

IBM Watson Commerce

Innovate easily and execute faster to take back market share

Simplify commerce

Customers expect seamless omnichannel experiences that engage them in the context of their journey, with the right experience at the right time and place. Brands that can deliver easy omnichannel experiences, establish relevant one-to-one conversations with their customers and drive engagement across touchpoints will outperform those that can't. Only IBM Watson Commerce combines more than 20 years of expertise, innovation, reliability and security with artificial intelligence to help you engage customers as individuals in the moment and deliver the flawless omnichannel experiences they expect.

Highlights

- Focus on delivering innovation that grows market share, eliminating time wasting commerce platform management tasks
- Reduce total cost of ownership with tools and technology that streamline commerce deployment and management.
- Enhance the customer experience with comprehensive capabilities that connect all touchpoints for true omnichannel engagement at any point in the customer journey.
- Power faster, better decisions using Watson artificial intelligence (AI) to gain competitive advantage.
- Empower business users to create and deliver unique brand experiences faster by reducing reliance on IT.

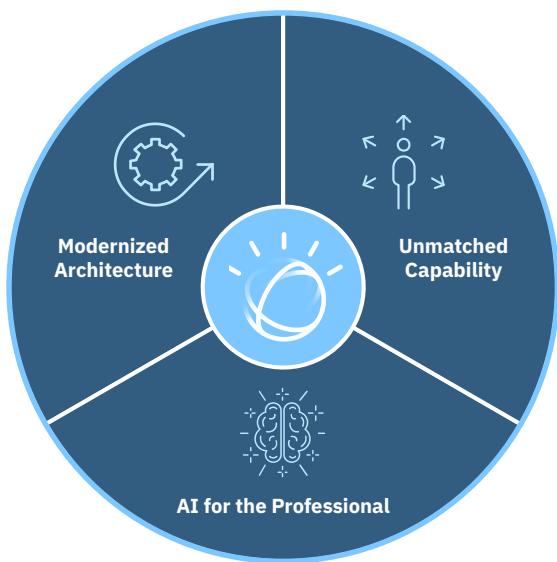


1-800-Flowers.com improves customer experience with AI

“Now we are on the forefront of using AI, cognitive computing technology, to really help us deliver that personalized relationship. We have what our customers need, what our customers turn to us for, to help them deliver smiles to the important people in their lives.”

Chris McCann
President
1-800-Flowers.com

A MODERN ARCHITECTURE FOCUSES MORE OF YOUR TIME AND RESOURCE ON INNOVATION



IBM Watson Commerce helps organizations differentiate themselves and stay ahead of customers and competitors with:

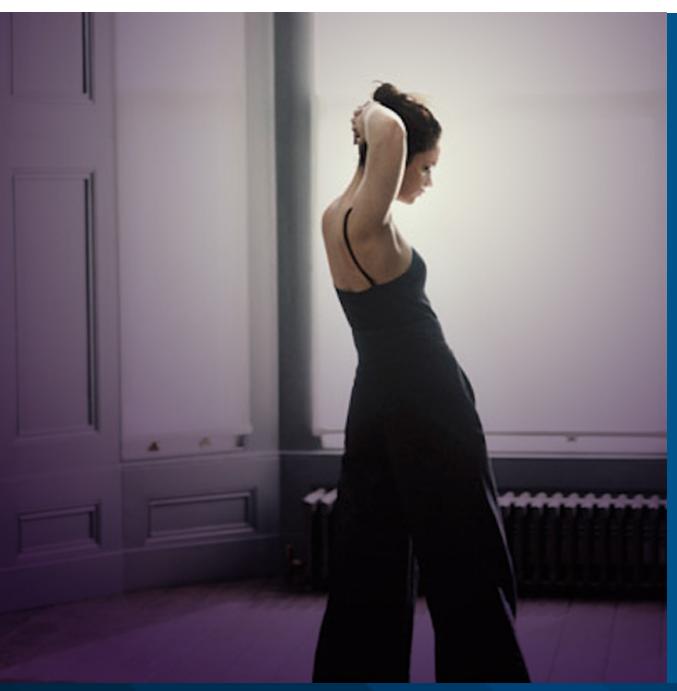
Modern architecture – A modern, cloud-ready extensible architecture that powers more innovation with less overhead.

Unmatched capability – 20 years of unmatched, omnichannel commerce capabilities powering customer engagement.

Artificial intelligence – Power smarter, faster decisions with Watson.

Secure to the Core – Peace of mind with IBM cloud security, scalability and performance.

Successfully navigating the commerce landscape is more challenging due to an endless stream of competitive threats, markets that change overnight and evolving customer expectations. Now more than ever you need a commerce platform that lets you respond to these changes with speed and precision. IBM Watson Commerce is built on a modern architecture that gives you the agility to keep up with changing markets and customer expectations and enables automatic scaling for times of peak traffic. With business user tools that are simple and intuitive commerce professionals can reduce their reliance on IT and act more autonomously, freeing them to respond even more quickly to market changes.



Yoox Net-a-Porter Group is leveraging data and AI to serve fashion-conscious customers who are mobile and international with a personalized customer experience.

“We are moving into an era where data is shaping our business to provide relevant promotions ... It’s about knowing our customers by name and being able to provide offers and assortment to them in the way that they want it.”

Alex Alexander
CIO, Yoox Net-a-Porter Group

Faster time to market

Commerce moves quickly and so must you. Whether you are starting a new brand or testing a new market, IBM Watson Commerce helps you get up and running faster with a starter store that supports business-to-consumer built upon industry best practices. This starter store provides a pre-configured, customizable storefront to help you set up your online store more quickly. The starter store enhances site performance, streamlines the checkout process and reduces the customization cost of online stores while delivering personalized and relevant brand experiences.

Freedom to customize

The ability to customize and create experiences, as unique as your brand, is important for both you and your customers. We have introduced a clear separation between the core application components and client extensions against contracted interfaces - interfaces that are API driven with security and reliability. These externalized customizations allow custom code to run outside the core software provided by IBM.

Simplify commerce platform management

You want to focus on serving your customers with the best experience, not managing your technology. IBM Watson Commerce simplifies deployment and management whether you're operating on-premise or in the cloud. Leveraging Docker containers, commerce platform components are delivered as immutable images, which means less manual dev ops work, allowing you to install and upgrade faster and deploy customizations in an automated way, giving you continuous integration, seamless delivery, as well as lower cost of ownership for your commerce platform. For even simpler platform management, you can opt for our SaaS solution and remove the headache of managing infrastructure and software.

Lower TCO by lightening your footprint

Managing the total cost of ownership for your commerce platform is critically important. IBM Watson Commerce helps you focus on what matters most, your customers and your business. Watson Commerce helps you save money and reduce the time you spend managing technology so you can increase conversions and grow sales.

Best of both worlds

Watson Commerce delivers a SaaS commerce platform that combines cloud convenience and ease of use with the ability to customize the brand experience and leverage insights from AI to accelerate your business. Continuously

innovate the customer experience to keep up with customer expectations and market trends. Customize and compete on the brand experience to build customer loyalty and grow marketshare. Get peace of mind with IBM cloud security, scalability and performance so you can focus on the things that matter most, your customers and the customer experience

Exploit new opportunities quickly

It can be risky to invest in a new brand site or a new geographic market. With multi-site capabilities, you can quickly and cost effectively test the viability of a new opportunity while offering customers unique buying experiences that feature separate online stores for your different brands, customer segments or geographical marketplaces. Each online store can leverage a common set of commerce services like catalogs, pricing and promotions, but also have a unique look and feel. Custom business rules and policies can also be established at the store level and include special pricing, promotions and product entitlement so you can deliver a localized experience quickly and easily.

Empower the business user

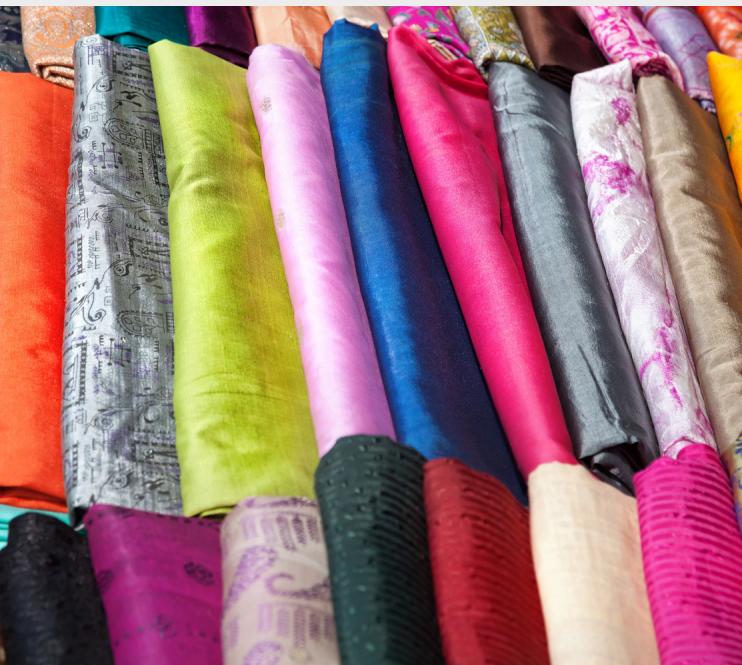
The market changes fast and your team needs the autonomy to respond quickly and deliver an exceptional customer experience. IBM Watson Commerce empowers online marketers and merchandisers with easy-to-use tools for the implementation and management of marketing and merchandising tactics across channels. By reducing digital commerce professionals' reliance on IT, business users have more control over content, product catalogs, price lists, promotions and the overall customer experience – while also freeing IT to focus on more strategic projects that drive business.

A modular approach delivers faster innovation

IBM Watson Commerce has been modularized into loosely coupled components called microservices which enables organizations to have more control. By separating the store, search, and client customizations from the transactional server, you are able scale your eCommerce platform to best fit your business. This separation also allows developers to work in parallel with fewer dependencies, accelerating the delivery of custom code so you can more quickly implement new commerce capabilities and innovate your customer experience.

UNMATCHED OMNICHANNEL COMMERCE CAPABILITY DELIVERS DIFFERENTIATED BRAND EXPERIENCES

IBM Watson Commerce's innovation ecosystem offers completeness and depth of capability, for gaining maximum impact from every customer interaction and transaction. Engage, convert and fulfill customers both online and in-store with capabilities that differentiate your brand. IBM Watson Commerce enables you to create experiences that are as unique as your business and give customers the ability to seamlessly move between channels to browse and buy when, where and how it's most convenient for them.



Trivantage increases digital sales and mobile traffic by 50%

“Our KPIs for the digital channel show us that customers are finding it easier than ever to find and purchase the products they need.”

Keith Wood
Director of eCommerce
Trivantage

Engage the right audiences with the right message, content and offers at the right time

Customers are bombarded by brand messages competing for their attention and trying to entice them to buy. It is imperative that you rise above the noise to capture their attention, but it isn't easy. IBM leverages artificial intelligence and works seamlessly with Watson Commerce to quickly parse data and create a custom picture of your customers so that you can engage them with meaningful offers that are timely and delivered through the right channel. By speaking to them with personal messages, products and services, you will stand out, capture their interest and build a loyal customer base.

Drive conversions with personalized customer experiences

Your customers expect you to know them and deliver experiences tailored to the time and place of their interaction and in context of their journey. Given this reality, a personalized customer experience is critical to maintaining loyalty, warding off the competition and converting more prospects to buyers.

IBM Watson Commerce search makes it easy for customers to find what they want, fast. By enabling commerce professionals to create and manage search term associations and rules, you can deliver a more satisfying experience for customers that helps them find the right product quicker.

Deliver on your promise with optimized fulfillment

Clicking the "check out" button does not make someone a customer. You need to deliver on the promise you made to the prospective buyer when they decided to buy from you. You need to build trust by displaying real-time inventory at any touchpoint and enabling purchase options such as buy-online pick-up in-store and ship-from-store to best suit their needs. And, you then need to fulfill your promise by getting them the product or service they purchased as quickly and conveniently as possible. IBM Watson Commerce provides a set of ready-to-deploy shopping flows so you can deliver a fluid customer experience that builds excitement and trust and leads to a fulfilling customer experience.



AI FOR THE COMMERCE PROFESSIONAL POWERS UNFAIR COMPETITIVE ADVANTAGES

Infusing AI into commerce shouldn't be a science project – it should be simple and guaranteed to bring results. Only IBM has trained its AI to identify high-propensity audiences, personalize content, sequence products, detect struggle and optimize fulfillment. And that AI is infused into the commerce platform. IBM Watson Commerce smoothly leverages embedded AI to solve pressing business challenges and to ensure issues are resolved quickly, before they become bigger problems.



Carhartt bets on artificial intelligence

“We are excited by the direction IBM is taking and applying Watson and **cognitive capabilities** to eCommerce. Now our users will be able to see how market factors are affecting customers, sales and inventory on Carhartt.com in real-time.”

Anna Cole
Senior Manager of Operations and Merchandising
Carhartt





Cognitive Tagging streamlines content management

Content tagging is a laborious process. Watson saves you time by automatically applying tens of thousands of predefined image tags to your content. When you combine that with simplified access and sharing through a consolidated, easy-to-use repository you can save even more time while improving consistency, by integrating content into the marketing and commerce tools, making content universal.

Struggle Detection identifies opportunities to unlock revenue

Intelligent journey analysis helps you identify and fix pain points in the customer experience fast with proactive alerts from Watson that highlight where and why customers are having problems so you can fix them before they impact conversion, revenue and other key metrics.

Intelligent Sequencing highlight opportunities early, with data driven insight

Watson helps you quickly track and respond to anomalies in key performance indicators. For example, Watson will recommend product sequencing to site merchandisers based on inventory positions to optimize for profitability.

Intelligent Pricing ensures you're not losing on price

By applying artificial intelligence to pricing you can reprice in real-time to meet the demands of the fast-moving retail environment. Using science and AI capabilities to fine tune pricing strategies, you can bring together online and in-store pricing, store data and insights to coordinate cross-brand pricing for the maximum impact to your revenue. You also empower and free business users to focus on critical pricing activities by automating the mundane processes.

Fulfillment Optimization reduces omnichannel shipping costs

Order optimization helps you make better sourcing decisions and deliver on your order promise in the most cost-effective way possible. By understanding and acting upon changes in the market as they occur, retailers can perfectly balance between protecting margins, utilizing store capacity, and meeting customer delivery expectations.

Insights Assistant helps you drive more successful campaigns

You want to maximize the yield on marketing spend. To do so, you want to run more campaigns, each gaining higher yields. But, marketing talent is hard to find, and your budget dollars do not grow on trees. Watson can be your cognitive personal assistant. It understands your campaigns and their goals. It has context for your business, your products, your customers. It works with your marketing leaders to analyze campaigns, diagnose remedies, and improve performance. It allows your marketing professionals to focus on campaigns, not lower level marketing tasks.

Audience Insights gives you the ability to understand your customers better

Understanding audiences is the key to marketing to them. Making segmentation more science and less art, has always been a means for increasing revenue, while improving customer satisfaction. Watson turns the art of segment creation and management into science. Watson

creates segments, understands demand drivers, and can predict migration. Watson understands the complex correlations of customer attributes and how they power customer lifetime value, customer acquisition, customer retention, and social sentiment.

Predictive Journey Path provides the analysis to get ahead of your customers' needs

Predicting how, where and what your customers will do next as part of their buying process will position your brand as a trusted source for the best products, services and support. Watson helps segment the journeys that drive results, and provides marketers with a lever to proactively engage with customers who are on that journey, with offers and content, to accelerate or increase odds of a purchase being considered. More important, it allows marketers to establish a baseline of behavior that can easily help quantify the changes that are being introduced into any given marketing campaign or strategy.

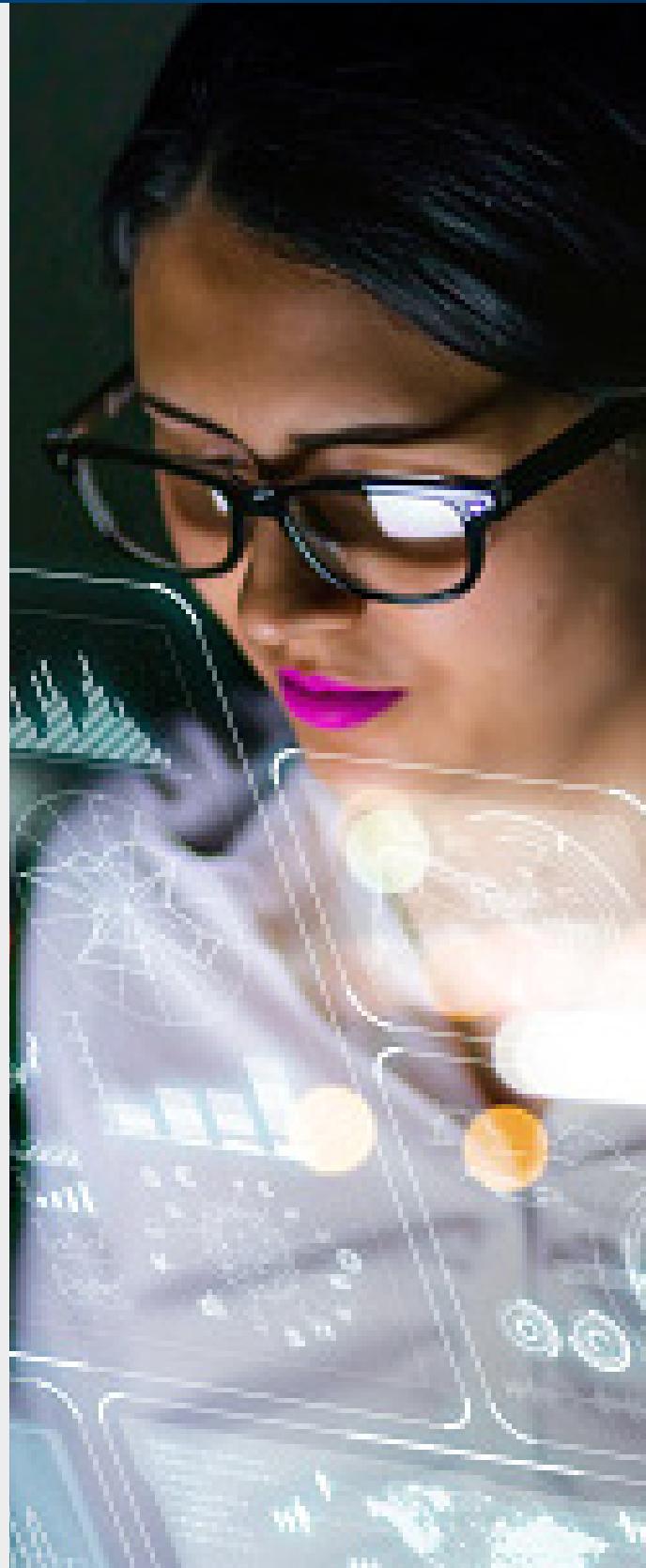


WHY IBM?

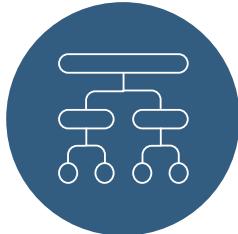
Watson Commerce delivers a modern, cloud-ready, extensible architecture powering more innovation with less time spent. And only IBM combines the trusted scale, security and performance you expect from IBM, with the **speed and flexibility** of a modern cloud-ready, extensible commerce architecture.

Watson Commerce delivers 20 years of unmatched, omni-channel innovation – that's been co-created with our customer and partner ecosystem. And more than checking boxes, only IBM Watson Commerce's offers **completeness and depth of capability**, for gaining maximum impact from every customer interaction.

Watson Commerce delivers unfair competitive advantages with Watson embedded in the engine and augmenting your team with smart insights and recommendations. **AI must not be a science project** for commerce professionals, and only IBM has trained its AI to identify high-propensity audiences, personalize content, sequence products, detect struggle, optimize fulfillment, and infused that AI into its commerce platform.



IBM ALWAYS RANKED HIGH BY INDUSTRY ANALYSTS



IBM has been ahead of other vendors in its focus on machine learning and AI.

“Magic Quadrant for Digital Commerce”, April 24, 2017

Penny Gillespie, Mike Lowndes, Chris Fletcher, Jason Daigler, Yanna Dharmasthira, Sandy Shen

- Recent Nuclear Research shows WSC delivered ROI of 883% at Beijer Byggmaterial AB and an average annual benefit of \$9,156,000.
- IDC MarketScape has named IBM WebSphere Commerce a leader in Worldwide Retail Omni-Channel Commerce Platform, April 2017.
- IBM is ranked as a leader for the 8th consecutive time in Gartner’s 2017 Magic Quadrant for Digital Commerce and Critical Capabilities.
- IBM is a Strong Performer in the Forrester Wave™: B2B Commerce Suites, Q1, 2017.
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To learn how IBM Watson Commerce can help deliver the personalized and convenient online experience your customers expect, visit:

[www.ibm.com/watson/commerce/solutions/digital-commerce.](http://www.ibm.com/watson/commerce/solutions/digital-commerce)

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