

Sirius Computer Solutions, Inc. eCommerce for Retail

Partner Solution

■ **Target Industry**

Retail

■ **Business Applications**

Cross Channel Campaign/Lead Management

Cross Channel Commerce

Inventory Visibility

Mobile and Social Commerce

■ **Products**

IBM Coremetrics AdTarget

IBM Coremetrics Impression Attribution

IBM Coremetrics Intelligent Offer

IBM Coremetrics Lifecycle

IBM Coremetrics Multichannel Analytics

IBM Coremetrics Search Marketing

IBM Coremetrics Social Analytics

IBM Coremetrics Web Analytics

IBM WebSphere Commerce Enterprise

IBM WebSphere Commerce Express

IBM WebSphere Commerce Professional



Business Challenge

The sea of statistics about the stunning rise of mobile and social commerce is almost overwhelming. According to Morgan Stanley Research, the ramp up of mobile Internet usage will be faster than that experienced with desktop Internet and, within five years, more users are likely to connect to the Internet using mobile devices than using desktop PCs.

Social networking has taken a prominent role in the way we live our lives and is heavily influencing how we make decisions when we shop. From product reviews, sharing news of retail promotions and recommendations for “up and coming” products and services – knowing how to engage and capitalize on the “social” conversation phenomenon is paramount to a successful retail future. Learning how to capitalize on this paradigm shift has become a business imperative.

Solution

With the goal of helping retailers capitalize on this change to the commerce landscape, Sirius has created eCommerce for Retail. This solution offers go-to-market mobile capability that leverages both prebuilt mobile storefront functionality and your existing ecommerce platform.

The mobile capabilities from the solution allow customers to browse,

buy, check status, and read ratings and reviews on their mobile devices. It also allows customers to buy from their mobile device and pick up the item in the store. The addition of mobile access to the customer experience can be evolutionary, enabling browsing functionality initially and then moving on to adding transaction capability.

Sirius eCommerce for Retail also makes it easy to link product ratings and review content with the major social sites of the world, including Facebook, Twitter and Dig. In addition, after you build participation in onsite or linked social activities, the built-in marketing tools allow you to reward the contributors with targeted promotions and incentives. For example, you might reward a customer who contributes 10 reviews with a coupon for 10 percent off their next purchase.

Value Proposition

The Sirius eCommerce for Retail solution, powered by the efficiency and security of IBM WebSphere Commerce, offers retailers the means to quickly start tapping into the ready mobile market and leveraging social commerce to brand advantage with a single integrated system. The improved customer experience results in a greater online “shopper conversion rate” for purchases, joining a rewards program, or taking another desired action. As well, the solution easily

integrates with your legacy business systems, including inventory management and enterprise resource planning (ERP) systems.



Retailers now have the ability to:

- Quickly launch a mobile storefront that leverages an existing e-commerce site
- Create a bridge with customer social networks - enhancing the brand value through social commerce
- Proactively manage and mitigate social commentary
- Put content controls for merchandising and marketing in the hands of marketing, sales, and product professionals through browser-based tools

Company Description

San Antonio-based Sirius is a nationally recognized technology firm that designs full-spectrum, advanced infrastructure solutions. Backed by 30 years of IT experience, Sirius is dedicated to helping clients address business problems, increase competitiveness, and bring a positive return on investment.

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