

IBM Start Now e-commerce Solution

Demonstration Script
English





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This document provides you with information on the demo provided with this solution. For details on how to recreate the demo for a customer engagement or in another language, go to the Demonstration Creation Document (EC_DemoCreation.doc).

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Introduction to the Demo

The demo included as part of the Solutions Guide is an **AVI** file. This Demo illustrates how the IBM Start Now e-commerce solutions achieves the objectives of e-commerce as defined by industry experts. e-commerce has allowed companies to extend beyond a simple Web presence and sell their products and services over the Internet, lowering their transaction costs in the process. Because e-commerce is a recent business development, many companies still face the imposing task of setting up a basic e-commerce site, integrating to a backend system, providing a competitive and comprehensive buying experience, providing real-time customer support, and creating a multi-cultural and multi-lingual site.

IBM Start Now e-commerce Solutions allows businesses to extend their reach to new customers (Business to Business [B2B] as well as Business to Consumer [B2C]) and to manage transactions electronically. IBM Start Now e-commerce Solutions defines common small/medium business (SMB) e-commerce solutions and explains how a typical solution could be implemented. The IBM Start Now e-commerce Solutions addresses four scenarios that illustrate different approaches to customer problems.

The Quickly Create an e-commerce Site scenario describes how to create an e-commerce site quickly. The site that you create possesses the functions necessary to satisfy your customer's primary e-commerce needs, such as catalog browsing, product pages, personalized shopping carts, and offline payment. This scenario also explains how to implement such a site without large amounts of customization and employee re-training.

The Leverage and Extend Existing Order-processing Systems scenario illustrates how to integrate existing backend systems so you can increase site functions, improve operational efficiencies, and accommodate high transaction volumes. In this scenario, you import catalog and product data from XML files that reside in backend systems. An intermediate version adds advanced order management and catalog management processes to the site. An advanced version allows you to design, develop, and implement a highly customized e-commerce site with an integrated development environment. It also utilizes advanced catalog management with a Multilanguage catalog.

The Manage and Enhance Customer-buying Relationships scenario shows how to deepen and secure customer relationships by adding a new channel to the system. In this scenario, customers use real-time instant messaging to interact directly with online personnel. An intermediate version allows you to set up an instant messaging service that allows your sales representatives to provide real-time, collaborative answers. An advanced version extends the reach of the site to global customers by providing a Multilanguage catalog and collaboration support.

The Optimize Online Sales and Marketing scenario uses personalization techniques to support individualized campaigns that are tailored to each shopper's preferences. As a result, merchants can increase the effectiveness of how they market their products and services to customers. The personalization, up-selling and cross-selling functions, and real-time reporting supported by built-in business intelligence help increase business and profits. An intermediate version enables you to take advantage of online e-coupons and e-marketing strategies that reduce expenses while generating demand. An advanced version allows you to create effective up-selling and cross-selling techniques that drive sales by targeting campaigns and promotions based on specific customer behavior.





Demo Speaker Notes

This demonstration illustrates the e-commerce solution concepts. It will introduce you to the solution, the scenarios, the products and some of the functionality that they provide. This visual demonstration will provide a means to help you quickly understand the solution area and scenarios as well as provide a mechanism to show your customer what the e-commerce solution can do for his business.

Let's start!

Slide 1 "Start Now e-commerce Solutions Welcome Page"

Welcome to the IBM Start Now e-commerce Solutions demonstration. Before we demonstrate how e-commerce can benefit a business, let's take a moment to define e-commerce and how an e-commerce solution can be implemented.

Slide 2 "What is e-commerce?"

What is e-commerce? Briefly, e-commerce is a way of conducting real-time business transactions over the Internet when the customer and the merchant are in different locations. Let's analyze the definition in more detail.

Slide 3 "e-commerce Overview"

As defined by Forrester Research, Electronic Commerce, or e-commerce, is the set of products and processes that allow people to securely buy goods and services electronically. This includes advertising, marketing, shopping, purchasing, and paying, among others.

The emphasis here is that e-commerce is a broad concept that includes virtual browsing of goods for sale, electronic payment methods, and customer service. e-commerce operates over the Internet using any combination of technologies designed to access, exchange and capture data.

Slide 4 "Solutions that benefit your business"

e-commerce solutions come in a variety of forms and styles but ultimately the objective is to extend the reach of your business to new customers and to manage business transactions electronically. There are two main categories of e-commerce.

- B2C or Business to Consumer: B2C e-commerce is online retailing. It involves consumers shopping for products and services. Additionally, it involves merchants using electronic marketing and merchandising techniques to attract and retain customers and to promote products and services. It can also include links to backend systems for inventory updates and credit checking.
- B2B or Business to Business: B2B e-commerce covers a broad range of business activities. It is normally conducted between two parties that do not belong to the same company. The first style of B2B e-commerce is Business-to-Business integration, where B2B systems exchange business documents, such as purchase orders and invoices, between pairs of partners in a supply chain. The second style of B2B e-commerce consists of e-marketplaces that support multiple buyers and suppliers.





Slide 5 "Customer challenges"

Due to the complexity of the combination of technologies, experience and practical knowledge is needed to plan, develop, customize, and deploy a solution that fulfills your business needs. Furthermore, because e-commerce is a recent business development, many companies still face several imposing tasks:

- Setting up a basic e-commerce site.
- Providing a competitive and comprehensive buying experience that meets the increased demand of today's consumer such as personalization, up-selling and cross-selling, multiple payment methods, auctions, coupons, and pricing discount.
- Providing real-time online customer support to further deepen customer relationships.
- Conducting business successfully using a multi-cultural, multi-lingual site that displays its content according to consumer preference.
- Ensuring sites have the appropriate backend integration to efficiently handle high volume of orders.

Slide 6 "Are you already doing e-commerce?"

Ask yourself these questions about your business.

- Have you implemented an e-commerce solution for your business?
- Is your e-commerce solution integrated to existing backend systems?
- Can you manage customer-buying relationships on-line?
- Can you extend your sales and marketing efforts to your on-line business?

If your answer to any of these questions is NO, then you may well be ready for IBM Start Now e-commerce Solutions.

Slide 7 "The four scenarios"

Since it's nearly impossible to present every possible use of e-commerce, we've narrowed our focus to four typical e-commerce solutions that could be implemented for small or medium sized businesses like yours.

- The first scenario involves the creation of a basic e-commerce site that also utilizes some of the most important e-commerce components such as: catalog browsing, order processing, credit card payments, user registration, and a personal address book. This scenario also explains how to implement such a site without large amounts of customization or employee re-training.
- The next scenario, Leverage and extend existing order-processing systems, introduces the more advanced feature of importing catalog data from a backend system or a supplier's catalog.
- The third scenario adds instant-messaging services to your e-commerce site that allow your sales representatives to provide real-time answers to your customer's questions.
- The last scenario allows you to take advantage of online e-coupons and e-marketing strategies that can reduce expenses while generating demand for your products or services.





Slide 8 "Traditional Retail Small/Medium Business (SMB)"

Before we examine each scenario, let's look at the key functions of a traditional business. In order for a traditional retail business to succeed, they must be able to do the following:

- Accurately track the status of their products through the inventory and sales cycle.
- Manage their orders and catalog.
- Provide exceptional customer service
- And generate demand with effective sales and marketing campaigns

e-commerce builds on these keys to success by both enhancing your existing business processes, and providing an additional way for your customers to purchase your products or services.

Slide 9 "Quickly Create an e-Commerce Site"

The Quickly Create an e-commerce Site scenario is for businesses that do not currently have an e-commerce web site. Using this scenario, we can quickly create a fully functional e-commerce site for your business. This new site will allow your customers to browse your online catalog, view detailed product information, use a personalized virtual shopping cart, and pay for purchases electronically. Your new e-commerce site will allow more customers from a larger market area to view and purchase your products or services.

Slide 10 Recorded Video 1

Let's take a look at an example. A customer, Betty Startnow, goes to your e-commerce site to buy a few items. She browses your product catalog, selects a product, chooses a size and color, and then adds the product to her shopping cart. When she is done with her shopping, she initiates the checkout process by clicking the checkout button. She then completes a form with her shipping address information, chooses a shipping method, verifies the order summary, selects the method of payment, and then fills in the credit card information. Finally, when the credit card is authorized, she receives a confirmation number for her order.

Slide 11 "Leverage and Extend Order-processing Systems"

The next scenario, Leverage and Extend Existing Order-processing Systems, illustrates how to integrate existing backend systems to increase your e-commerce site's functionality, improve operational efficiencies, and accommodate high transaction volumes. In this scenario, you import catalog and product data from several sources, some of which may reside on backend systems. Here we also add advanced order and catalog management to your e-commerce site.

Slide 12 "Manage and Enhance Customer-buying Relationships"

The next scenario, Manage and Enhance Customer-buying Relationships, explains how to improve customer relationships by providing your customers with a new way to communicate with your business. In this scenario, customers use real-time instant messaging to interact directly with online personnel. With this scenario, we'll set up instant-messaging services that allow your sales or customer service representatives to provide online answers in real-time to your customer's questions with the ability to automatically convert the instant message conversation to your customer's native language.



