

2010 WebSphere Commerce Leadership Summit – October 5<sup>th</sup>, 2010

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## Extending the Brand Experience with Remote Widgets





***Disclaimer:*** 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.



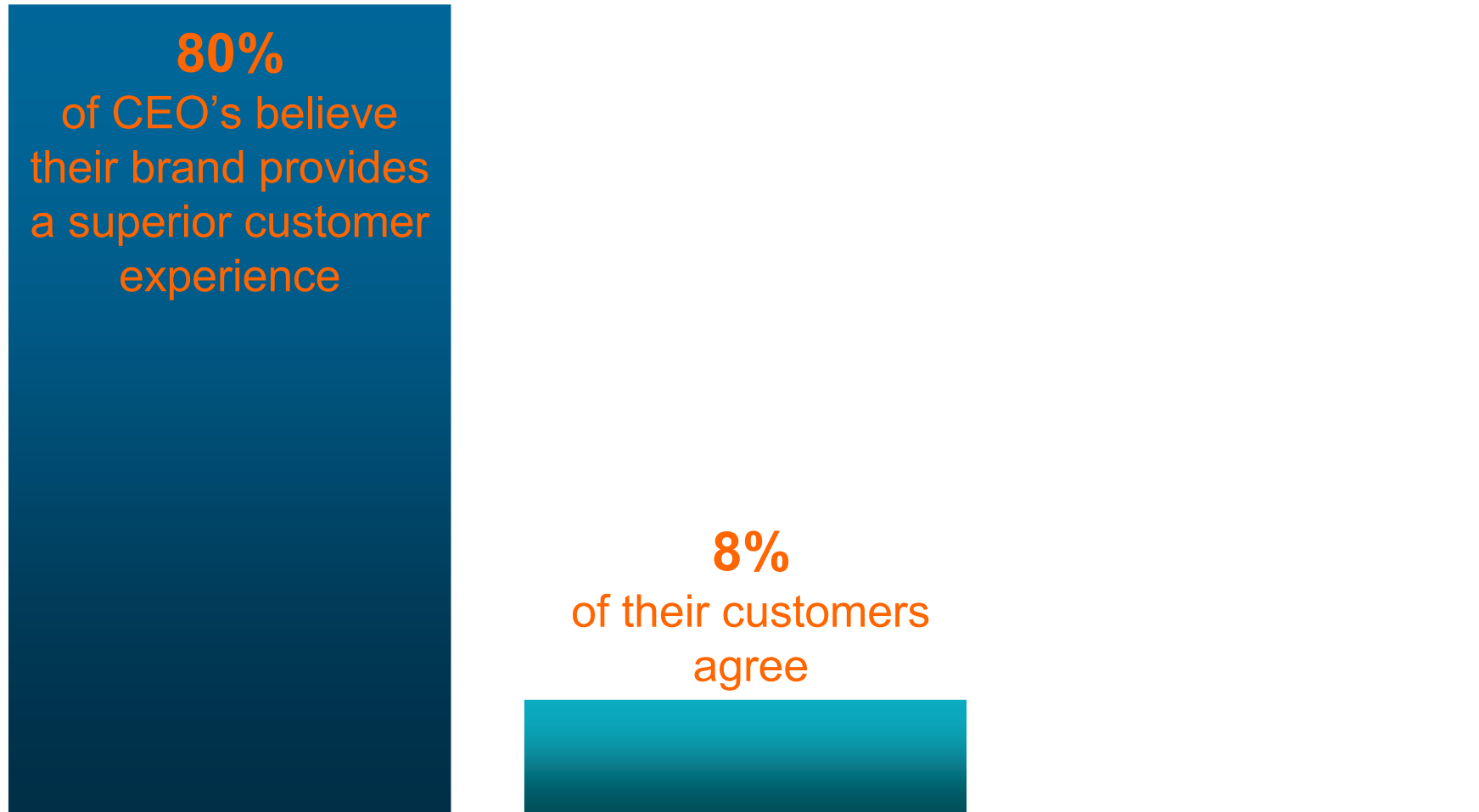
# Agenda

- Key Market Trends
- Defining Widgets
- WebSphere Commerce and Remote Widgets
- Looking forward - Future



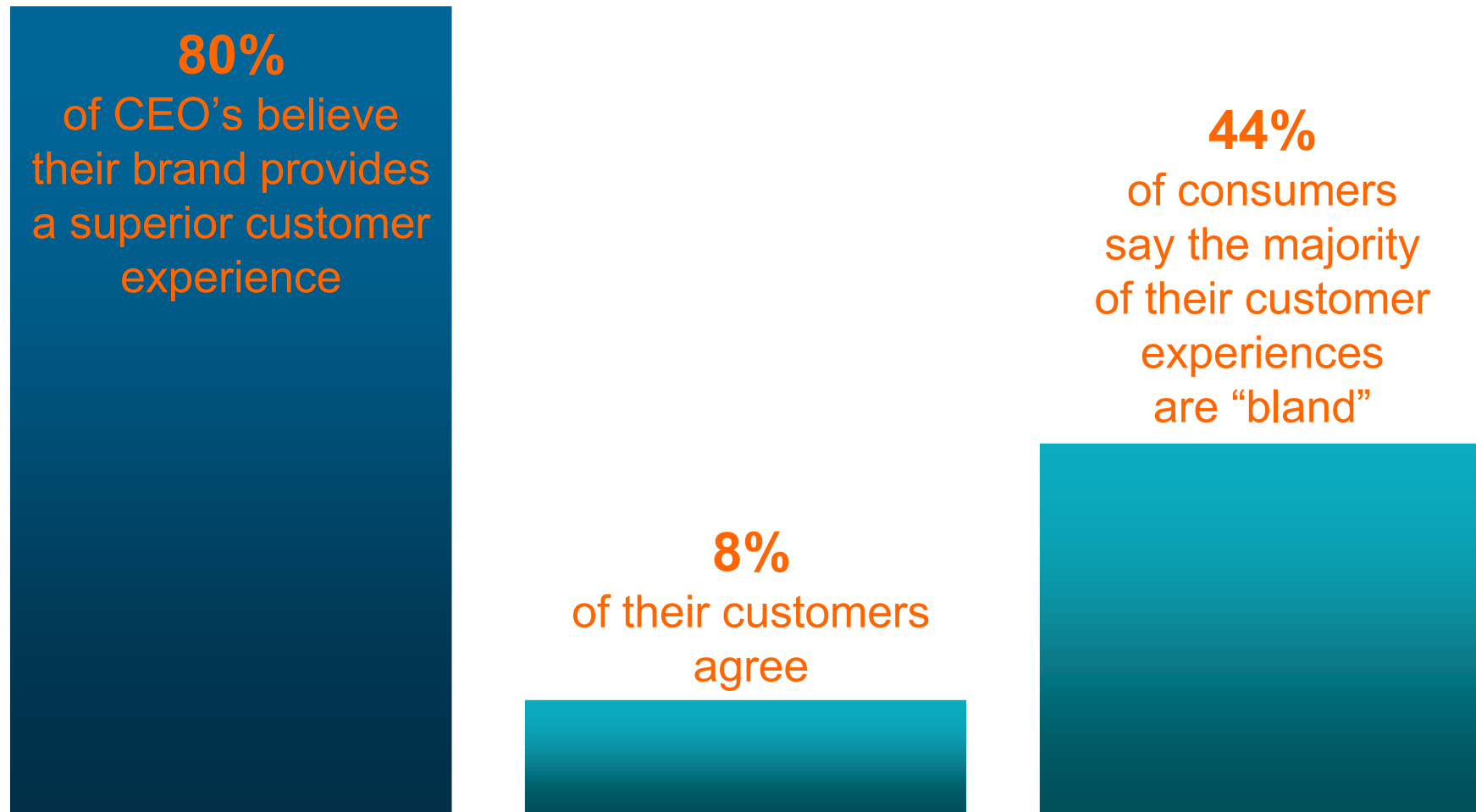
**80%**  
of CEO's believe  
their brand provides  
a superior customer  
experience

Source: Bain & Company





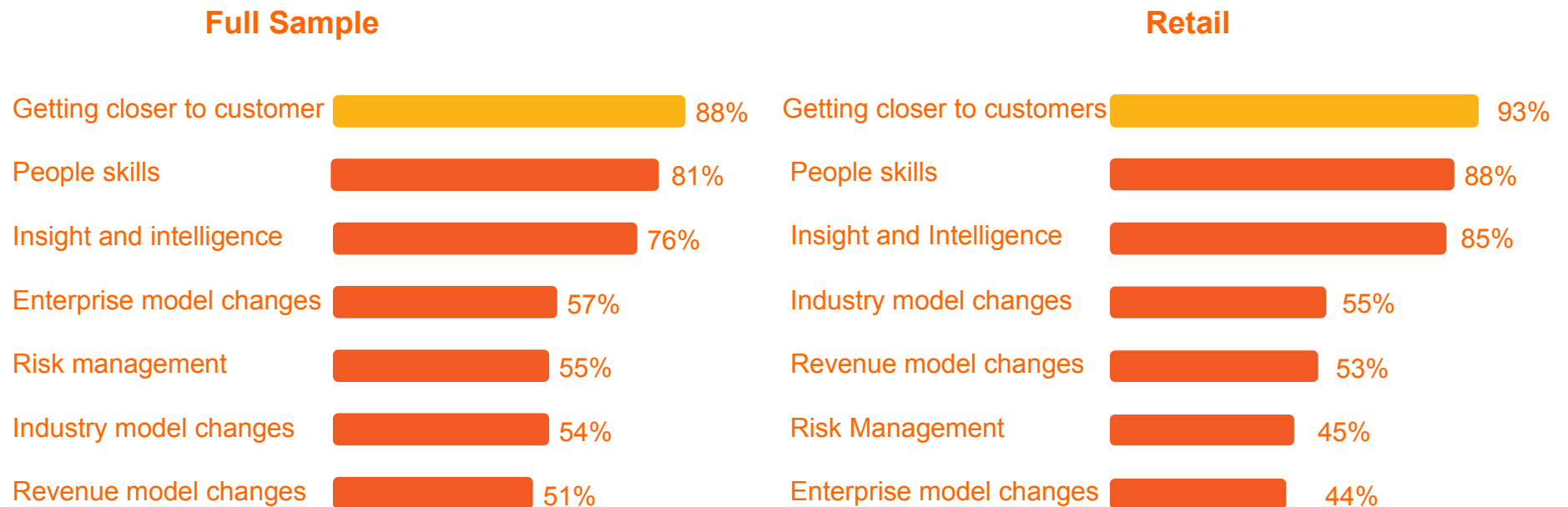
## It is increasingly difficult to deliver an exceptional and differentiated brand experience





# Getting closer to the customer' is top priority in the New Economic Environment

## Dimension to focus on over the next 5 years



*“To surprise customers requires unexpected ideas through interactions of people with diverse perspectives.”*

Shukuo Ishikawa  
 President and CEO, Representative Director, NAMCO  
 BANDAI Holdings, Inc. Japan

*“Technology is already impacting our clients’ behavior: currently clients are price checking over four continents using today’s technology ”*

Mike Ward, CEO, Harrods, United Kingdom



68% of companies see great value in using viral or social networking as part of the online experience







81% of companies plan to include widget links for social networking sites





# So what's a widget anyway?



*A **web widget** is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user*



*A piece of self-contained code — a small application actually, that opens up a doorway to a much larger application*

*Web widgets are pieces of code that you can embed right on to your Web page [or other Internet Property]... Web widgets work like a mini-application that you use to provide information to visitors*



# Remote Widgets to Extend the Brand Experience



Content and Editorial Sites



Affiliate Sites



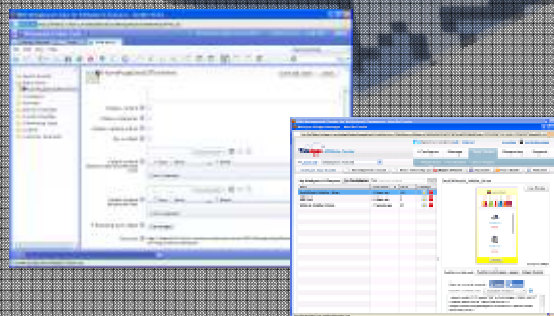
Aggregators /Portals



Social Sites/ Communities



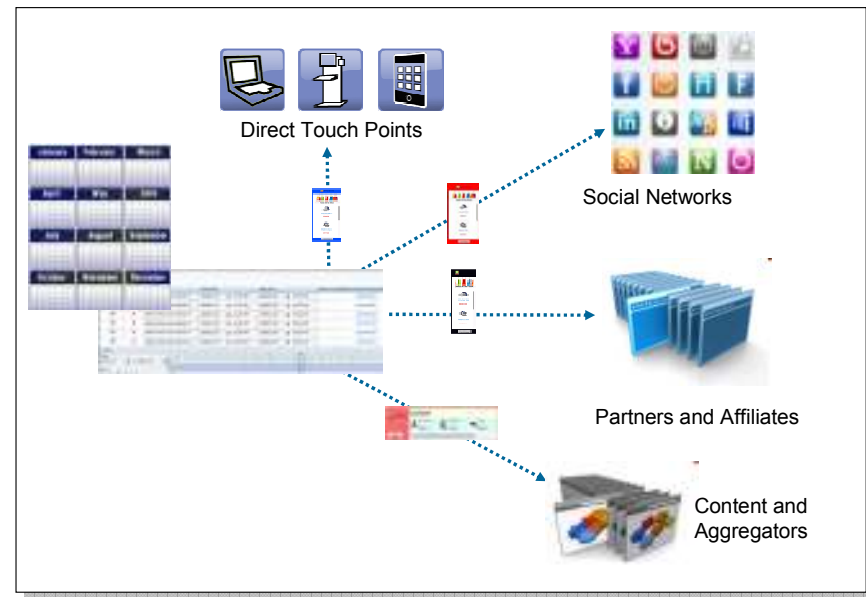
Widgets (Internet, Desktop, Mobile)





## What are WebSphere Commerce Remote Widgets?

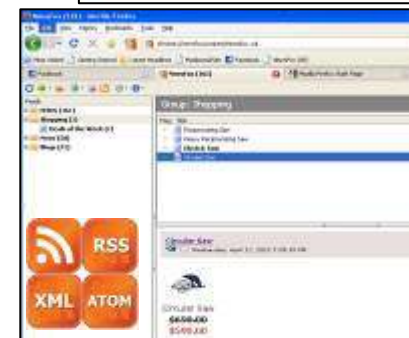
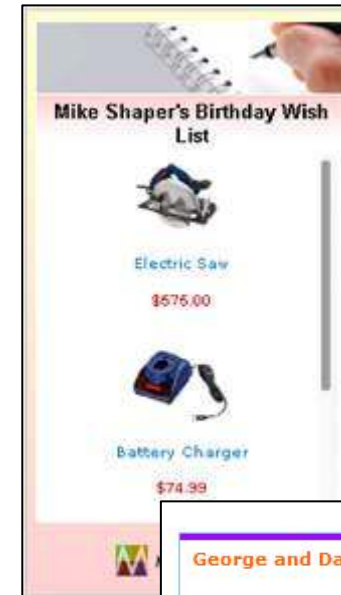
- WebSphere Commerce remote widgets are portable frames with store content that can be embedded on a web page, blog, or social media pages.
- WebSphere Commerce FEP1 provides a RESTful framework to retrieve information from WebSphere Commerce Web services and return the information as an Atom feed.
- Remote widgets hosted by KickApps use this RESTful framework to retrieve dynamic feed data for display in e-Marketing Spot widgets, wish list widgets, and gift registry widgets





## Remote Widgets: Shopper-driven Scenarios

- My Wish List widget/My favorites widget:** Enables shoppers to share their favorite products or recommended products on social networking sites or personal sites such as blogs
- Gift Registry widget:** Enables shoppers to post their gift registries on their favorite social networking sites
- Promotion & Brand widget/feed:** Enables shoppers to get branded retailer messages, Show the hottest deal (Deal of the day), etc via widget or feed





## Remote Widgets: Retailer-driven Scenarios

- **Promotions & Brand Widget:** Connect WebSphere Commerce eSpots to retailer owned social networking sites, affiliate and partner sites.
- **Centrally manage and control** all remote eSpots from the Management Center, WebSphere Commerce business user tool



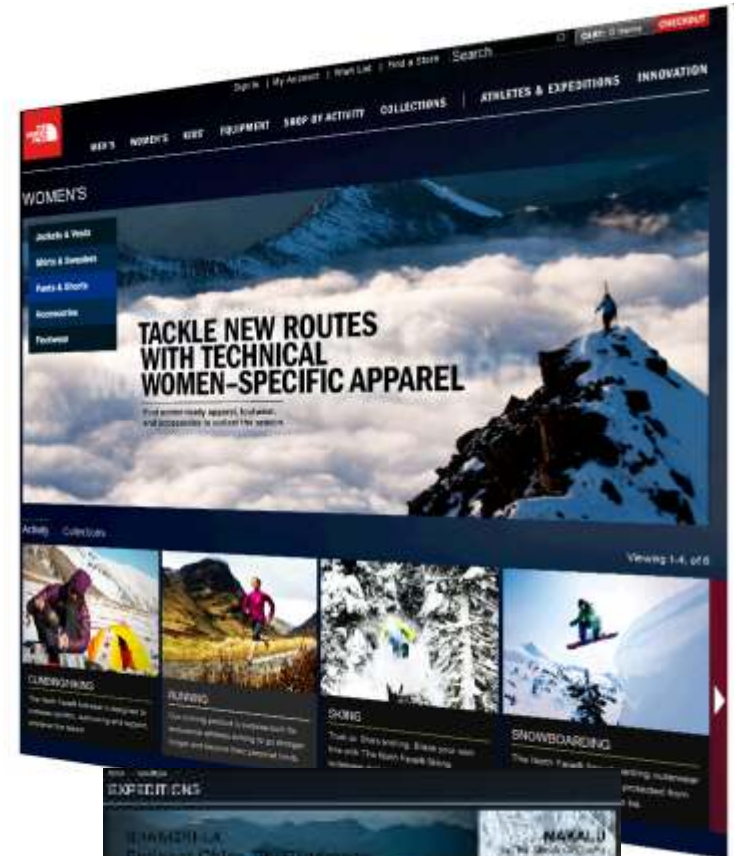


## A Customer Centric Approach to Social Commerce

- ✓ Viral, Engaging, and Contextual
- ✓ Targeted and Personalized
- ✓ Orchestrated across touch points, channels, and mediums



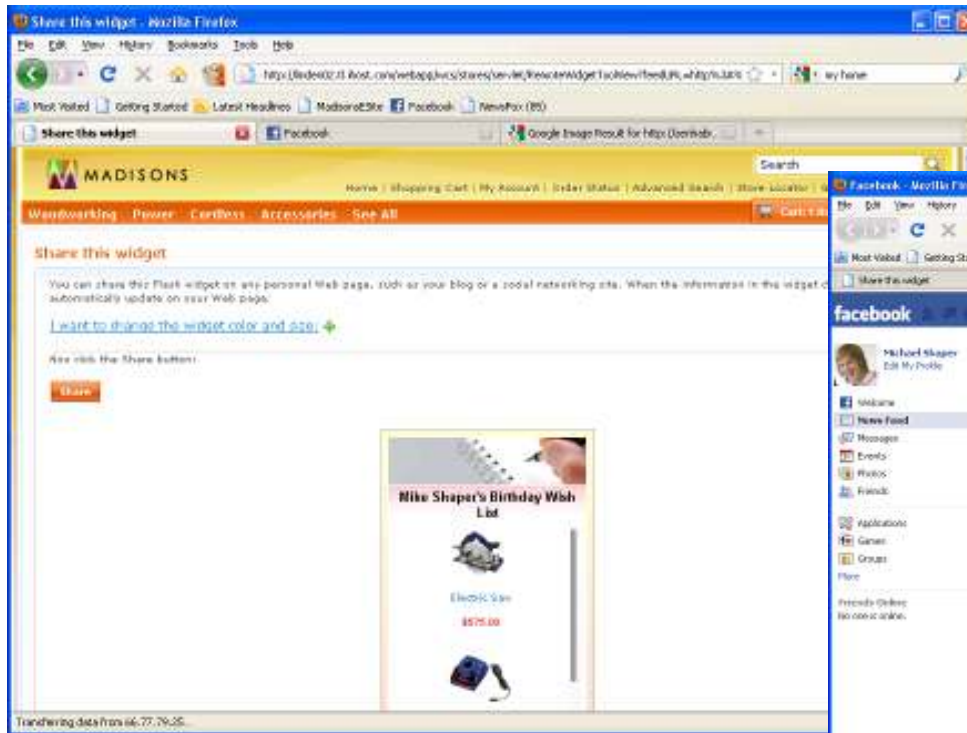
# Viral, Engaging, and Contextual







# Viral, Engaging, and Contextual



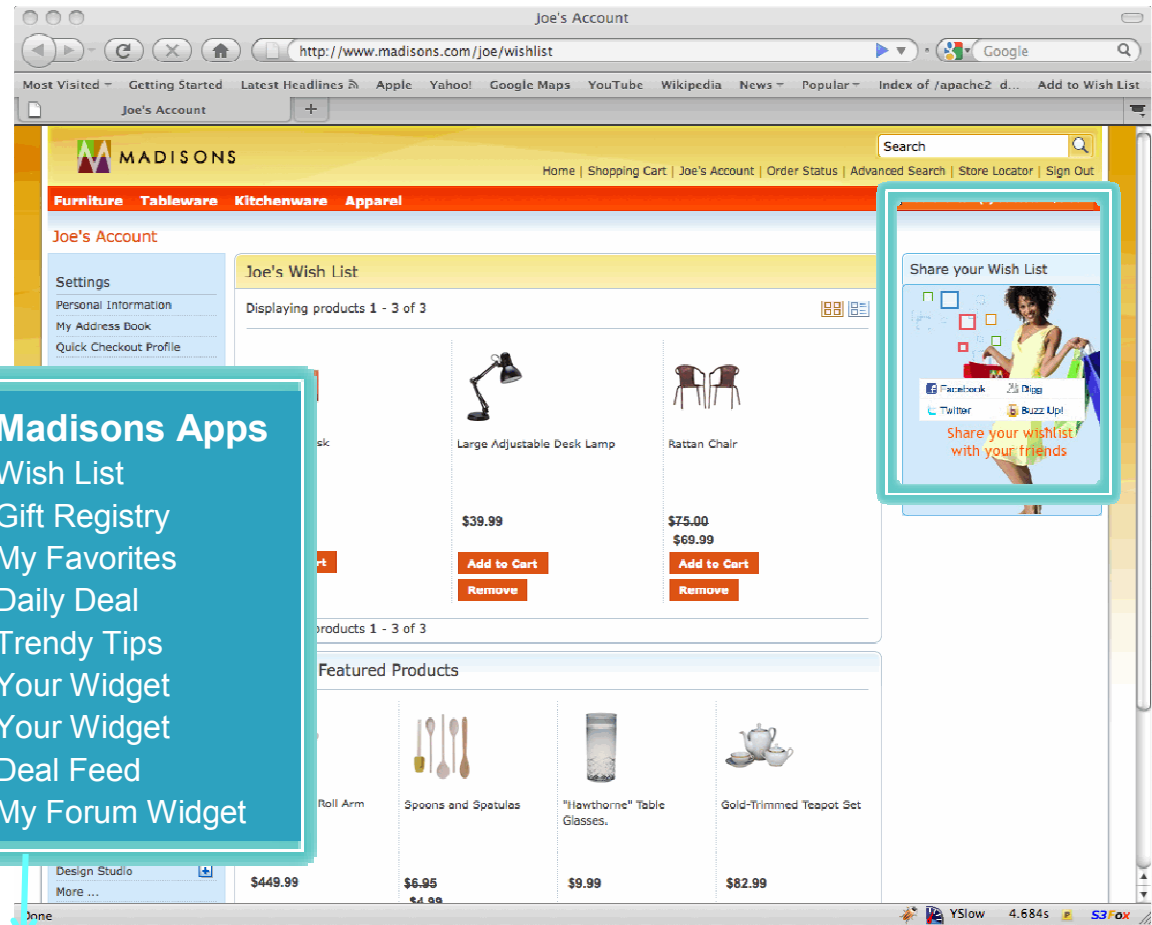
Make it Viral!... But don't violate your customers' privacy



# Widgets make the Customer Experience Viral, Engaging, and Contextual

...allow your customers to virally share these applications with their friends and interact with your app in their favorite Social networking sites, blogs, aggregators, etc

- Madisons Apps**
- Wish List
- Gift Registry
- My Favorites
- Daily Deal
- Trendy Tips
- Your Widget
- Your Widget Deal Feed
- My Forum Widget



Your favorite Widgets



# Targeted and Personalized

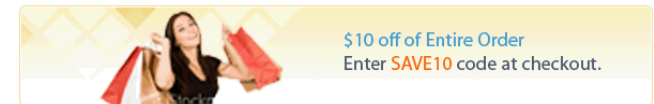
The screenshot shows the Boots WebMD website. At the top, there's a navigation bar with 'Prescriptions Basket', 'Go to Checkout', and 'My Account'. Below that, a banner says 'Collect your order in store for free'. The main content area features a search bar with the text 'Enter search term here' and a 'WebMD Symptoms checker' section. A prominent article titled 'Sleep disorders health centre' is displayed, with a sub-header 'Are you having trouble sleeping?'. The article includes a list of related disorders and common treatments.

The screenshot shows the parentingclub website. The header says 'Supporting you up to your child's second birthday'. A large photo shows a group of diverse parents and children. Below this, there's a section titled 'Our mums and dads' with the text 'Parenting Club panel members share their stories'. Several individual profiles are shown, including Steve Chew, Sarah Poulton, Janet Innes, Charlotte Jackson, and Monica Mingo. A sidebar on the left lists various parenting topics like 'Feeding Club', 'Nappies', and 'Child-proofing'. At the bottom, there's a 'Midnight pharmacies' advertisement.



# Targeted and Personalized

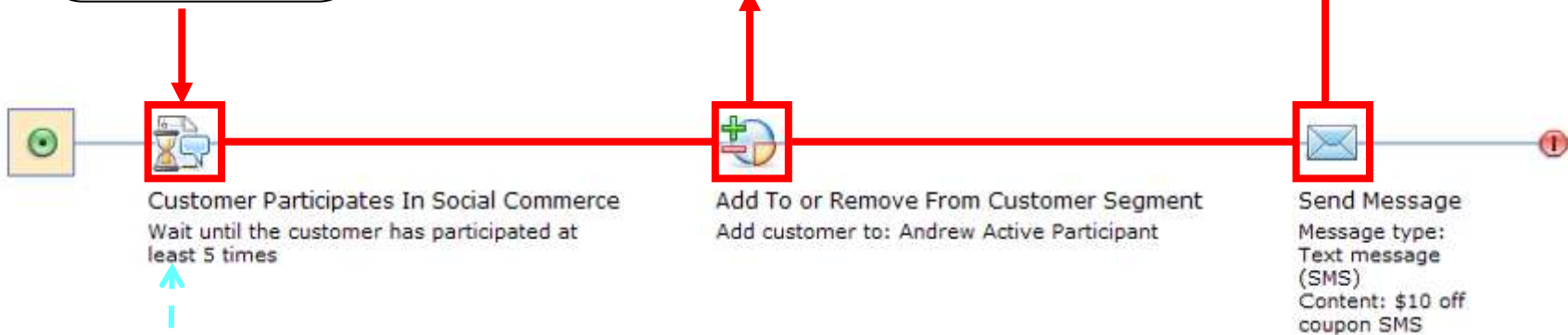
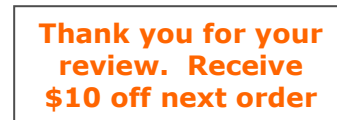
Change Banner \$10 Off Next Order



Add to Active Participant Segment

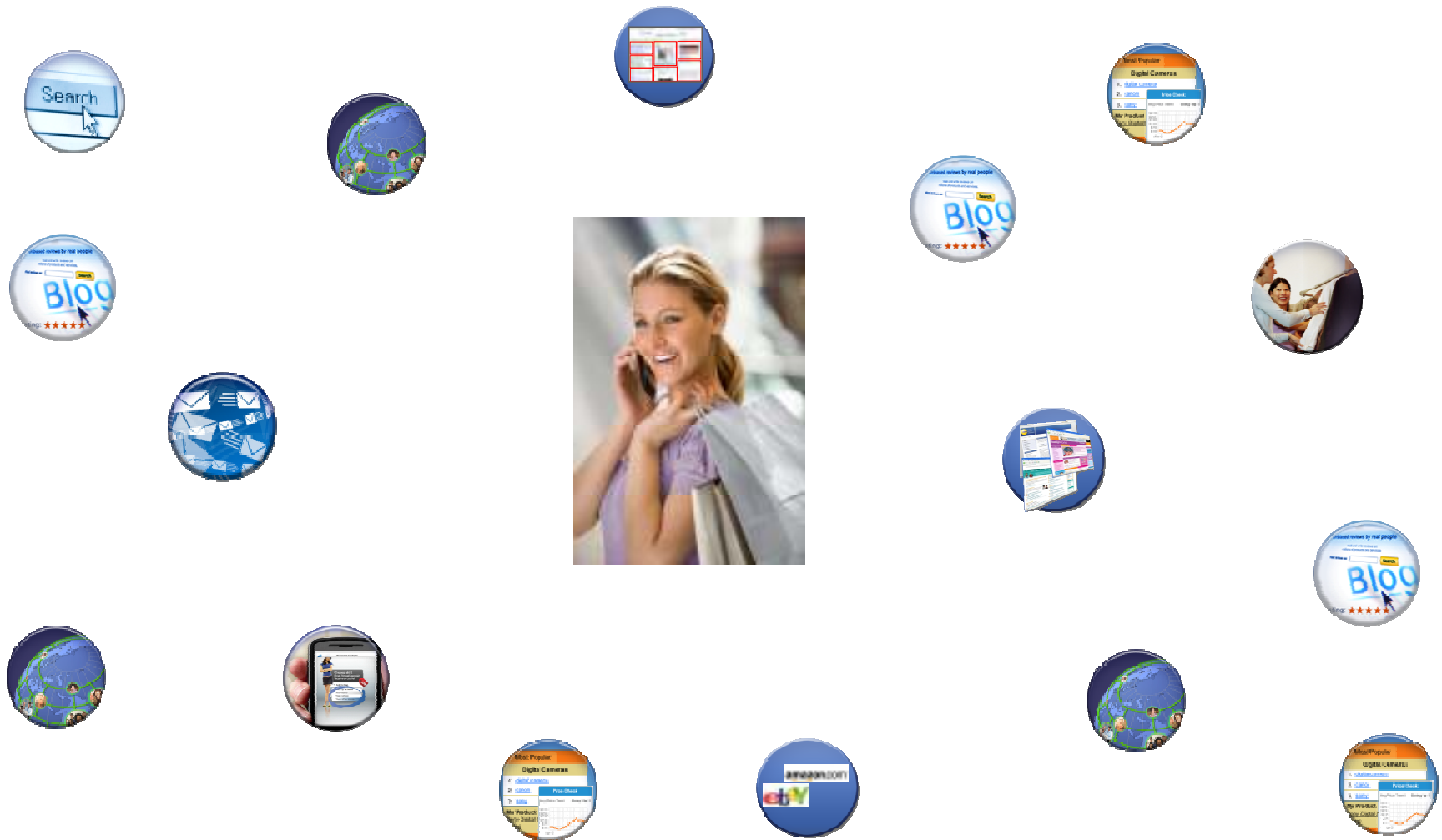


Send \$10 Off SMS Coupon





# Orchestrated across touch points, channels, and mediums





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# Orchestrated across touch points, channels, and mediums

Wall Info Boxes **Shop!** Photos Twitter >>

**1-800-flowers.com**  
100% Satisfaction Guaranteed

GO 0 items in cart

### Welcome to our facebook storefront!

Here you can shop for your favorite 1-800-flowers gifts without ever having to stray from your Facebook account.

Just browse through, select the gifts you want, and submit your order! Then let us know about your experience on our wall.

[Start Shopping!](#)

Wall Info Boxes **Shop!** Photos Twitter >>

**1-800-flowers.com**  
100% Satisfaction Guaranteed

GO 0 items in cart

Birthday Occasions Martha Stewart Same Day

Birthday: Page 1 of 3

**Letsa Lovell Happy Birthday**  
"Use Three Cheers For Best Birthday She With Our Combination Of A Gorgeous Bouquet, Adorable Plant"  
\$49.99

Back View Add to Cart

Other items: Birthday Flower \$36.99, A Special Deliv... \$44.99 - \$64.99, Ultimate Birthd... \$79.99, Garden Of Grand... \$78.99 - \$134.99, One Dozen Periw... \$29.98

[Sign up for our e-Birthday Alerts](#)

Wall Info Boxes **Shop!** Photos Twitter >>

**1-800-flowers.com**  
100% Satisfaction Guaranteed

1. Review Cart 2. Shipping 3. Payment 4. Place Order

**Letsa Lovell Happy Birthday**  
\$49.99

Item Subtotal: **\$49.99**

Enter a Phone Code: 123

Enter Card Message: Love you

Select Occasion: Birthday

Message: Love you

141 characters remaining

Continue Shopping Continue Checkout

**1-800-flowers.com**  
100% Satisfaction Guaranteed

1. Review Cart 2. Shipping 3. Payment 4. Place Order

Enter a Billing Address

Shipping and billing addressed to the same

Card Type: Visa

Card Number: [input]

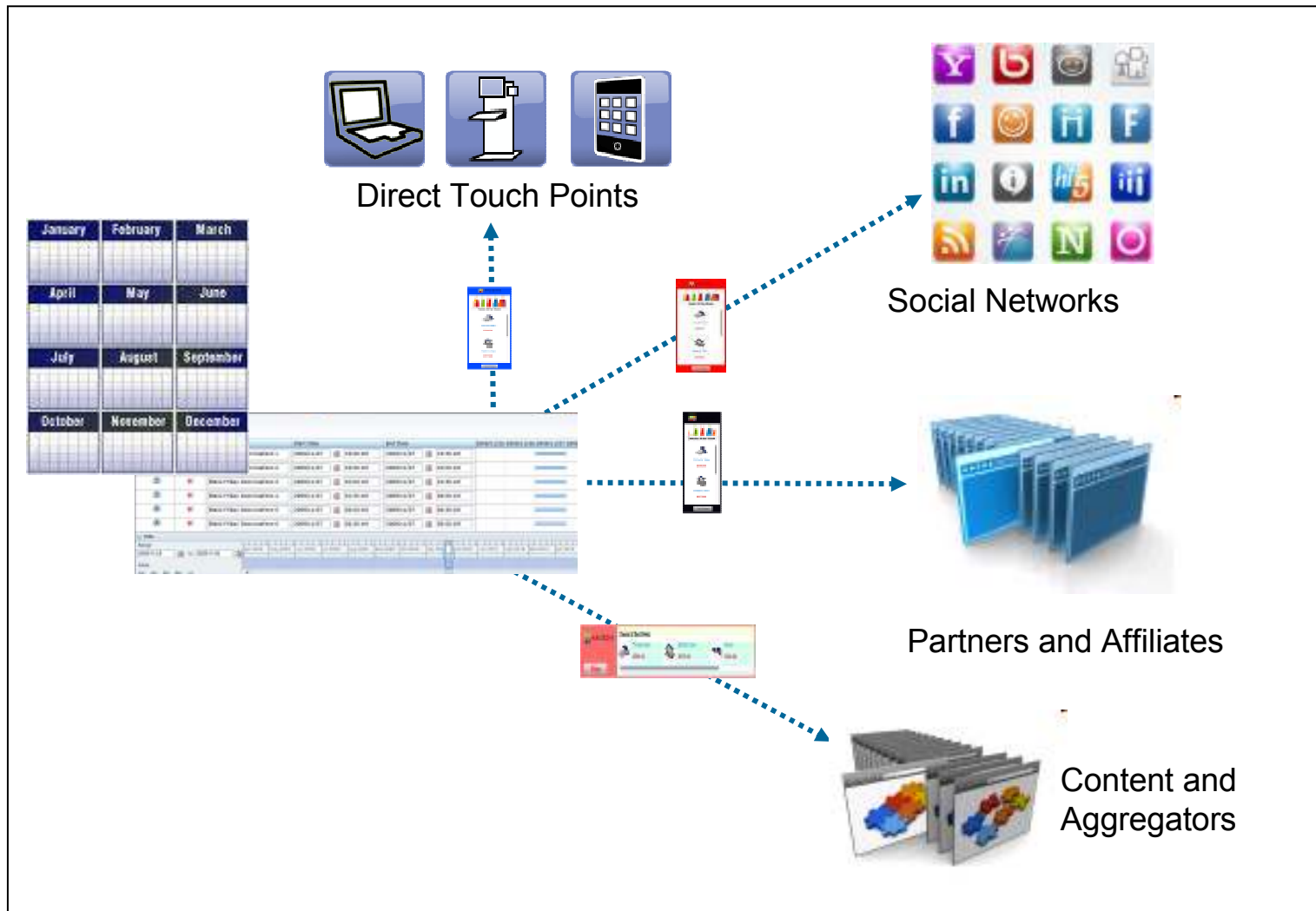
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Security Code: [input]

Continue Shopping Continue Checkout



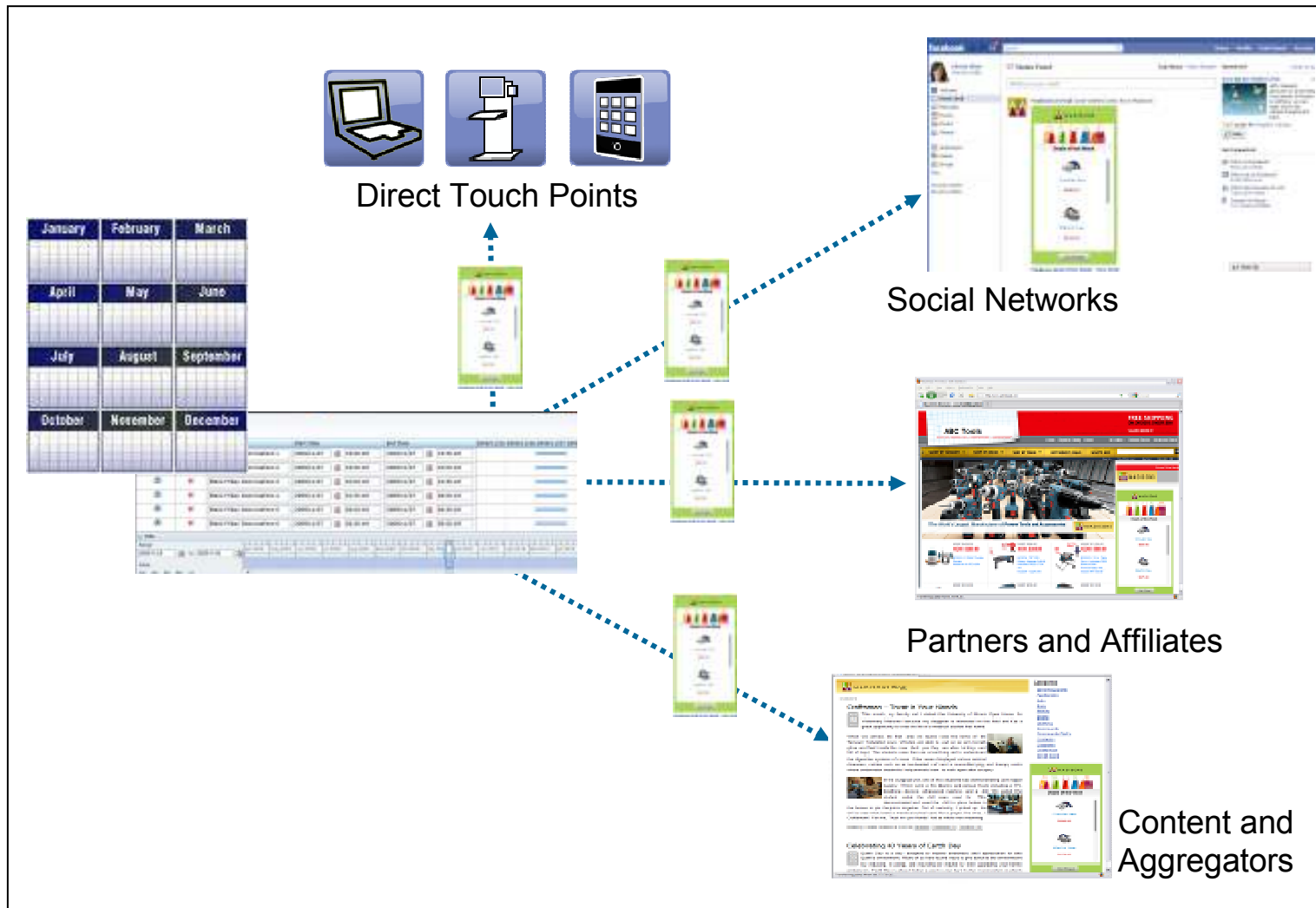
# Orchestrated across touch points, channels, and mediums







# Orchestrated across touch points, channels, and mediums





# DEMO



THANK  
YOU