

A smart conference for a smarter planet



灵活便捷的电子商务管理工具

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内容

- 概述
- **Lab** 时间安排
- 管理中心解决方案介绍
- **Lab** 场景介绍
- 总结





概述

- 主题

- ❖ 电子商务管理中心

- 行业

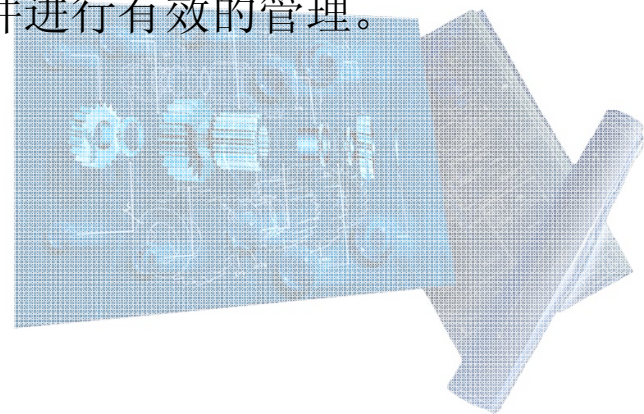
- ❖ 零售业、制造业、银行、电信.....

- 产品

- ❖ WebSphere Commerce

- 业务场景

- ❖ 一个电子商务网站后台业务系统管理的解决方案，它提供了基于 Web2.0的界面，可以对产品信息，市场活动，促销策略，产品内容附件进行有效的管理。





时间安排

- **管理中心解决方案介绍 (25 min):**
 - ❖ 简要介绍电子商务网站后台业务管理中心的解决方案
- **Lab介绍 (15 min):**
 - ❖ 简要介绍该Lab的内容、目标、业务场景及要展示的关键点。
- **客户实际操作 (40 min):**
 - ❖ 客户按照用户手册的步骤完成Lab业务场景。
- **总结&讨论(10 min).**
 - ❖ 总结Lab的内容，回答客户的相关疑问。

业务人员实施营销计划的场景

管理不断更新的商品信息

经常更新网站展示内容

制定多种促销策略

实施多种产品组合营销方案

给客户发送电子邮件通知

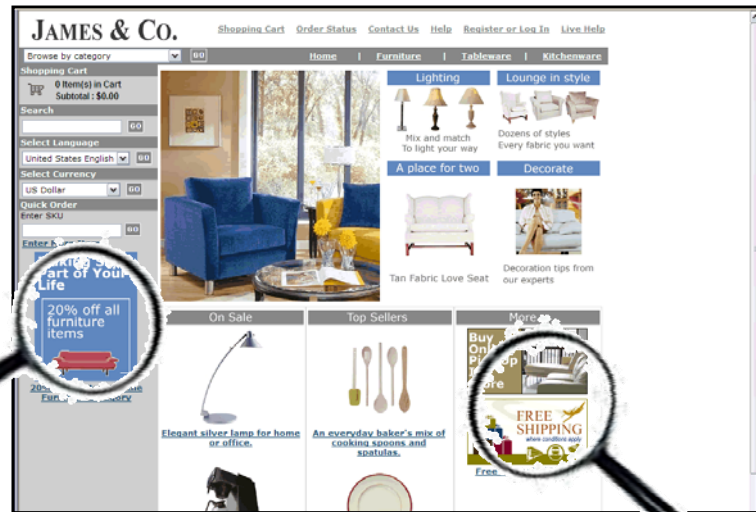


管理商品信息



- 商家尽可能地把所有的商品展示到网上, 在线商品种类繁多, 并且商品信息需要经常更新
- 顾客能够通过浏览网页得到详尽的商品信息, 并且通过目录分类方便地找到所需要的商品
- 管理所有在线商品的信息和属性是非常耗时耗力的工程, 而且容易出错, 需要有强有力的工具支持
- 熟悉产品线的人员 (业务人员而非IT人员) 需要非常熟练地使用业务管理工具

如何使网站内容吸引顾客眼球



- 顾客不再满足于静态的,一成不变的网站内容
- 必须在最醒目的位置显示最有价值的商品,去吸引顾客购买
- 由于商品种类繁多,因此要使顾客尽可能多地注意到网站的商品
- 不断增长的网站内容更新需求,动态的个性化内容展示需要有强大的工具支持,使业务人员可以独立完成而不需要IT人员介入



促销策略

有效的促销手段是商家吸引顾客购买并且让顾客产生更多购买欲望,增大成交量的有力手段

- 支持多种促销类型
 - 价格促销 (折扣价)
 - 特别优惠 (免费礼品, 买一赠一)
 - 服务促销 (免运费)
 - 礼券促销
- 应用到目录,产品和订单
- 直观的业务工具
- 方便地增加促销类型
- 为特定人群制定促销策略

Making Style Part of Your Life

20% off all furniture items



20% off all items in the Furniture category

Shopping cart

Your cart contains:


Quantity	Item		Total
1	<u>Modern Occasional Table</u> SKU : FUCO-0201	\$159.99	\$159.99
★★ Save 20% on Furniture!			-\$32.00
Subtotal before discounts:			\$159.99
★★ Total discounts on products:			-\$32.00
Subtotal:			\$127.99

or



web-savvy special

15% OFF*





商品推广策略


使用商品关联策略是更好地向顾客推销商品,促进成交量的有效方式


- 交叉销售
- 向上销售
- 替代产品
- 定制个性化配件
- 定义搜索关键词
- 可配置的规则 (根据购物车内容向顾客推荐特别商品)
- 打包销售
- 捆绑销售


GREEN [Click for larger view.](#)
 < [Previous item](#) [Return to List](#) [Next Item](#) >

Related Products


Things that work well with this item:

 [Bending Branches Arrow Canoe Paddle \\$55.00](#)


 [Crazy Creek Canoe Chair \\$30.00](#)


 [Mad River Removable Kneeling Pad \\$38.00](#)

Other items like this:

 [Mad River Royalex S](#)

You might also like:

 [Granite Ge Canoe Seat](#)

 [MTI Reflex](#)

PRODUCT INFORMATION



Four Piece Double Old Fashioned Glass Set
 A gift that will lift their spirits. These handsome double old fashioned glasses feature our distinguished pewter beaded medallion. And don't forget to have them engraved. Each glass measures 4 1/4" x 3 1/4".

\$29.95
\$14.99 Sale
 Item #532824

[View Larger Image](#)

Quantity

To PERSONALIZE & ADD TO CART 
 please click here

Our Gift Experts Recommend:



Four Piece Pint Glass Set

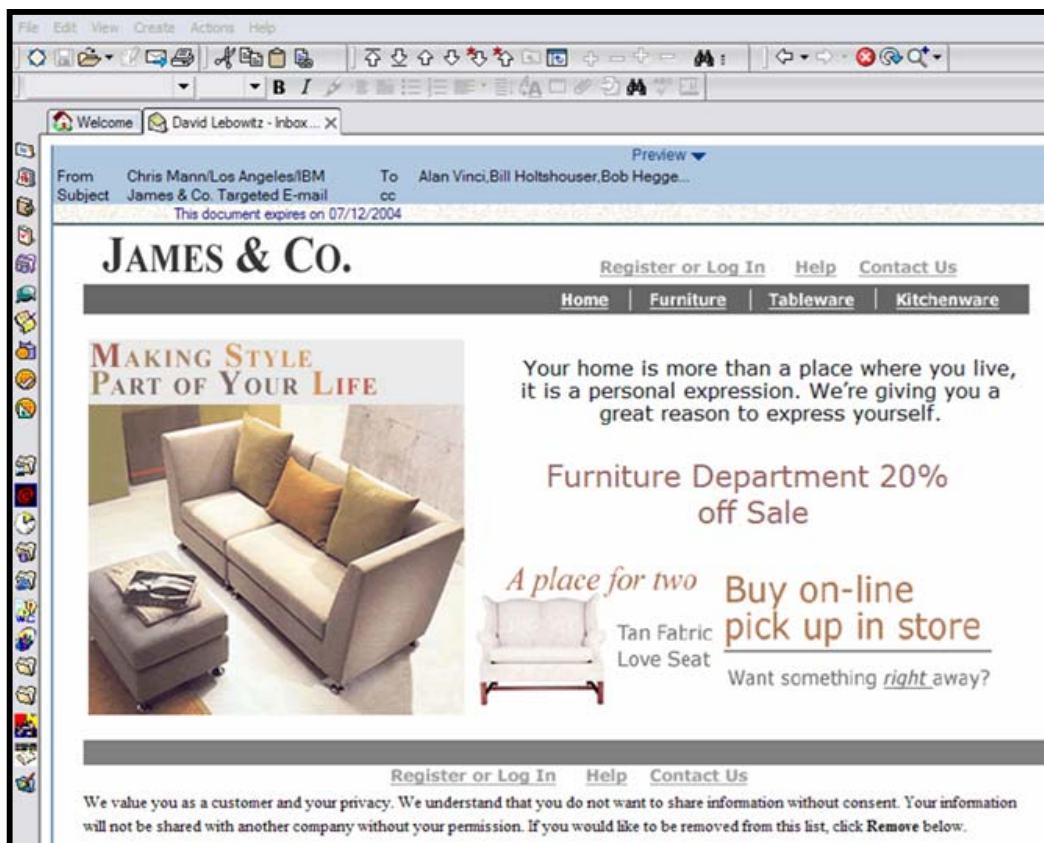




有针对性的电子邮件营销

定期地向客户发送有针对性的邮件是吸引客户,留住客户的有效手段

- 个性化的,有针对性的邮件
- 通过客户属性管理邮件列表
- 邮件内容关联营销活动
- 客户可以订阅/取消邮件
- 分析邮件促销的结果
- 可以统计邮件退回,打开,点击的比率





功能强大的业务管理工具

- 界面操作友好, 业务人员可以方便使用, 不需要IT人员介入
- 功能完备, 可以满足系统日常维护需要
- 系统易于扩展, 可以根据业务需要进行定制

IBM电子商务解决方案



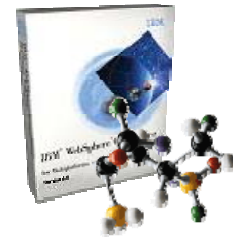
电子零售
直接B2B

通过单一平台支持公司的全部业务模式 – 无论是**B2C**、**B2B**还是二者的结合



间接B2B

提供数百个现成的流程并加速实施新流程



跨渠道实现丰富的、基于上下文的客户体验

利用业界最完整的中间件平台，支持跨越价值链的端到端集成



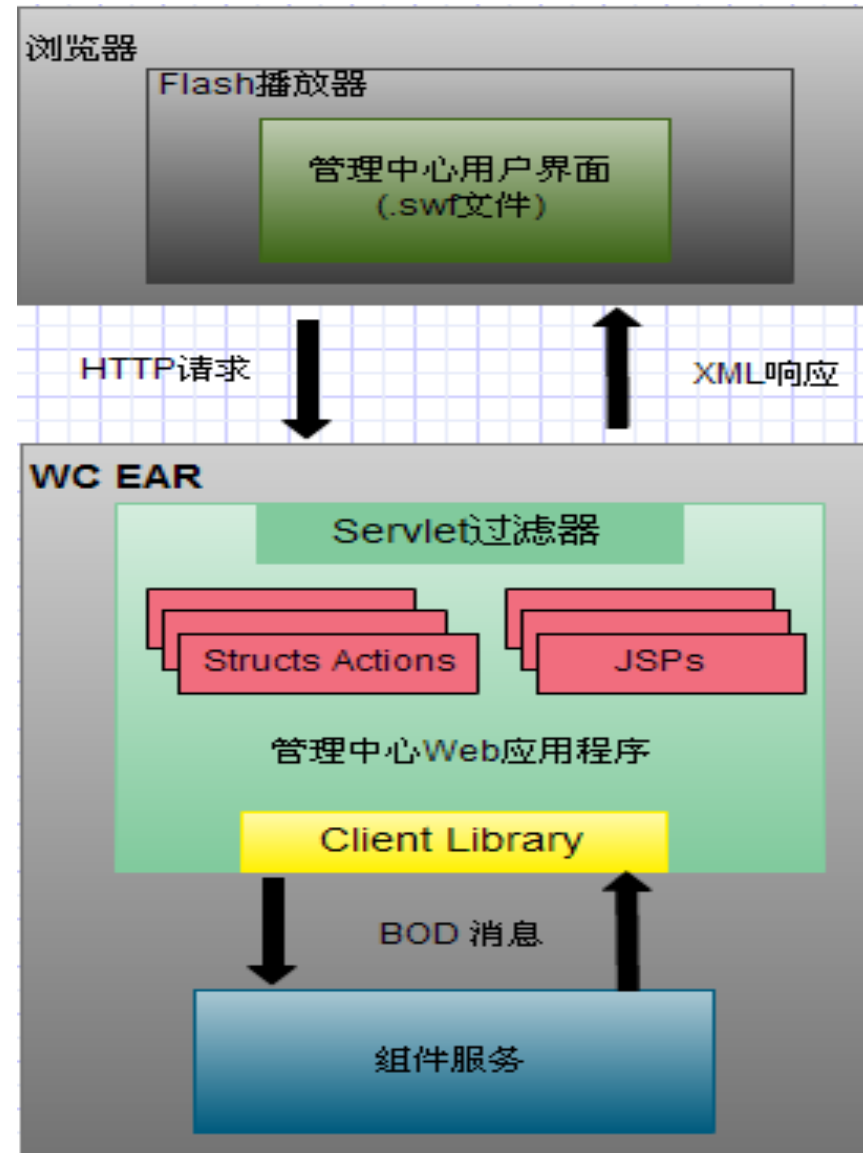
WebSphere.

全面利用基础平台的功能，最大限度地提高性能、可扩展性和自适应能力



管理中心程序架构

客户端采用Flash展示
后台采用SOA设计架构





Lab目标及关键点

- **Lab的目标**

通过学习该Lab，用户可以

- ❖ 了解IBM WebSphere Commerce产品概况。
- ❖ 了解IBM WebSphere Commerce产品中管理中心的功能。

- **Lab的关键点**

- ❖ 产品信息的维护，包括产品描述，价格设置等。
- ❖ 市场活动的创建及维护。
- ❖ 商品图片的上传及管理。



类别栏

全部可以由管理中心进行方便定制

搜索

主页 | 购物车 | 高级搜索 | 登录

购物车: 0 件商品小计: \$0.00

简体中文 | 美元

可获得优惠
2月之前购买
可获得免费礼品

推荐产品

广告栏



薰香精油

咖啡机

壶

厨具

特色产品



均免运费
凡购买 70 美元以上的商品。



管理中心登录界面

多国语言支持

在浏览器中以flash方式呈现，而不是HTML

IBM® Management Center for WebSphere® Commerce



用户名

密码

登录



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功能条一包打

主产品目录类别

- 搜索结果
- 活动工作
- 未分配的产品目录条目
- Madisons
 - Decorations
 - Furniture
 - Kitchenware
 - Tableware

Furniture - 类别列表

顺序	* 类型	* 代码	* 名称	对客户显示
0.0		Lounge Chairs	躺椅	<input checked="" type="checkbox"/>
1.0		Office Chairs	办公椅	<input checked="" type="checkbox"/>
2.0		Desks	书桌	<input checked="" type="checkbox"/>
3.0		Coffee Tables	咖啡台	<input checked="" type="checkbox"/>
4.0		Table Lamps	台灯	<input checked="" type="checkbox"/>
5.0		Desk Lamps	桌灯	<input checked="" type="checkbox"/>
6.0		Fabric Sofas	布艺沙发	<input checked="" type="checkbox"/>
7.0		Leather Sofas	皮制沙发	<input checked="" type="checkbox"/>
8.0		Loveseats	情人椅	<input checked="" type="checkbox"/>
9.0		Outdoor	室外用品	<input checked="" type="checkbox"/>

Main Work Area

Coffee Makers - Catalog Entries List

how All

List View

Display Sequence	* Type	* Code	Name	Thumbnail	Display to Customer
0		KICOF-01	Brewmaster Deluxe Coffeemaker		<input checked="" type="checkbox"/>
0		KICOF-02	Coffee Maker/Grinder 3000		<input checked="" type="checkbox"/>

1 to 2 of 2

KICOF-01 Save

Manage Product: Descriptive Attributes Defining Attributes Merchandising Associations References

Properties View

*Code

Name (United States English)

Short Description (United States English)

Long Description (United States English)



总结 & 讨论

Questions ?



Thank YOU



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