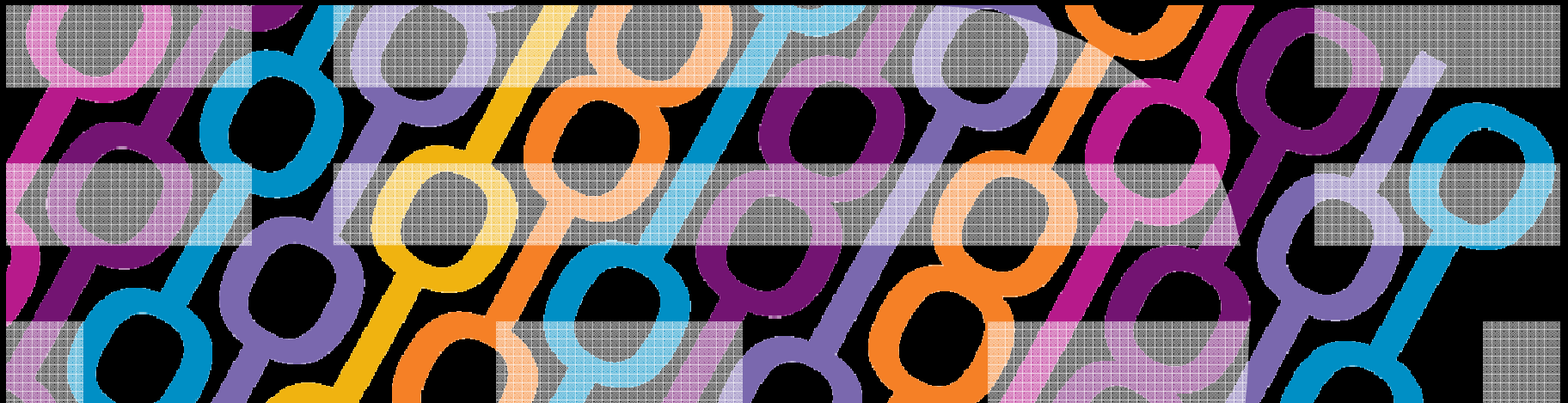


IBM WebSphere Commerce: Product Directions



Bill Holtshouser - Program Director, WebSphere Commerce / WRS Product Management



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.



Key Strategic Drivers

Accelerated
Technology
Adoption

Volatile and
Dynamic
Markets



Rapidly
Evolving Buyer
Behavior

New
Operating
Realities



WebSphere Commerce: Customer Interaction Platform

IBM's strategy is to deliver the market-leading cross-channel Customer Interaction Platform, enabling companies to deliver a consistent, customer-centric experiences across multiple channels and touch points





WebSphere Commerce: Customer Interaction Platform



*Helping
IBM's
customers
"Extend the
Brand
Experience"*



Looking Ahead: Optimizing the Digital Experience



Online & Email



SEO Landing Page Optimization



Widgets, (Internet, Desktop & mobile)



Signage



New & Emerging Touch points



Mobile & SMS



Communities



Digital Couponing



Buy.com Channels



Kiosk



Affiliate Sites and Landing Page Optimization



Aggregator s/ Portals



Contact Center

WC V7

FEP 1

Futures



IBM WebSphere Commerce Strategic Focus Areas

Customer Centricity

- Improve the customer experience with dynamic interfaces, precision marketing
- Encourage active participation, interactive dialogues with customers
- Deliver high-performance processes and productivity tools designed for convenience, ease of doing business

Cross-Channel Optimization

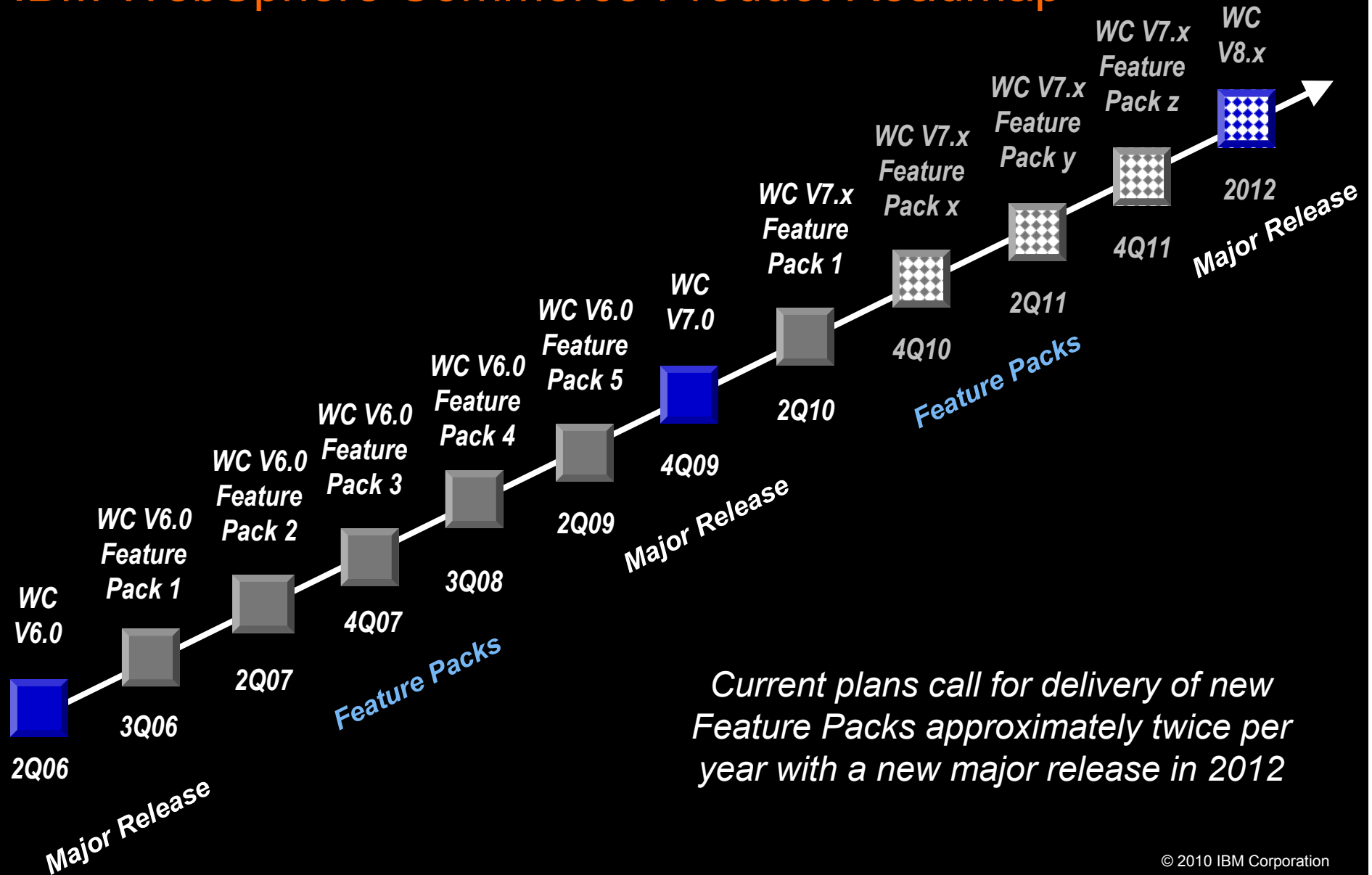
- Delight customers as they seamlessly traverse channels doing business when, where and how they want
- Optimize resource allocation across channels while exploiting each channel's strengths and cost basis

Foundational Leadership

- Deliver the scalability, performance, and flexibility to meet today and tomorrow's rigorous demands
- Simplify and accelerate the development, delivery and management of customer-interaction solutions
- Provide a platform that helps accelerate business innovation



IBM WebSphere Commerce Product Roadmap

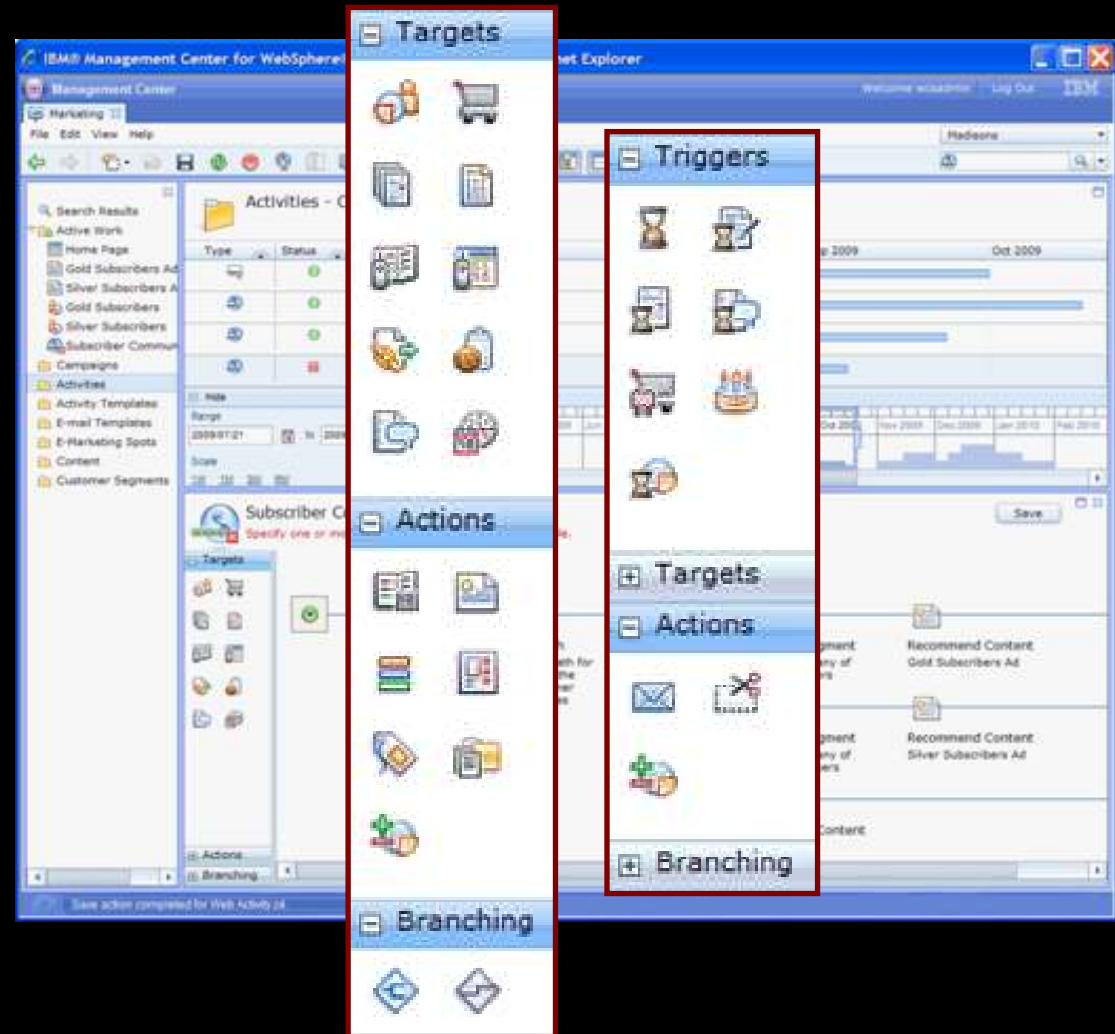




WebSphere Commerce Management Center

Intuitive business user tooling designed to empower tomorrow's marketers

- *WC Management Center* empowers marketers & merchandisers to create, manage and deploy personalized marketing campaigns across direct and extended brand touch points
 - Easily change activity flow by dragging / dropping elements into the flow storyboard
 - Build relationships with customer centric dialogues
- Anchors the digital experience with *marketing execution* capabilities that will continue to evolve

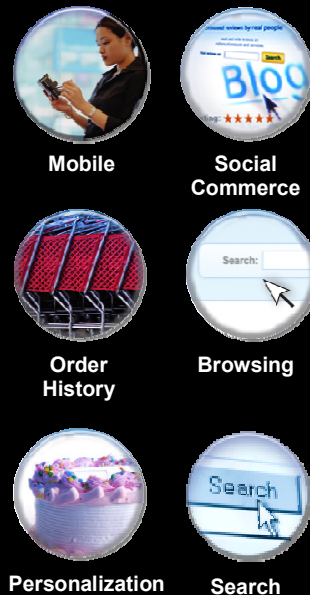




WebSphere Commerce Precision Marketing

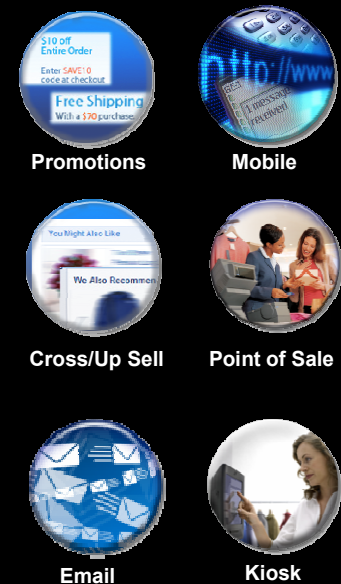
- Supports all channels
- Leverages behavioral segmentation, personas
- Supports multi-variate testing
- Leverages new LOB Tooling
- Support for B2B “behavioral marketing” using events and actions to deliver face-to-face like interaction
- Integrated with Social Commerce

Triggers



- Pages viewed
- Location
- Past purchases
- Clicks
- Social Participation
- Segment/Persona membership
- Open/un-open email
- Web/kiosk/mobile/call center/POS
- Other

Actions



- Custom landing page
- Custom Email or SMS
- Custom product page
- Targeted Cross / Up-sells
- Promotion
- Marketing campaign
- Web / mobile / kiosk
- Other



WebSphere Commerce V7 FEP1 Summary

GA
May 2010

- **Remote Widgets**

Extends brand experience by embedding advertising, promotions in web properties such as social networking sites



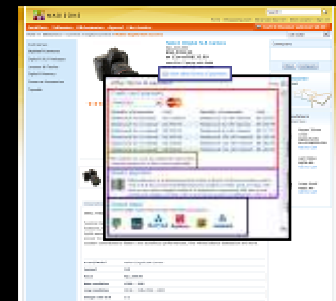
- **Emerging Markets**

Localized store solutions for China, Brazil

China Store



Brazil Store



- **Digital Coupons**

Manage promotion, redemption of digital coupons in the Web and Mobile store

- **Reduced Implementation Complexity**

Simplified order processing sub-system, data load tools, and tools to accelerate store design and testing (TCOI)

- **Management Center Enhancements**

Improvements to catalog, promotions tool; support for installment rule, promotions, payments

- **Foundation Improvements**

WXS integration for high performance caching, and WAS 64-bit support



Extending the Brand Experience with “Remote Widgets”

Extend and manage the brand beyond the store site by embedding widgets in 3rd party Internet properties and supporting feeds



Affiliate Sites

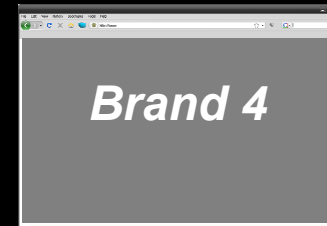
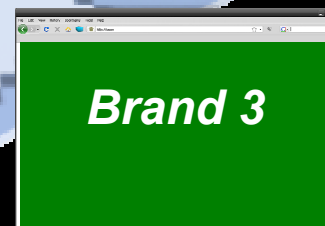
Search and Comparison Shopping Engine Optimization

Aggregators, Portals

Social Sites, Communities

Widgets (Internet, Desktop, Mobile)

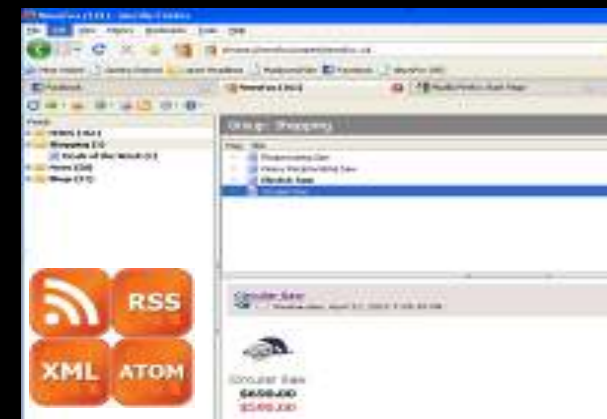
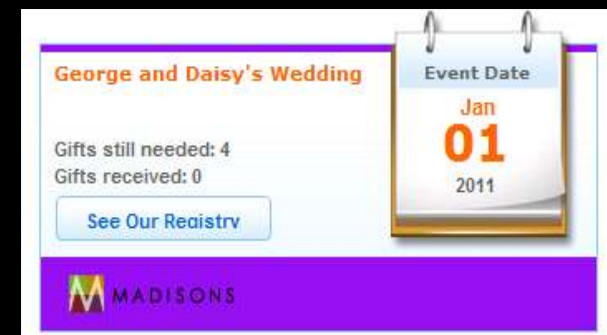
Viral Marketing





Remote Widgets: Shopper-driven Scenarios

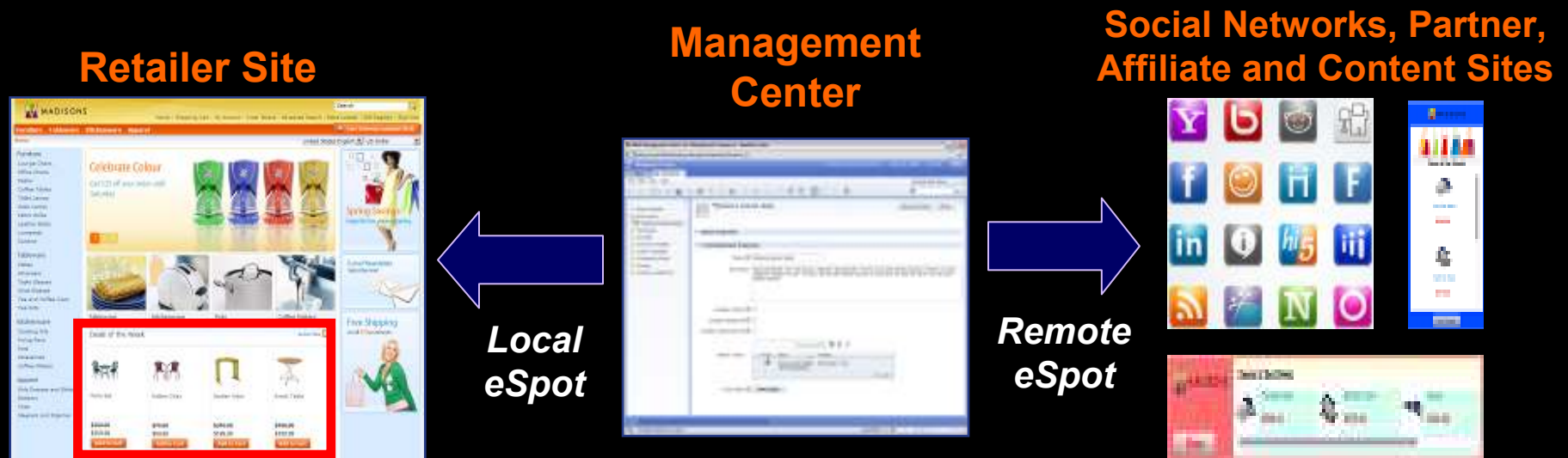
- **My Wish List, My favorites widgets:**
Lets shoppers share their favorite products, recommend products on social sites or personal sites such as blogs
- **Gift Registry widget:** Shoppers can post gift registries on their favorite social sites
- **Promotion & Brand widget/feed:**
Allows shoppers to get branded retailer messages, “Deal of the Day” etc. via widget or feed





Remote Widgets: Retailer-driven Scenarios

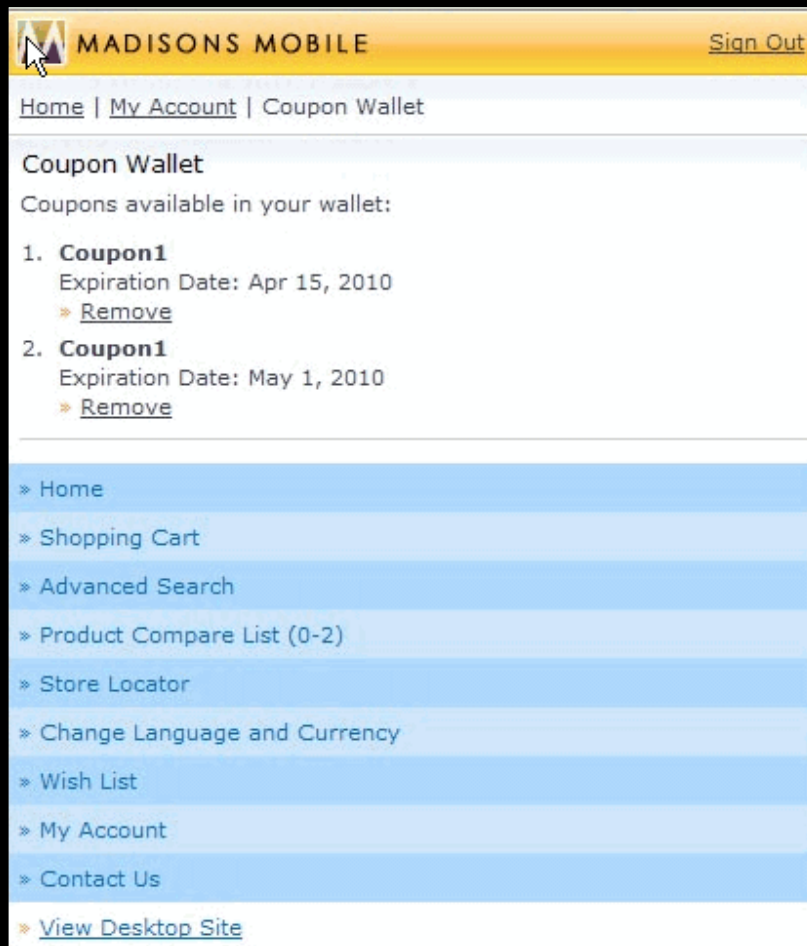
- **Promotions & Brand Widget:** Connect WebSphere Commerce eSpots to retailer-owned social networking sites, affiliate and partner sites
- **Centrally manage, control** all remote eSpots from Management Center





Digital Coupon Wallet

Allows retailers to manage the promotion and redemption of digital coupons in a Web store and via mobile devices



- Ability to store digital coupons in an online coupon wallet
- Provide business user tools to import coupon codes
- Allow redemption of digital coupons in mobile stores



WebSphere Commerce iPhone Application Sample



Rotational Marketing eSpots for promotional products

'More' to access additional functions (Search, Product Compare, My Account, ...)

Tap bar to access common functions (Home, Store Locator, WishList, Shopcart)



THANK
YOU