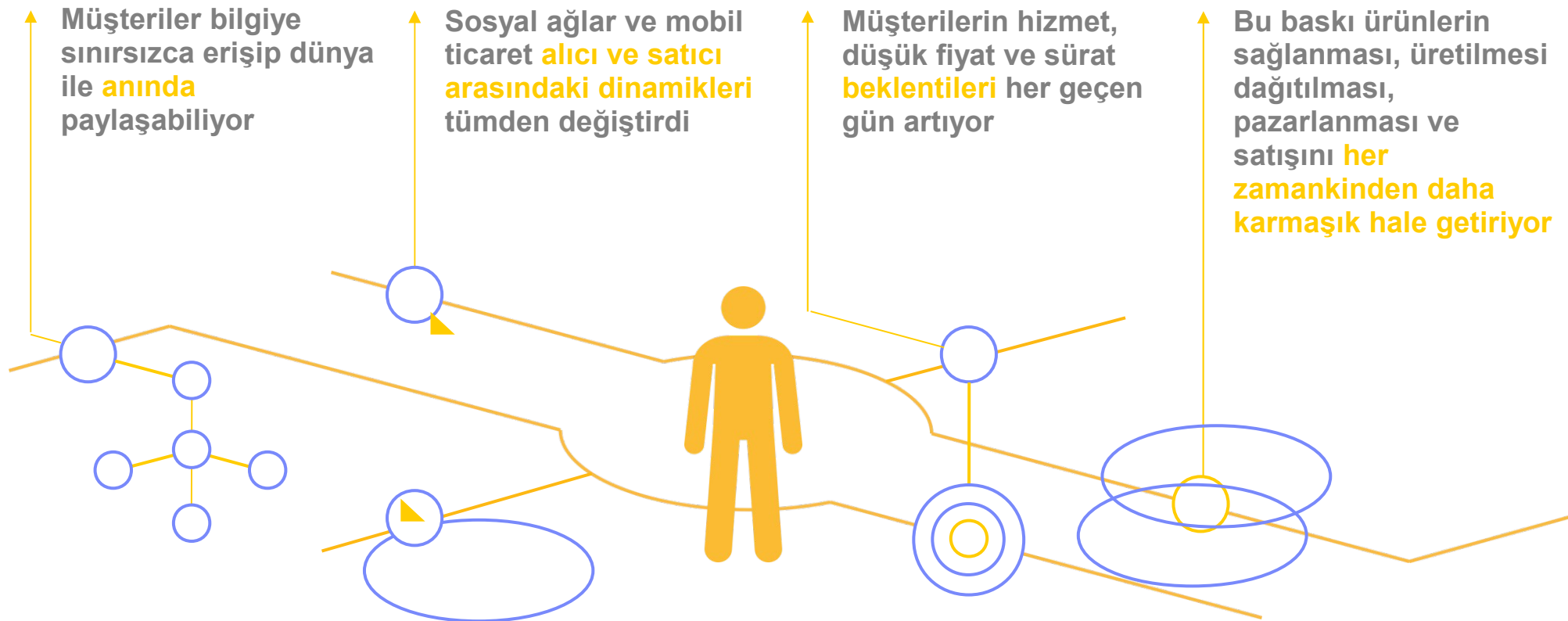
Akıllı E-Ticaret : Websphere Commerce

Devran Erođul
INTEXIS Bilgi
Teknolojileri

7 Haziran 2012



Teknoloji ve bilgi paylaşımı ile müşterinin **en güçlü** olduğu çağda yaşıyoruz



Twitterdaki günlük tweet sayısı

340 milyon

Reklamların gerçekleri yansıtmadığına inananların oranı

%75

Yetersiz stok nedeniyle kaçırılan satış tutarı

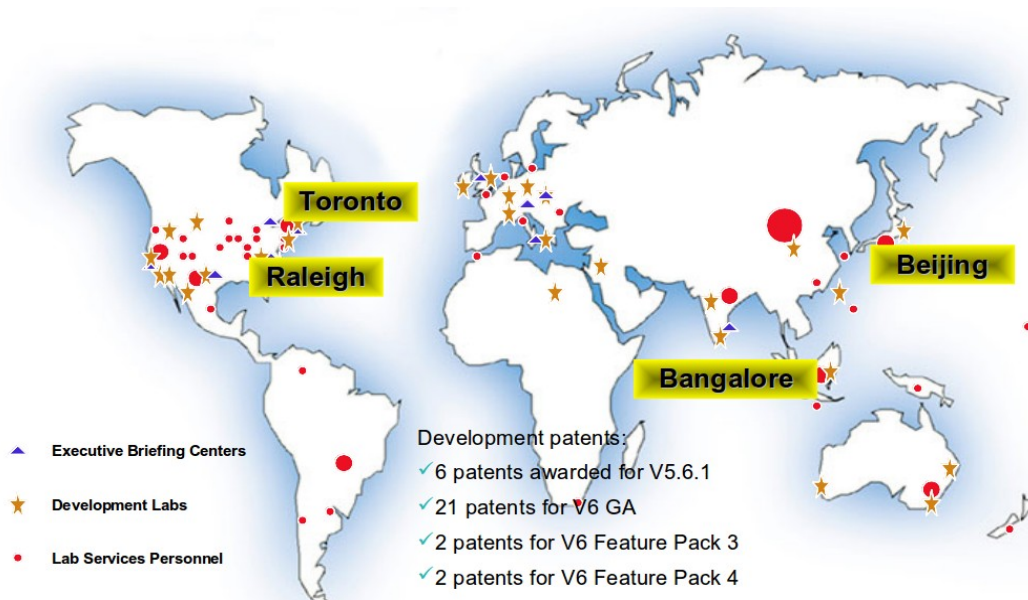
93 milyar \$

◌ Ana hatlarıyla IBM Websphere Commerce

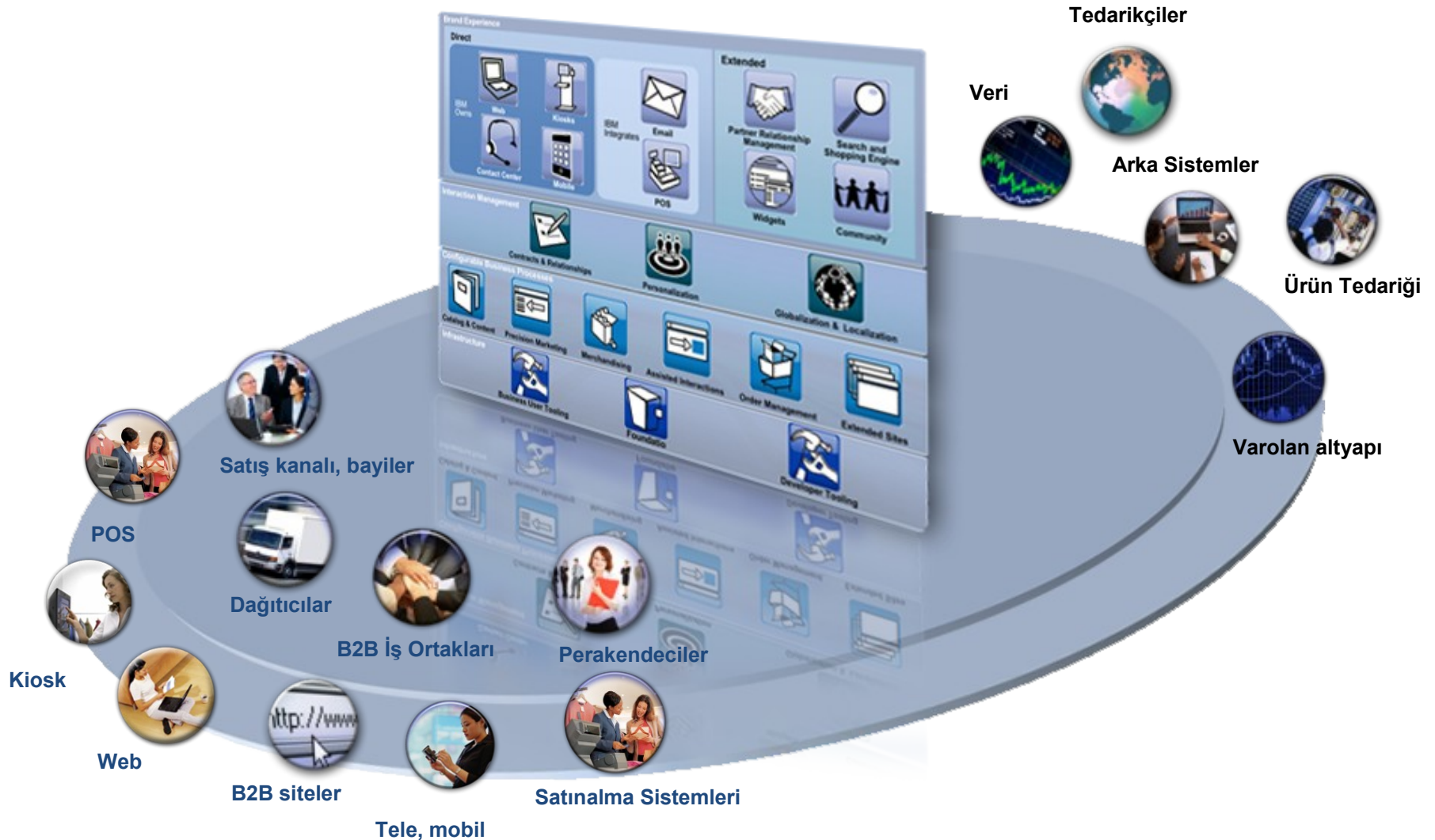
- ◌ IBM Websphere Commerce, günümüz tüketicisini odağına alan
- ◌ bir yaklaşımla; müşteriye tüm dokunma noktalarında
- ◌ **tutarlı bir alışveriş deneyimi** amaçlayan,
- ◌ **doğru kişiye doğru pazarlama** aktivitelerini sunan,
- ◌ **B2B, B2C , B2B2C** gibi tüm iş modellerini
- ◌ destekleyen bir elektronik ticaret platformudur.

Ana hatlarıyla IBM Websphere Commerce

- 2012 – 1996 = **16 yıldır geliştiriliyor**
- **Güncel versiyon : Websphere Commerce 7**
- **Global Destek**



IBM Websphere Platformu



WebSphere Commerce müşterilere her türlü etkileşim senaryosunda tutarlı ve müşteri odaklı altyapı sağlar

Çok Kanallı Ticaret



Web



Mobile



Game Console



Kiosk



TV

Configurable Business Processes

WebSphere
COMMERCE



Ürünler & İçerik

- İçerikler
- e-Spots
- Satış katalogları
- Ürün yönetimi



Merchandising

- Ürün önerileri
- Up-sell, cross-sell, bundle
- Ödüller & Puanlar
- Gift Center



Odaklı Pazarlama

- Triggers and Actions
- Dialog activity
- Promosyonlar, İndirimler,
- Kuponlar
- A/B Testi
- Affiliate Marketing
- E-mail kampanyaları



Sipariş Yönetimi

- Sipariş Alma
- Sipariş ve Stok Yönetimi
- Çok kanallı sipariş yönetimi
- Fiyat listeleri & Ödemeler



Extended Sites

- Multiple Sites



Marka 1



Marka 2



Marka 3



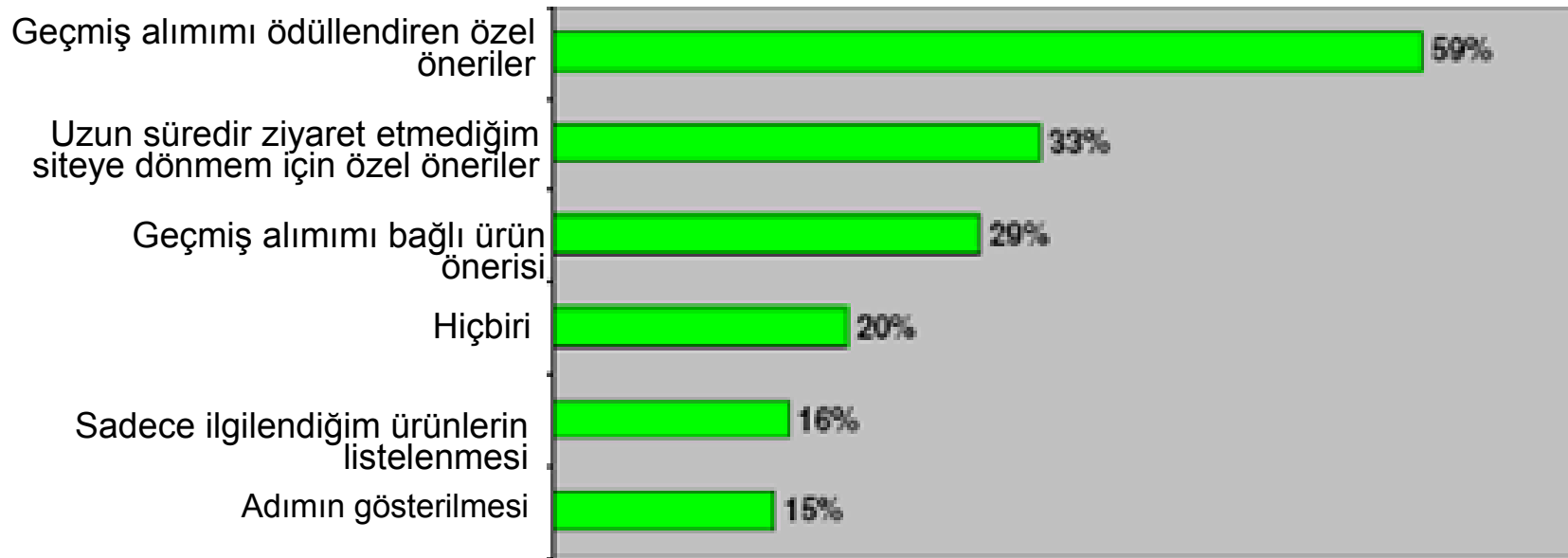
Marka 4

Odaklı Pazarlama



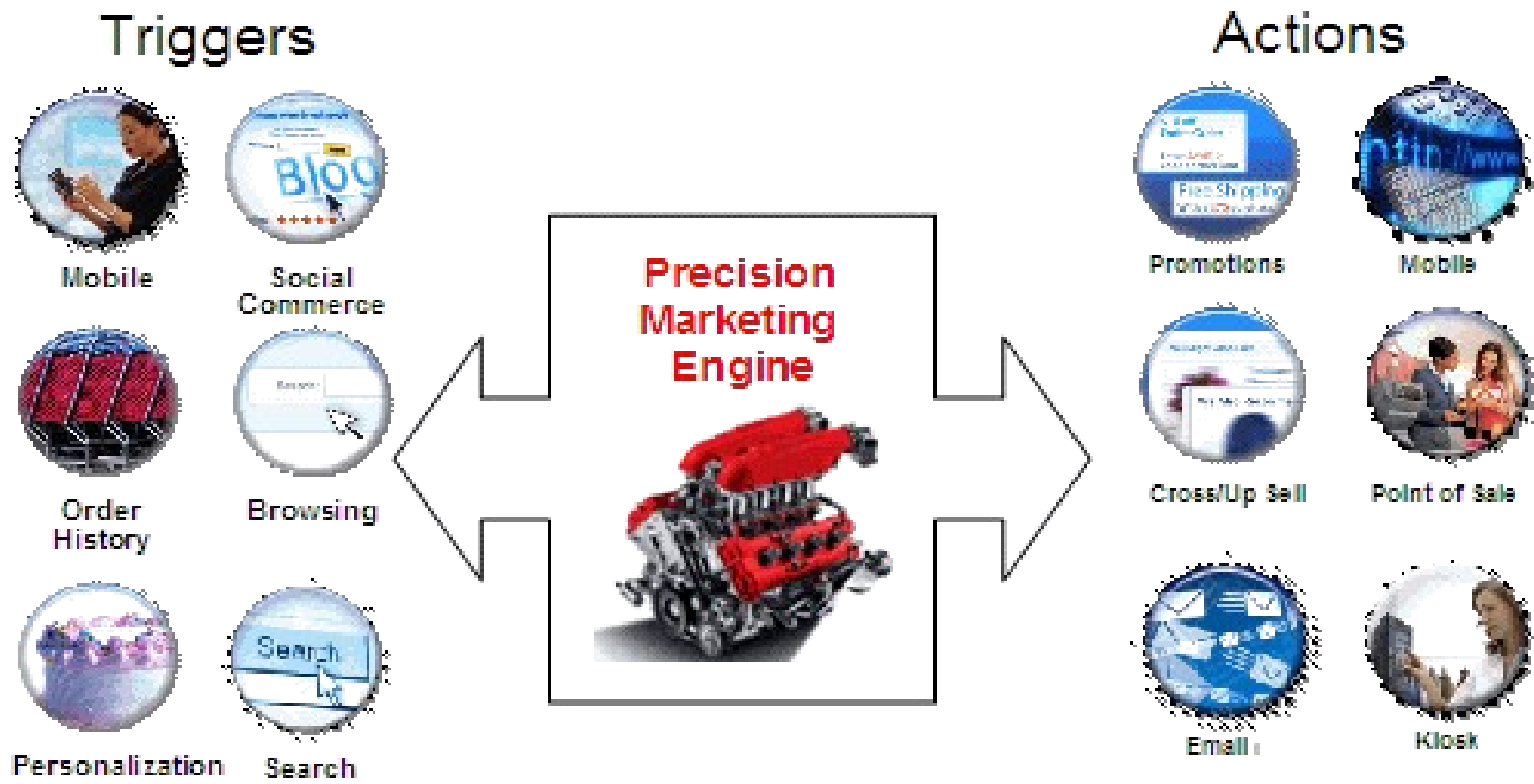
Odaklı Pazarlama

“Sizin aynı firmadan satın almanız için hangi kişiselleştirme yöntemi en etkilidir ?”



Kaynak : Forrester

Odaklı Pazarlama



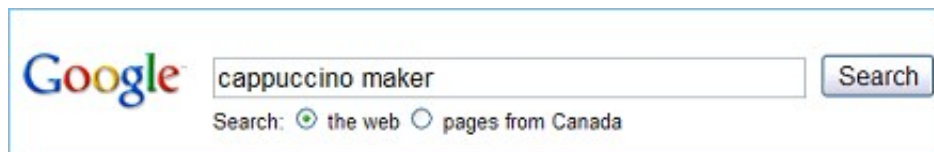
Odaklı Pazarlama – örnek senaryo



Odaklı Pazarlama – örnek senaryo



Odaklı Pazarlama – örnek senaryo



SEO & Landing page optimization

Save and Close Close

Targets

- E-Marketing Spot
Customer views e-Marketing Spot:
CategoryPageRecommendations
- External Site Referral
Domain is: Google search
Search keyword contains any of:
Cappuccino Maker
- Recommend Content
10% off cappuccino maker

Web Activity

General Properties Related Activities

*Name SEO & Landing page optimization

Description - Based on Google search optimization
- Customer enters search for "Cappuccino Maker" and is directed directly to category
- Promo banner reads "Welcome Google Shoppers -- Get 10% off any Cappuccino maker"

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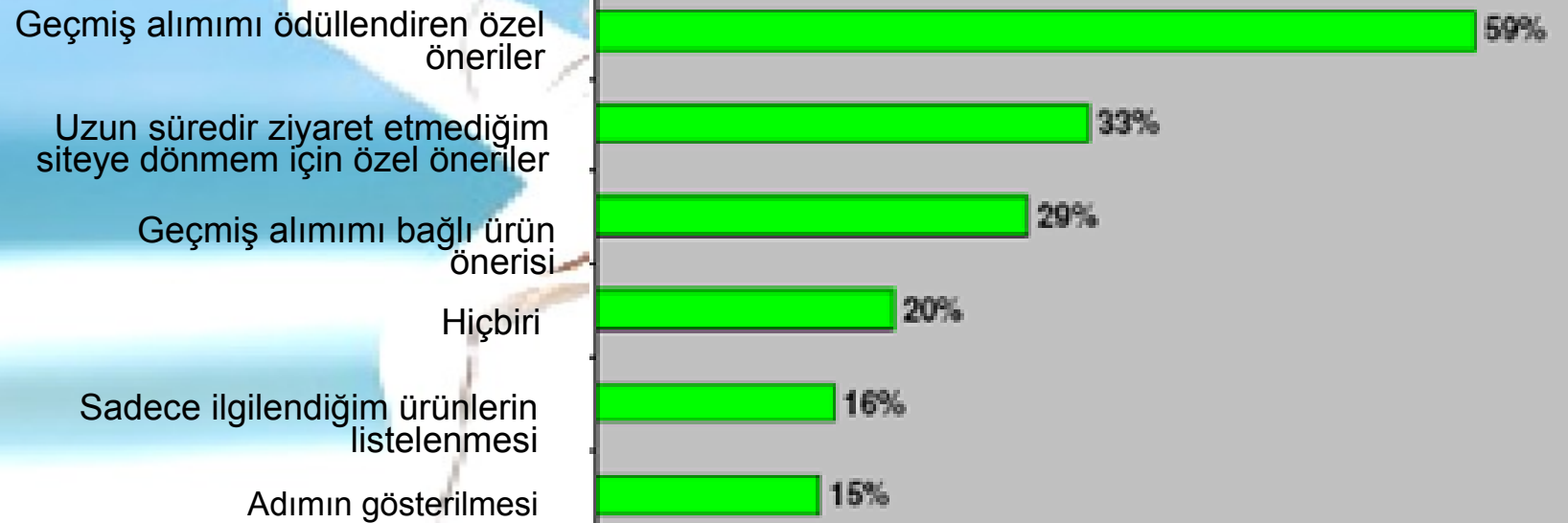
Promosyonlar ve Kampanyalar



En az 2 ürün alan ilk 100 kişi



Doğru Kişiyeye İndirim



Kayıt ve Sipariş Senaryosu

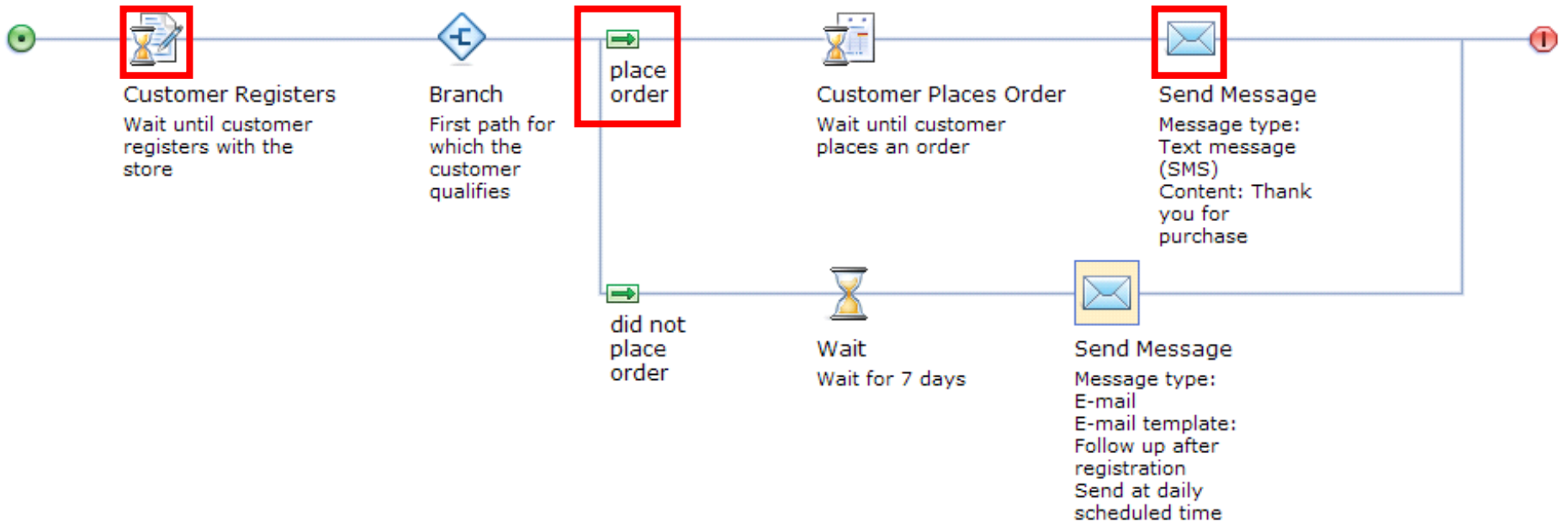
Müşteri kayıt yapar



Sipariş verir

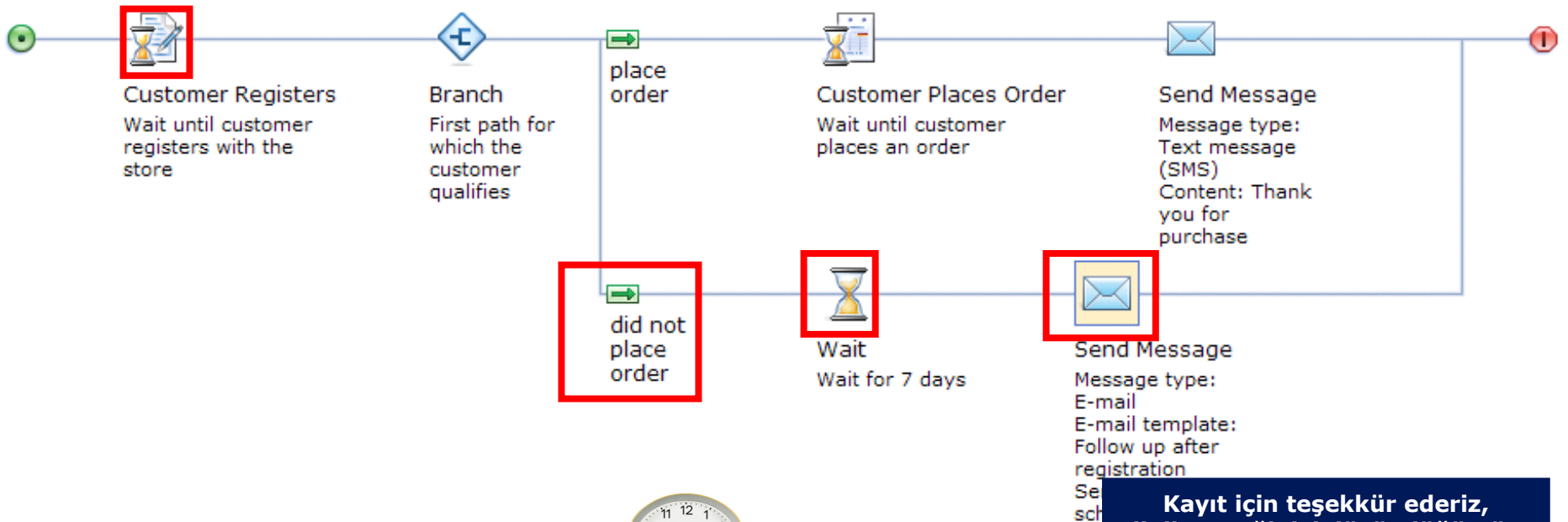


Siparişimiz için
teşekkür ederiz.
Sipariş numaranız:
13721



Kayıt ve Sipariş Senaryosu

Müşteri kayıt yapar



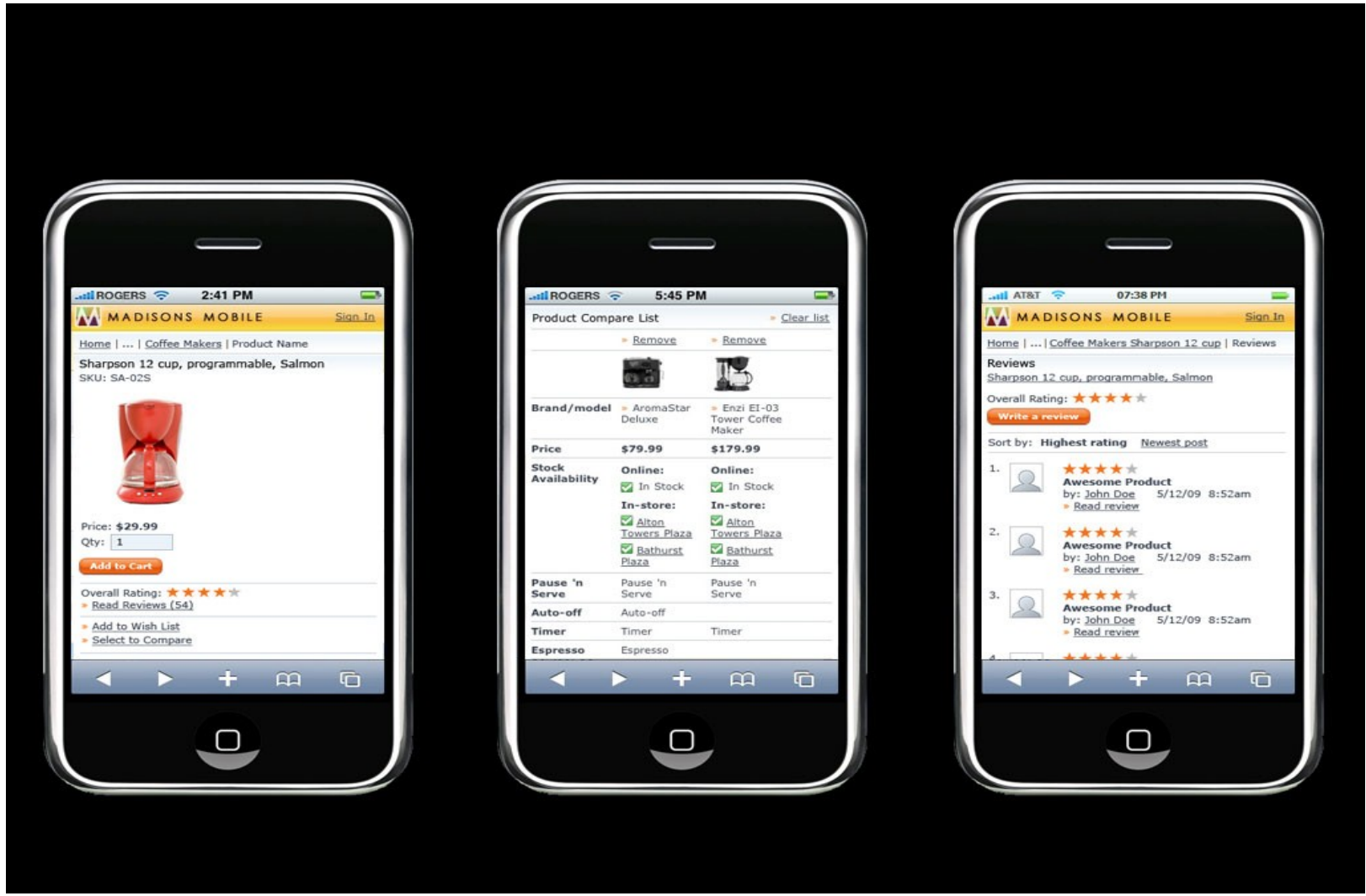
Bir hafta bekle...

**Kayıt için teşekkür ederiz,
ilgileneceğinizi düşündüğümüz
bir ...**

Mobil E-Ticaret



Hazır Mobil Uygulamalar



Mobile store for smart phones



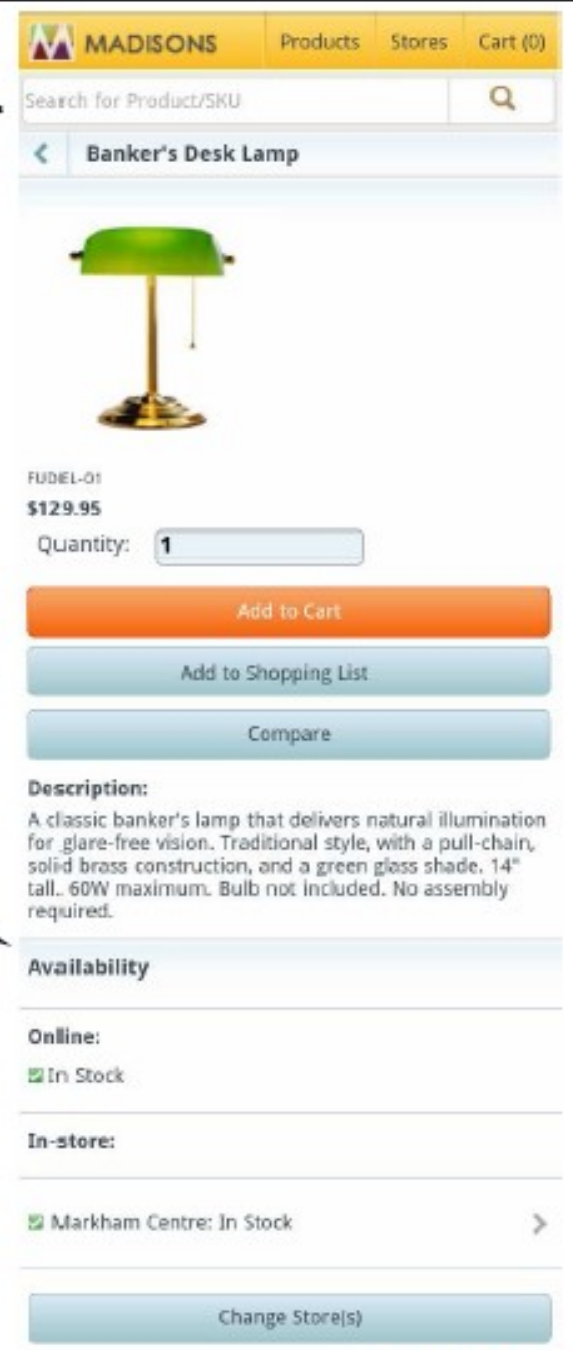
Search

Swipe eSpot

Multiple wish lists

Cross channel inventory

Location based services



Mobile store for tablets

Frequently used features

Swipe eSpot

Action buttons

Products Search MADISONS Stores Cart (0)

Back to School savings
up to 25% off on children's fall fashions

prescription refills sign up now
coffee makers shop now
cookware 20% off

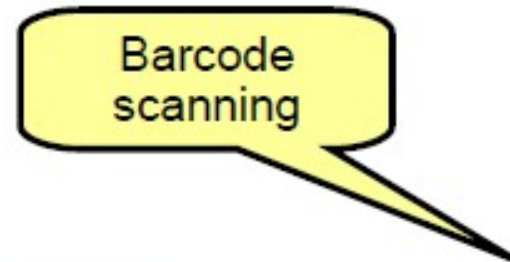
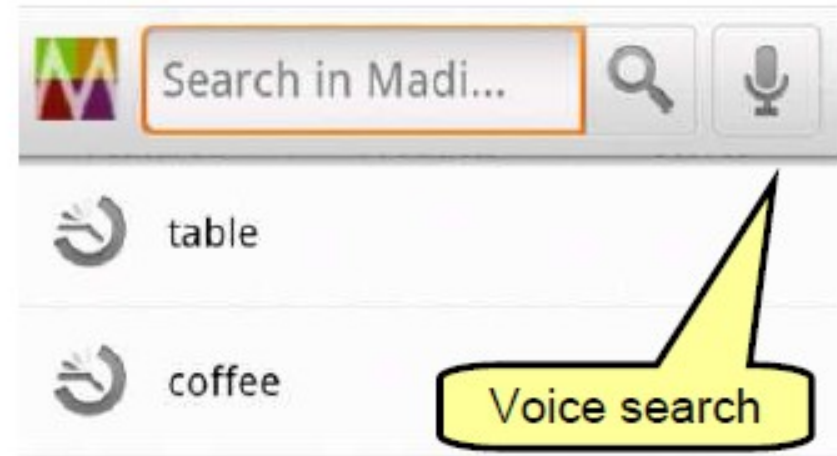
Deals of the Week Clearance Sale

Patio Set Rattan Chair Garden Arbor Snack Table

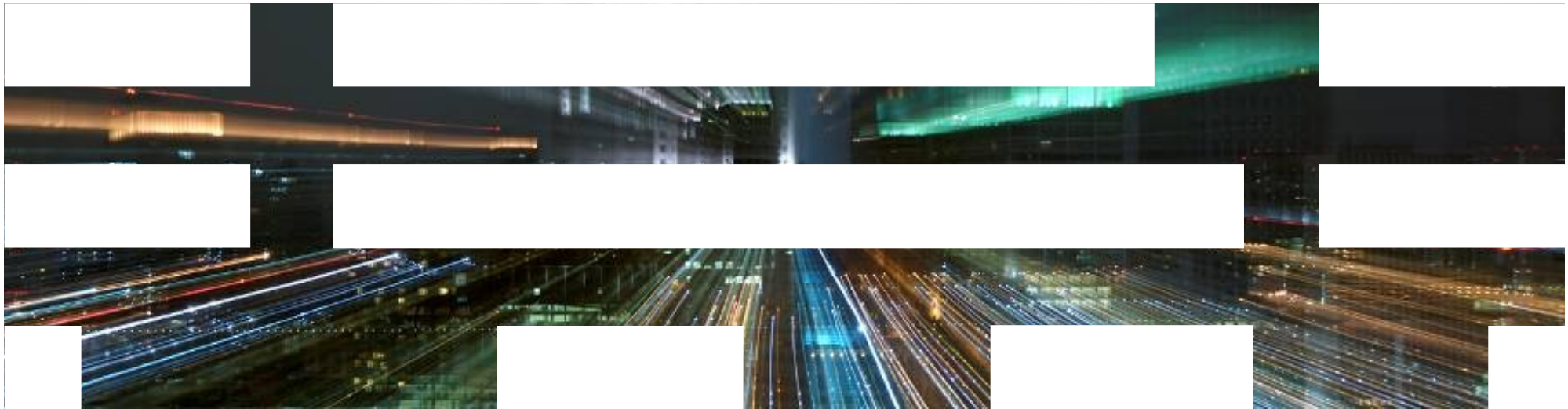
Sign In My Account Shopping List E-Flyer

Compare | Help | Settings | Full Site | Privacy Policy

Native application



Sosyal Medya Entegrasyonu



Like and Activity Feed

Like on Product Page:

Like < 4 Send


You like **Product: Low maintenance battery.** Unlike




This battery lasts forever!

Post to Facebook Close


Activity Feed:




Gregg Soccomtwo shared
Product: 3-function light. · 17 hours ago




Paul Kauffmann shared
Product: GPS system. · 21 hours ago



Paul Kauffmann shared
Product: Organic Brake Pads. · on Friday



Product: MP3 CD changer
One person recommends this.

 Facebook social plugin

Updated trigger – Customer Participates In Social Commerce



Customer Participates In Social Commerce

Activity type ⓘ Clicked Facebook Like for product ▼

Type of Like

Clicked Facebook Like for home page
Clicked Facebook Like for product

Activity filters ⓘ

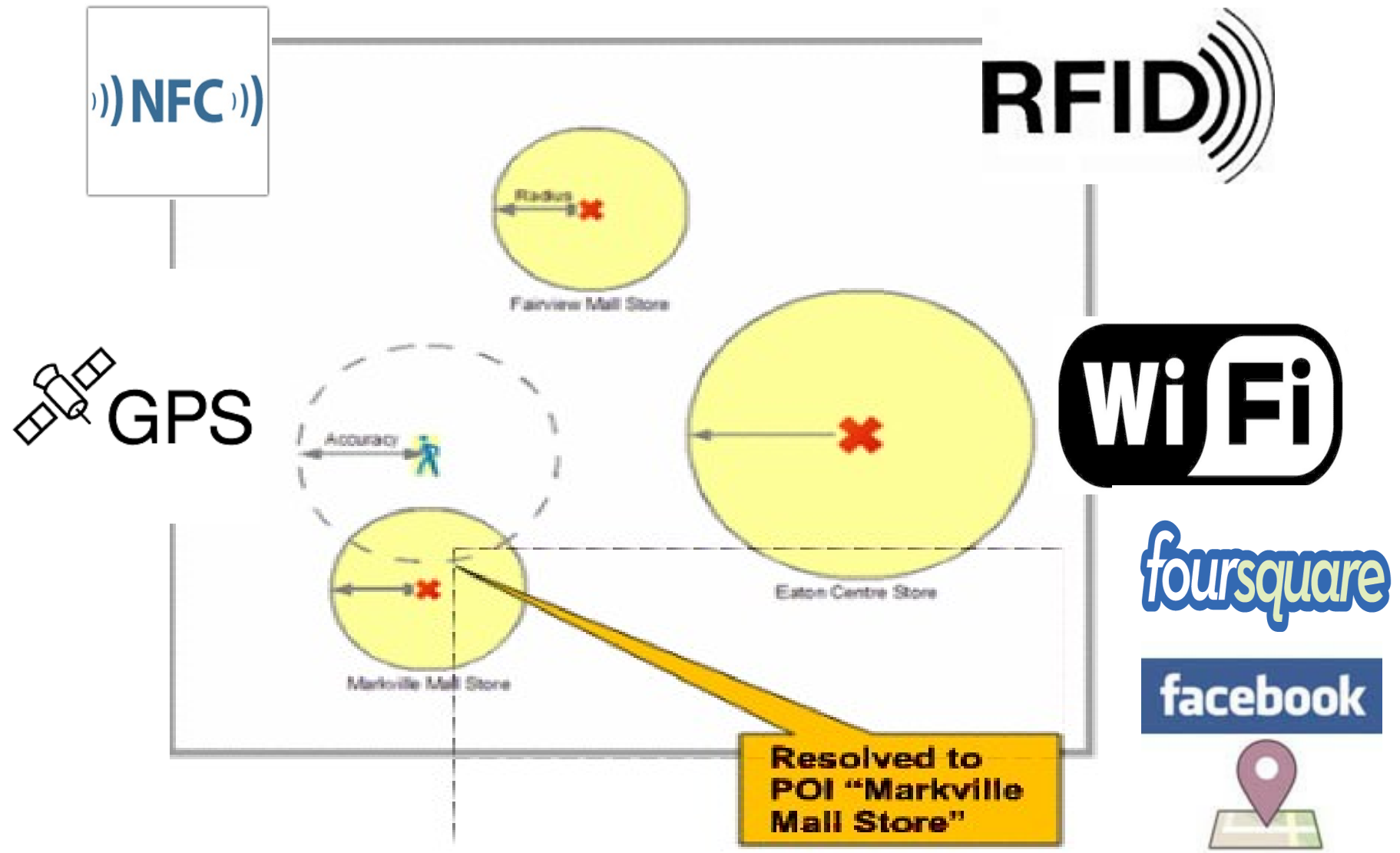


* Name	* Matching Rule	* Value
Category	Matches ▼	Furniture
0 of 1 selected		

*Times ⓘ 2 ▲▼

Time frame ⓘ At any time ▼

Lokasyon Bazlı Pazarlama

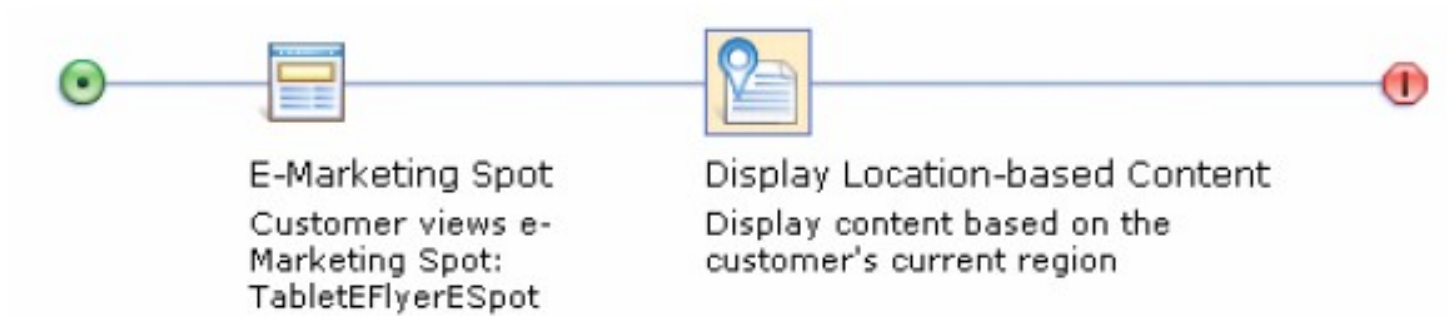


Location-based services

- Check-in
 - Shoppers indicate their location and receive location-specific information or rewards
 - Smart phone web store, hybrid and native applications
- eFlyer
 - Display region or location-specific advertising
 - Smart phone web and tablet stores, hybrid application

The screenshot displays the MADISONS mobile application interface. At the top, there is a navigation bar with the MADISONS logo, 'Products', 'Stores', and 'Cart (0)'. Below this is a search bar with the placeholder text 'Search for Product/SKU' and a magnifying glass icon. A yellow notification banner with a red border states 'You have now checked into Markham Centre'. The main content area features a large promotional banner for 'Back to School savings' with the text 'up to 25% off on children's fall fashions' over a background image of a smiling woman and child. Below the banner are two buttons: 'Check-in' and 'Weekly e-flyer', both highlighted with a red border. At the bottom, there are two more promotional tiles: 'cookware 20% off' and 'coffee makers shop now'.

New Display Location-based Content action





Display Location-based Content

Location Type (i) ▼

URL prefix (i)

URL suffix (i)

Location Type

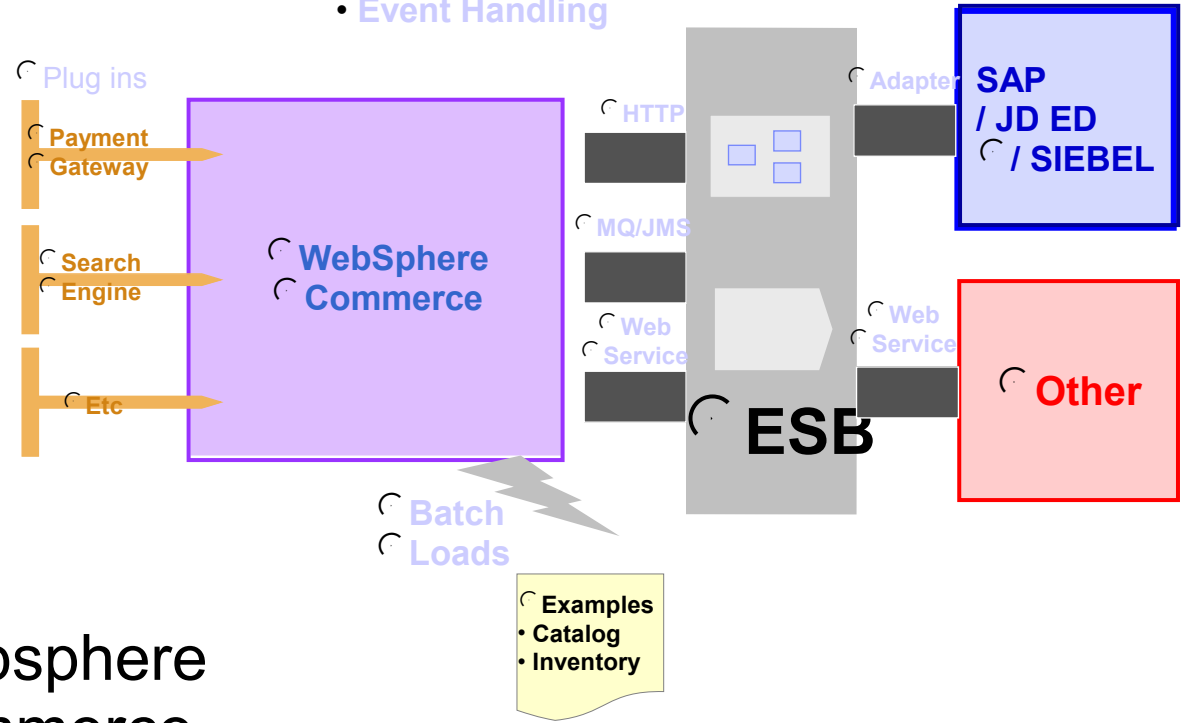
- Point Of Interest
- Region

Example:
Summer-Toronto-Flyer.jpg,

Entegrasyonlar

- 300'den fazla hazır web servisi
- SOA (Servis Yaklaşımlı Mimari) ile entegrasyon

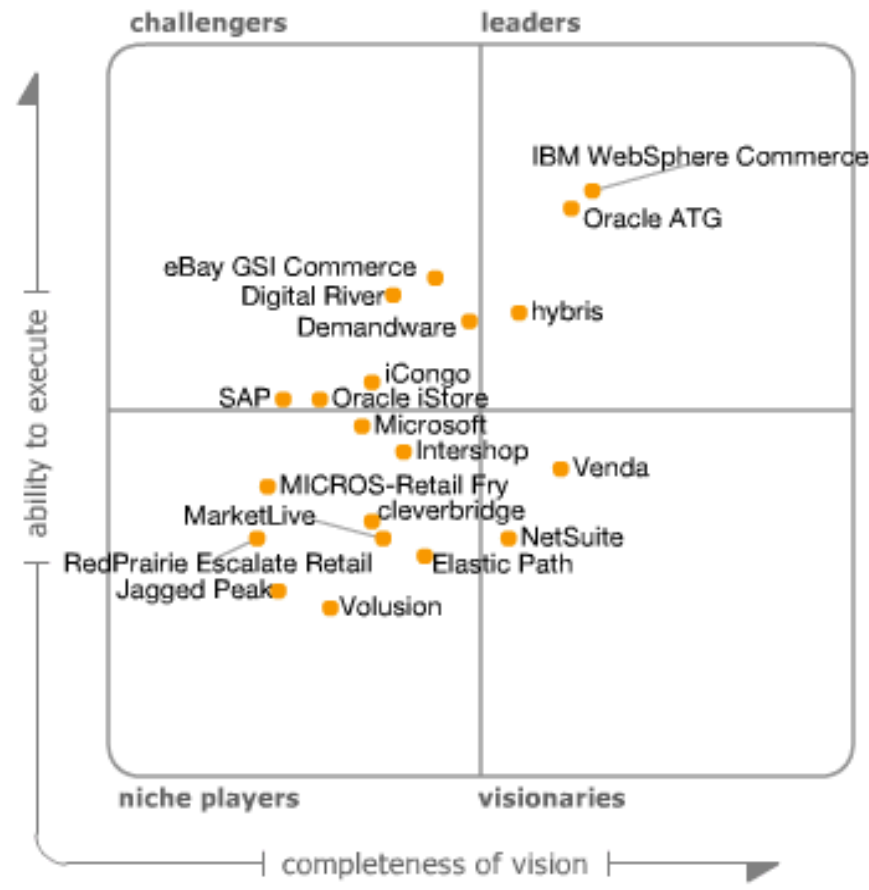
- Mediations
- Transformation
- Protocol Conversion
- Routing
- Event Handling



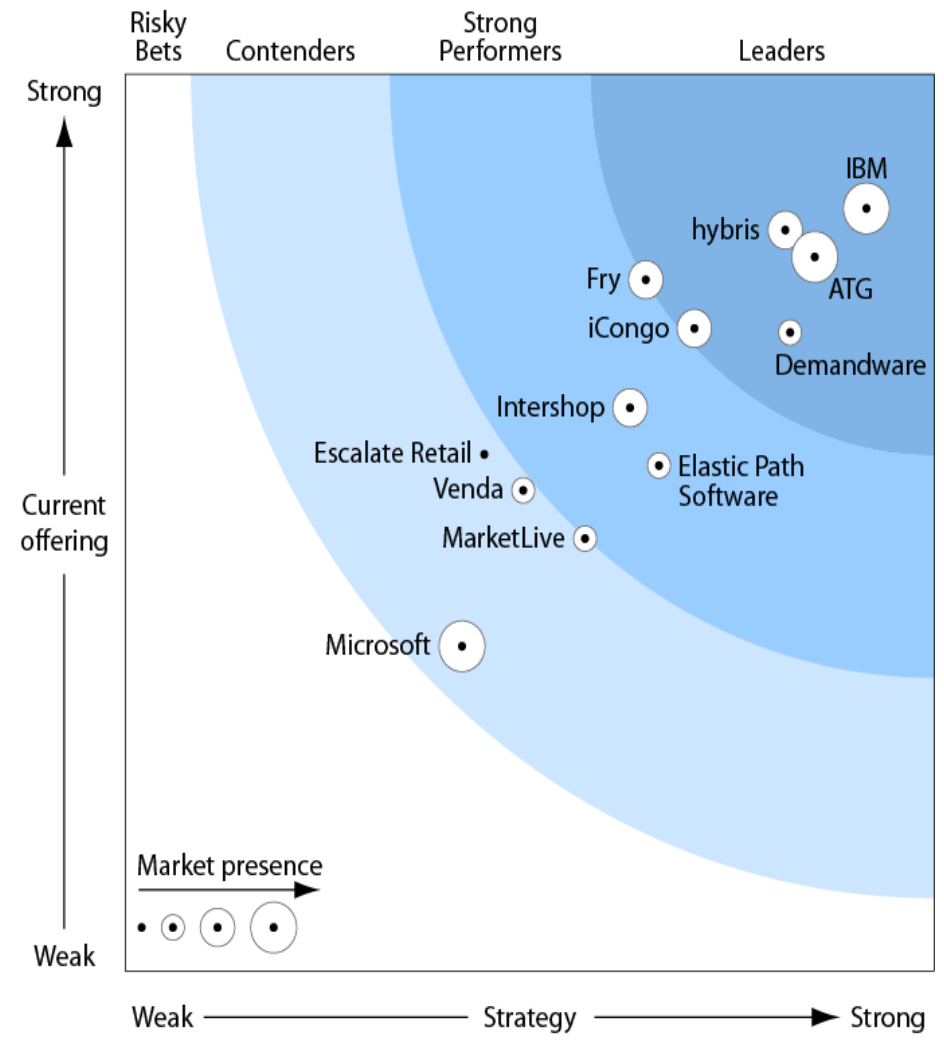
WebSphere
Commerce

Entegrasyonlar

Pazar Lideri



As of November 2011



Bazı Websphere Commerce Kullanıcıları



© Akıllı E- Ticaret : IBM Websphere Commerce

Teşekkürler !

Devran Erođul

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