

EasyAsk for IBM WebSphere Commerce

Highlights

Deliver precision search and dynamic navigation

Fully integrated into IBM WebSphere Commerce

Provide instant access to precise & comprehensive results

Generate navigation links to intuitive choices

Replicate the best purchasing experience

Include dynamic merchandising

Offer easy implementation

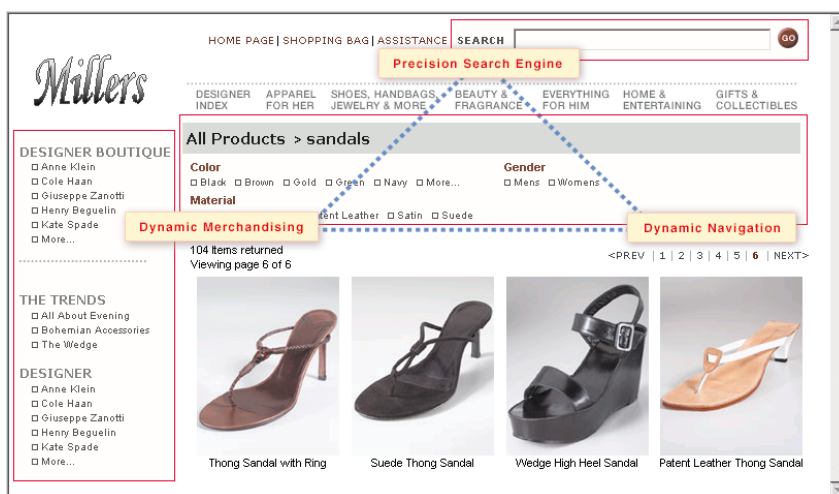
Enable simple maintenance and enhancements

"47% [of shoppers], who failed to find what they were looking for, tried only one query and then gave up.

- User Interface Engineering

"75% of sites reviewed have search engines that fail to retrieve important information and put results in order of relevance."

- Forrester Research



In one simple step, EasyAsk makes it easy to search, browse and buy.

Industry statistics support the fact that as high as 70% of the time users simply cannot find the product(s) they were looking for on online commerce sites. This means lost sales and lost customers. EasyAsk Search for IBM WebSphere Commerce solves this problem.

Precision search and dynamic navigation

Unlike traditional text-matching search, EasyAsk enables sales acceleration and self-service for online commerce, catalogs and self-service applications. The components of EasyAsk Search – Precision Search and Dynamic



**34.2% increase in search conversion rate
within the first 30 days!**



**10% increase in search conversion rate.
28% reduction in 'null' results!
Estimated impact: \$4MM annually**

Navigation have commerce-specific features that ensure the user's online buying and browsing experience is more closely matched to the best possible multi-channel purchasing experience. This can dramatically increase the likelihood of a purchase, as well as the addition of other merchandise to an order – setting the stage for repeat visits. The result is higher conversion rates and increased average order sizes that directly impact revenue and profit.

Fully integrated into IBM WebSphere Commerce

EasyAsk is a key element of WebSphere Commerce. On a WebSphere Commerce-Powered site, a user can leverage either Precision Search or Dynamic Navigation to quickly find the product that is right for them. When used with the IBM DB2 Database, EasyAsk Search can also leverage the power of DB2 text-extendors to optimize the efficiency and accuracy of certain searches.

Instant access to precise results

Customers gain instant access to the precise product(s) and information they want on their very first try. On a WebSphere Commerce-powered

site, users can enter a single word, a phrase or a full sentence. EasyAsk Search uses high precision matching and plain English understanding to optimize the search process with content-relevant spell checking, synonymy (pants – slacks), stemming (tents – tent) and automatic handling of compound nouns (raincoat).

Generate navigation links to intuitive choices

EasyAsk extends the search functionality to unparalleled functionality with fully integrated dynamic navigation capabilities that automatically display categories and attributes (size, color, function, price range, etc) that users can select to generate customized result sets. Buyers are able to quickly find exactly what they want, or discover product selections and service options that they may not have known were available to them without having to know the merchant's and manufacturers' terminology, categorization schemes and database structures. For retailers, manufacturers or distributors, EasyAsk's truly unique approach is proven to increase revenue and conversion rates by driving up-sell and merchandising

opportunities — transforming your search capability into a revenue generator.

Replicate the best purchasing experience

With EasyAsk you can leverage your organization's selling expertise and product knowledge by automating the discovery process with a virtual on-line "Sales Associate". This functionality raises on-line customer satisfaction to a new level by offering customers the same experience they'd get if they were asking for assistance from a seasoned sales professional. EasyAsk Search automatically addresses the needs of the buyer with intelligent interpretation of the search criteria to dynamically display suggested options and related selections.. Whether specifying size, color, function, material or price, the customer can view all relevant results that match their criteria. This provides a more convenient way to find what they want and to make a quicker buying decision.

Dynamic merchandising

With EasyAsk's dynamic merchandising capabilities, product merchandisers no longer need to: write copy strictly for their search function, display results by relevancy, repeat keywords within product text, or display results containing every attribute in the description. Since EasyAsk utilizes a contextual knowledge of what and where information is stored, marketers are free to focus on writing to feature and sell products, as well as promote products according to business objectives such as highest profit margin, inventory level, and more. Additionally,

**EasyAsk Precision Search Solutions for
IBM WebSphere Commerce at a glance**

System Requirements

EasyAsk Search Server

- 300 MHz Processor (200 MHz Minimum)
- 256 MB RAM
- 300 MB Free Disk Space (200 MB Minimum)
- IBM AIX 5L , Java 2 Enterprise Edition (J2EE) compatible,
- Windows NT 4 (w/ SP4 or later)/2000/XP, Sun Solaris or Red Hat Linux V7.1
- Any web server, including Microsoft Internet Information Server 4 or later, Apache and Netscape

**EasyAsk Search
Administrative Client**

- 133 MHz Processor
- 64 MB RAM
- 25 MB Free Disk Space (15 MB Minimum)
- IBM AIX 5L, Windows NT 4 (w/ SP4 or later) /2000/XP, Sun Solaris or Red Hat Linux V7.1
- Netscape 3.X or 4.X Internet Explorer 3.X, 4.X or 5

EasyAsk's built-in analytics and reporting capabilities enable merchants to quickly and easily identify customer preferences and tailor search offerings accordingly.

Easy implementation

EasyAsk differs from most other search engines in its ability to use the existing database rather than built to require a separate database. This coupled with built-in automated tools make implementation relatively easy and quick, thereby reducing time-to-deploy and the coveted payback period.

Enables simple maintenance and enhancements

With EasyAsk's interpretive functionality and dynamic dictionary updates are made only once – significantly reducing administration

and ongoing maintenance costs. EasyAsk eliminates the need to modify, replicate or move your data. And, when products are added to the catalog, keywords don't need to be appended to every new product SKU. This all can be done by the business user rather than an IT staff member ultimately reducing IT support costs.

Relational Data Sources

Supported

- All ODBC and JDBC Data Sources
- Native SQL for DB2, Oracle, Sybase, Informix and SQL Server
- Supports Flat Files and Database Views

**For more information,
please contact EasyAsk at
1-800-425-8200 or visit
www.EasyAsk.com.**



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