

Smarter Commerce Solution Portfolio

*Delivering Customer Value Across
the Entire Marketing-to-Fulfillment Lifecycle*

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jackchen@tw.ibm.com

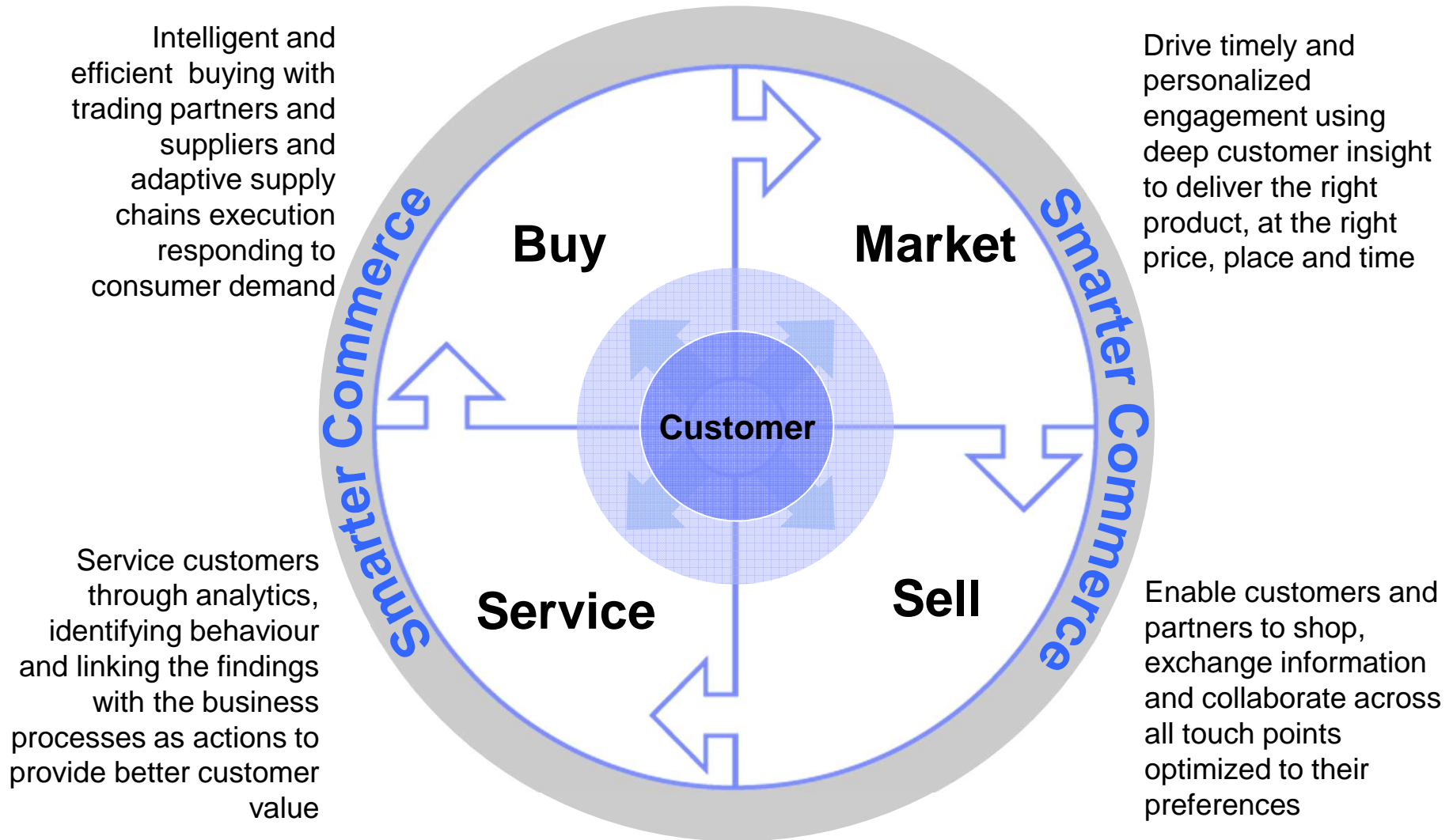
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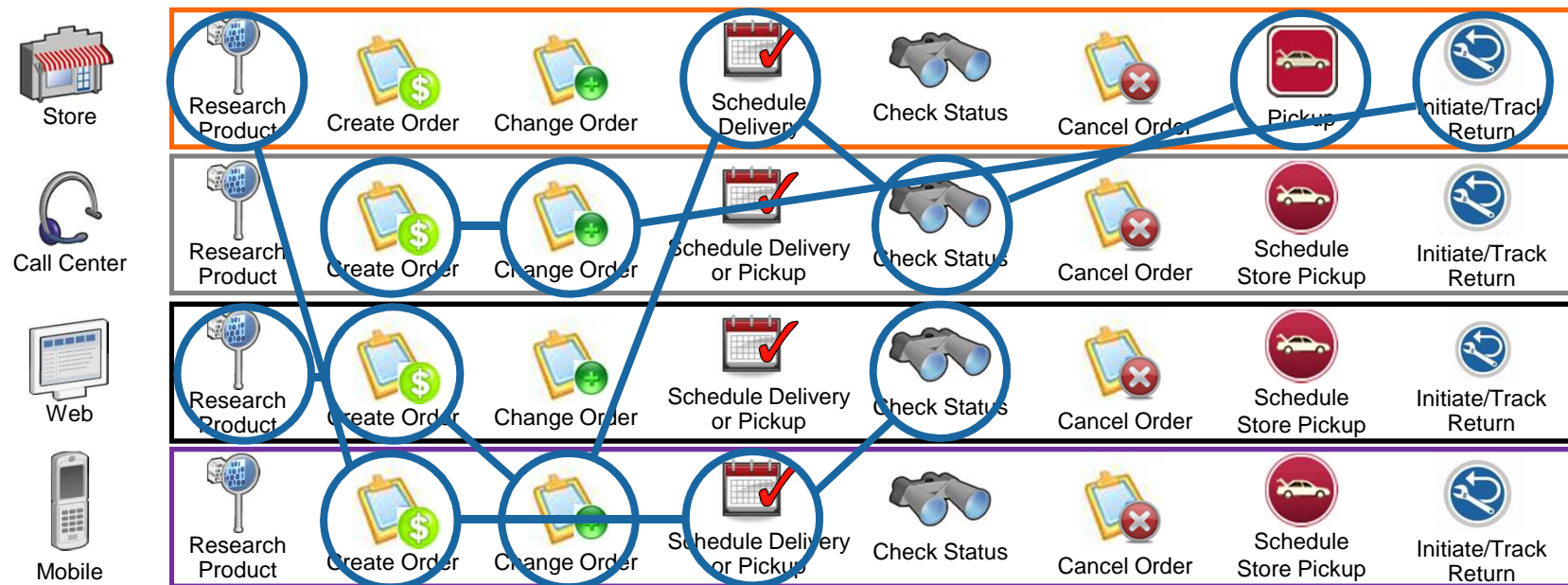
AGENDA

- 1. Introduction**
- 2. Smarter Commerce Retail Portfolio**
 - A. Business Context**
 - B. Enterprise Marketing Management**
 - C. Consumer Interaction**
 - D. Multichannel Integration and Fulfillment**
 - E. Supply Chain Management**

IBM's new integrated approach to commerce increases the value companies generate from their customers



The Smarter Commerce Portfolio Drives a Seamless Cross-Channel Consumer Experience throughout the Buy, Market, Sell, and Service Processes



Achieving Cross-Channel Excellence Is Very Complex

Multiple Sourcing Channels

- Domestic
- International
- Internal Sourcing
 - DCs
 - Stores
 - Cross-Channel
- In Transit
- On Order

Multiple Sales Channels

- Store
- eCommerce
- Catalog/Call Center
- Special Order
- Kiosk
- Mobile
- Resellers/Partners

Multiple Product/Service Offerings

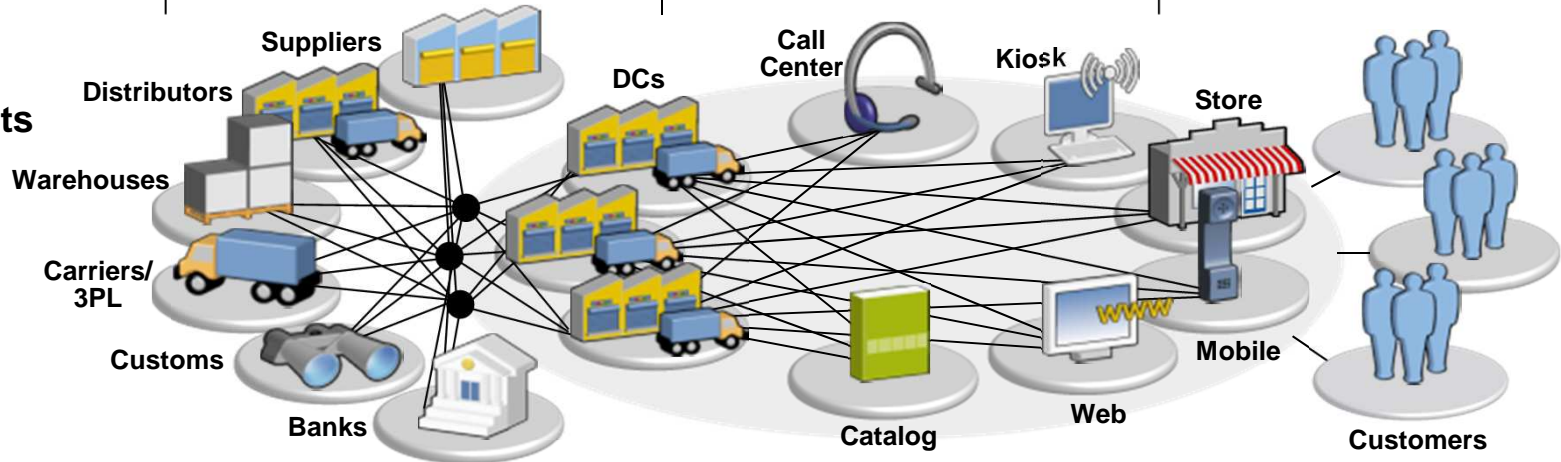
- Tiered (A, B, and C) Items
- Expanded Assortment/Endless Aisle
- 3rd Party Products/Services
- Bundles
- Installation/Support/Warranty

Multiple Customer Segments

- Consumers
- Multi-Channel Customers
- Loyalty Customers
- Commercial Accounts
- Geographic
- Demographic
- Psychographic

Multiple Supply Chain Participants

- Suppliers
- Carriers
- Freight Forwarders
- Customs Agencies
- Customs Brokers
- 3PLs
- Public Warehouses



Multiple Enterprise Units

- Brands
- Divisions
- Business Units
- Acquisitions

Multiple Distribution Methods

- Supplier-to-DC
- Supplier-to-Stores
- DC-to-Stores
- Cross-Docking
- Forward Stocking Locations
- Postponement
- Redeployment

Multiple Fulfillment Methods

- Stores
- Direct-To-Consumer DCs
- Ship To Home From Stores
- Supplier Drop-Ship
- 3PL Networks
- Own fleet/TL/LTL/Parcel
- Delivery/Service Partners

Multiple Blind Spots

- On-hand and ATP Inventory (at stores, DCs, suppliers)
- Order Status
- Shipment Status
- Drop-Ship Status
- Holistic View Of The Customer

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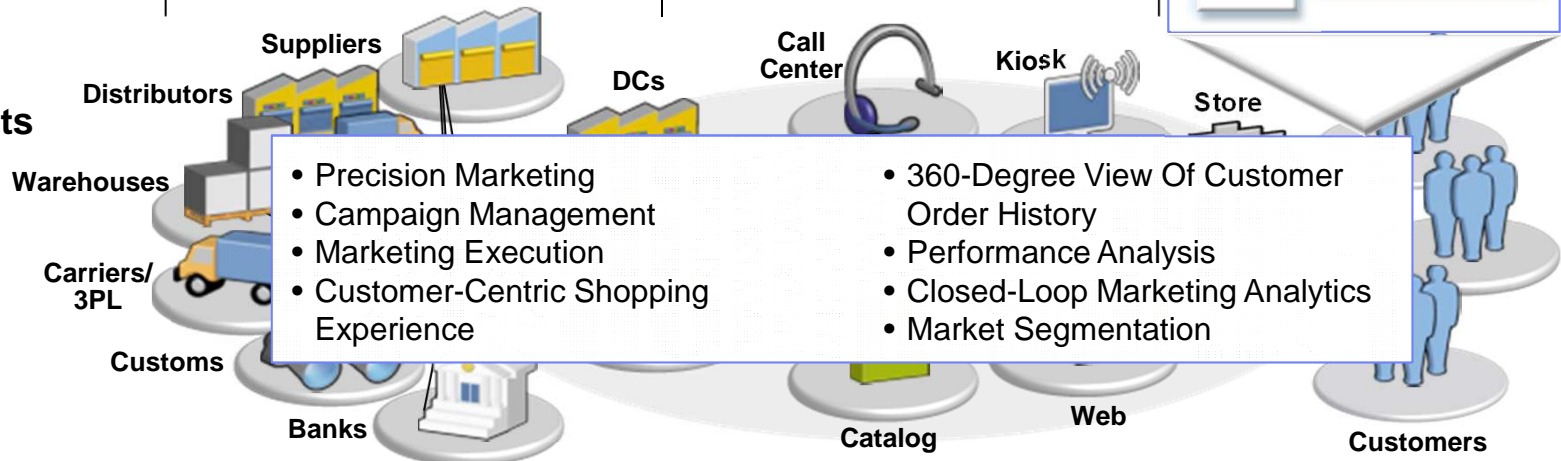
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- Precision Marketing
- Campaign Management
- Marketing Execution
- Customer-Centric Shopping Experience

- 360-Degree View Of Customer Order History
- Performance Analysis
- Closed-Loop Marketing Analytics
- Market Segmentation

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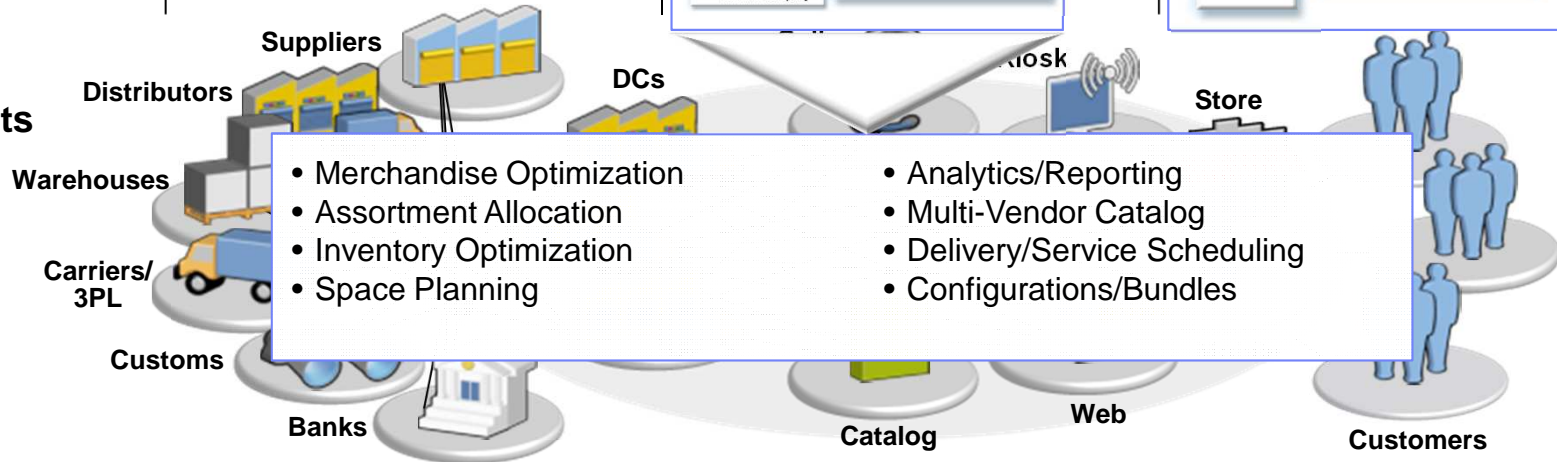


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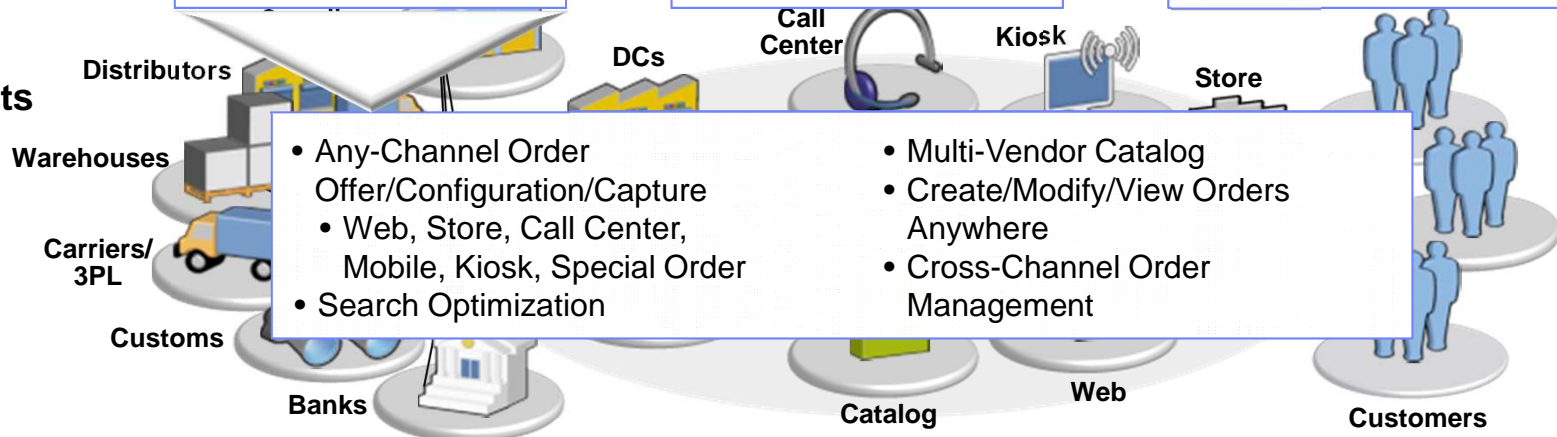


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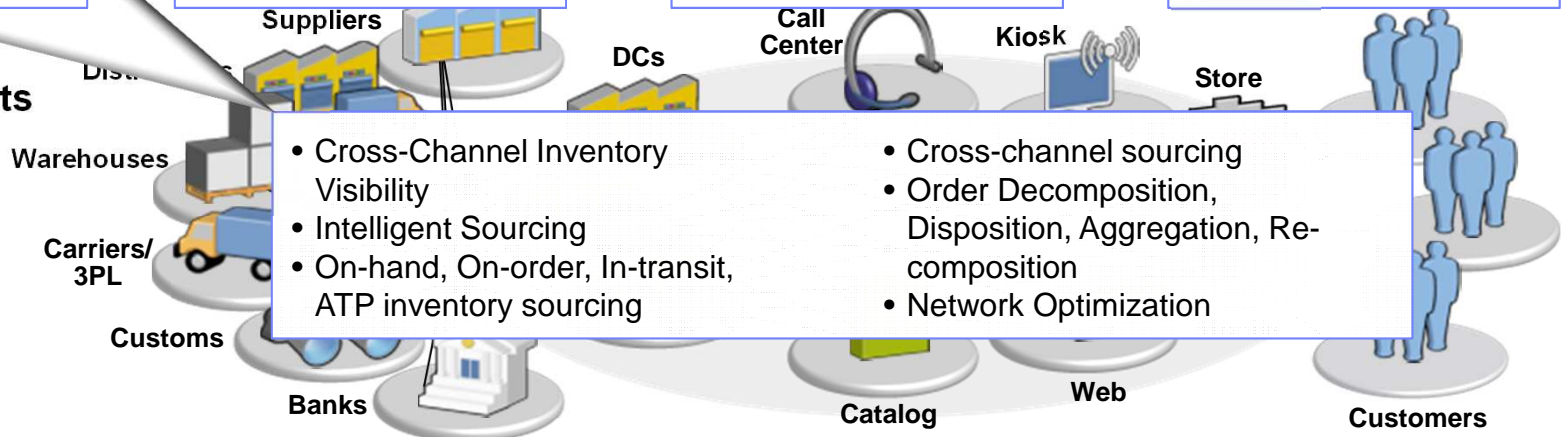


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- Cross-Channel Inventory Visibility
- Intelligent Sourcing
- On-hand, On-order, In-transit, ATP inventory sourcing

- Cross-channel sourcing
- Order Decomposition, Disposition, Aggregation, Re-composition
- Network Optimization

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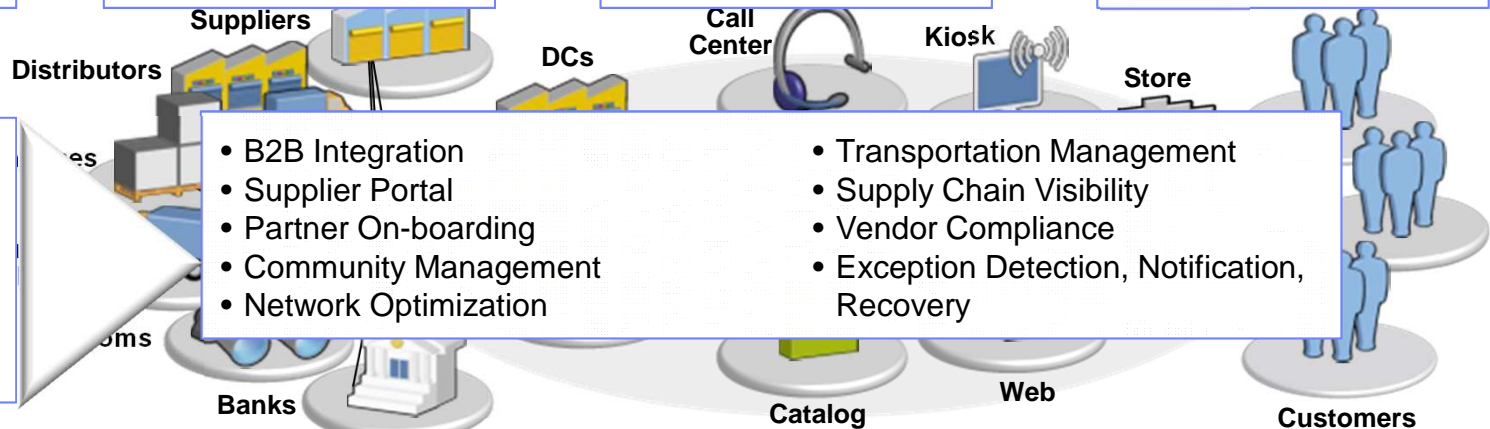
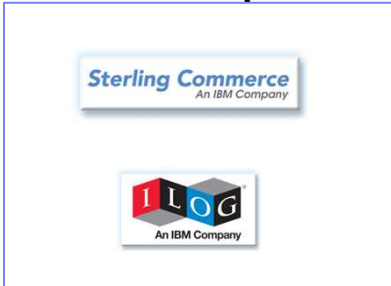
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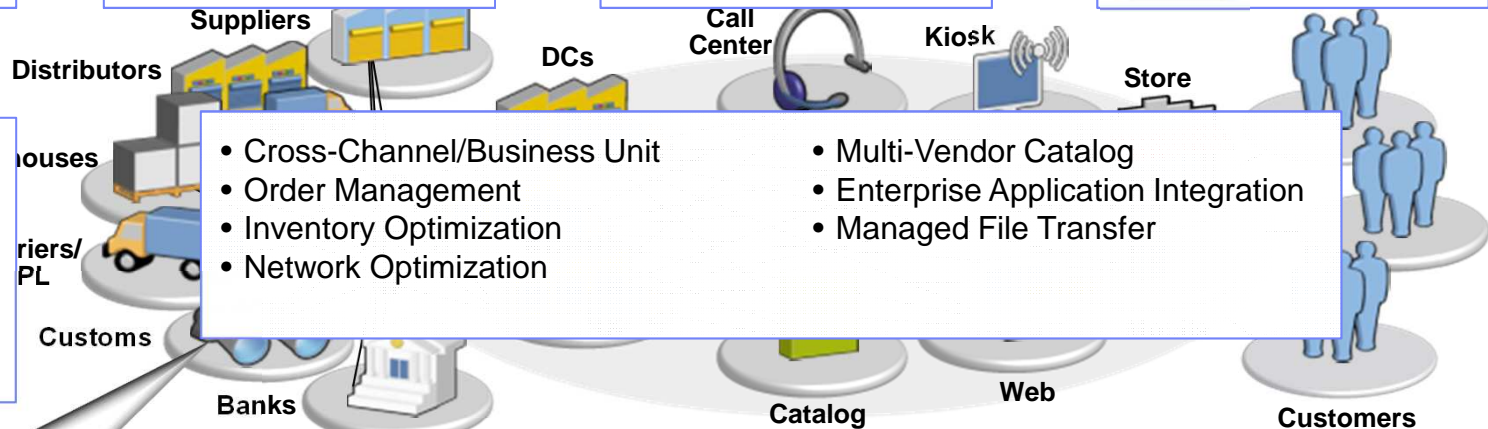
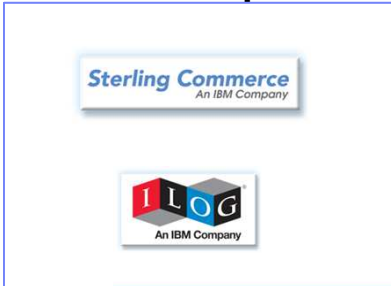
Multiple Product/Service Offerings



Multiple Customer Segments



Multiple Supply Chain Participants



- Cross-Channel/Business Unit
- Order Management
- Inventory Optimization
- Network Optimization
- Multi-Vendor Catalog
- Enterprise Application Integration
- Managed File Transfer

Multiple Enterprise Units



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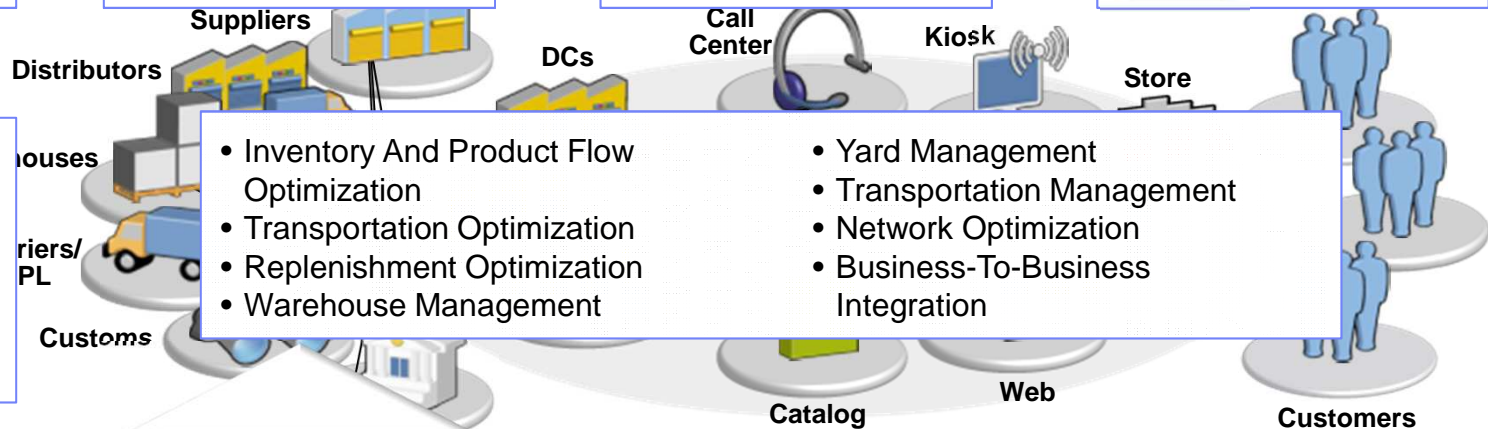
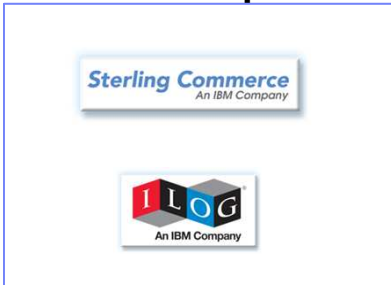
Multiple Product/Service Offerings



Multiple Customer Segments



Multiple Supply Chain Participants

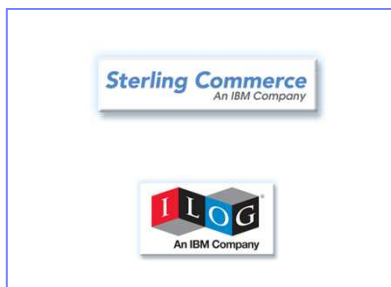


- Inventory And Product Flow Optimization
- Transportation Optimization
- Replenishment Optimization
- Warehouse Management
- Yard Management
- Transportation Management
- Network Optimization
- Business-To-Business Integration

Multiple Enterprise Units



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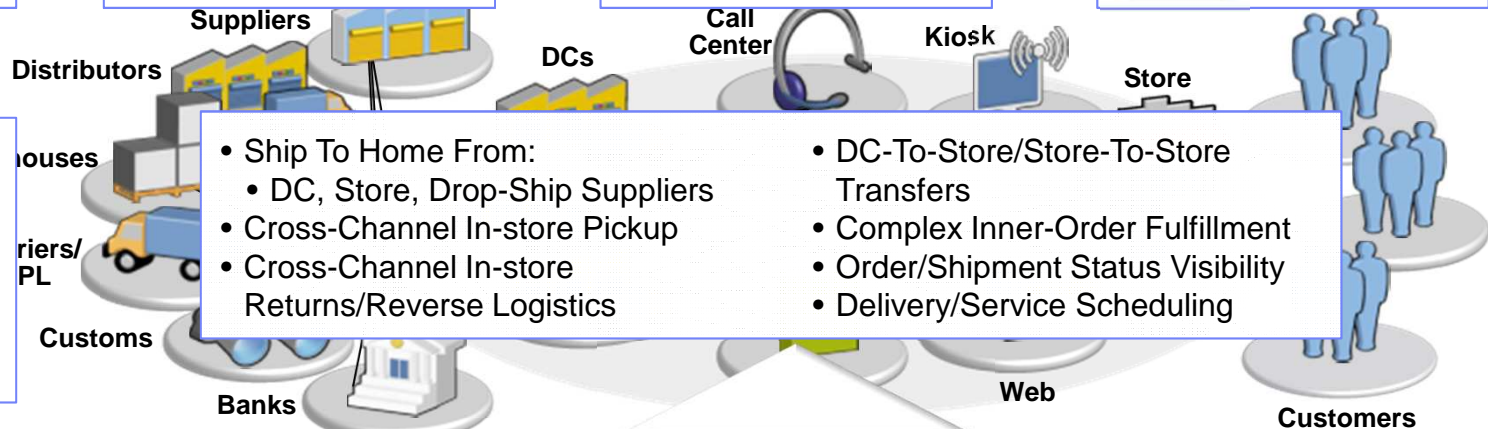
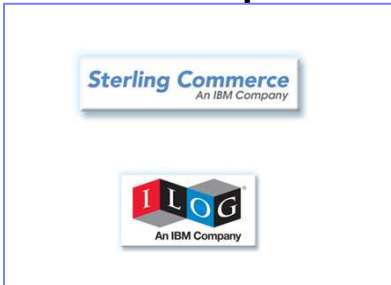
Multiple Product/Service Offerings



Multiple Customer Segments



Multiple Supply Chain Participants

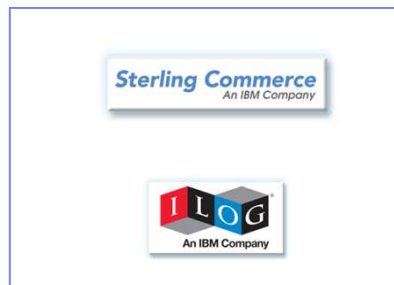


- Ship To Home From:
 - DC, Store, Drop-Ship Suppliers
 - Cross-Channel In-store Pickup
 - Cross-Channel In-store Returns/Reverse Logistics
- DC-To-Store/Store-To-Store Transfers
- Complex Inner-Order Fulfillment
- Order/Shipment Status Visibility
- Delivery/Service Scheduling

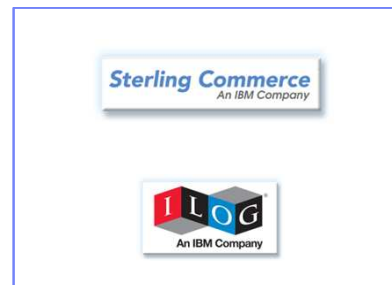
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Multiple Fulfillment Methods



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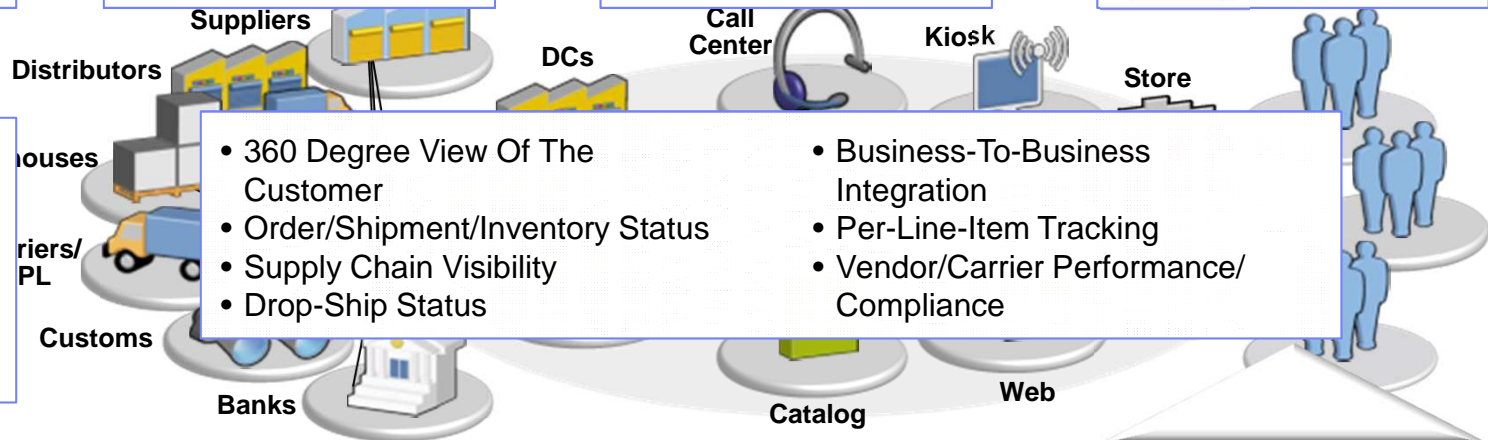
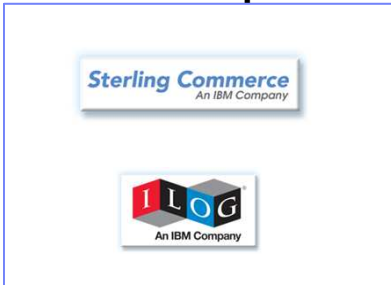
Multiple Product/Service Offerings



Multiple Customer Segments



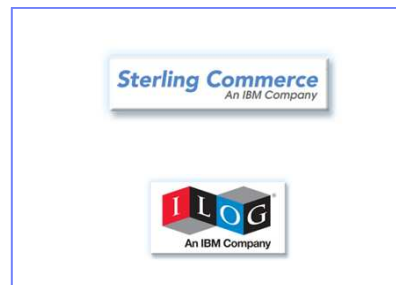
Multiple Supply Chain Participants



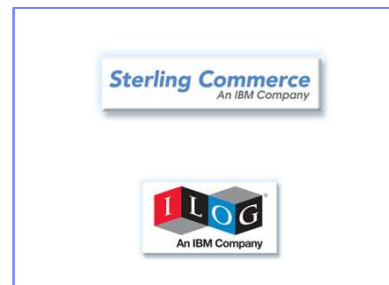
Multiple Enterprise Units



Multiple Distribution Methods



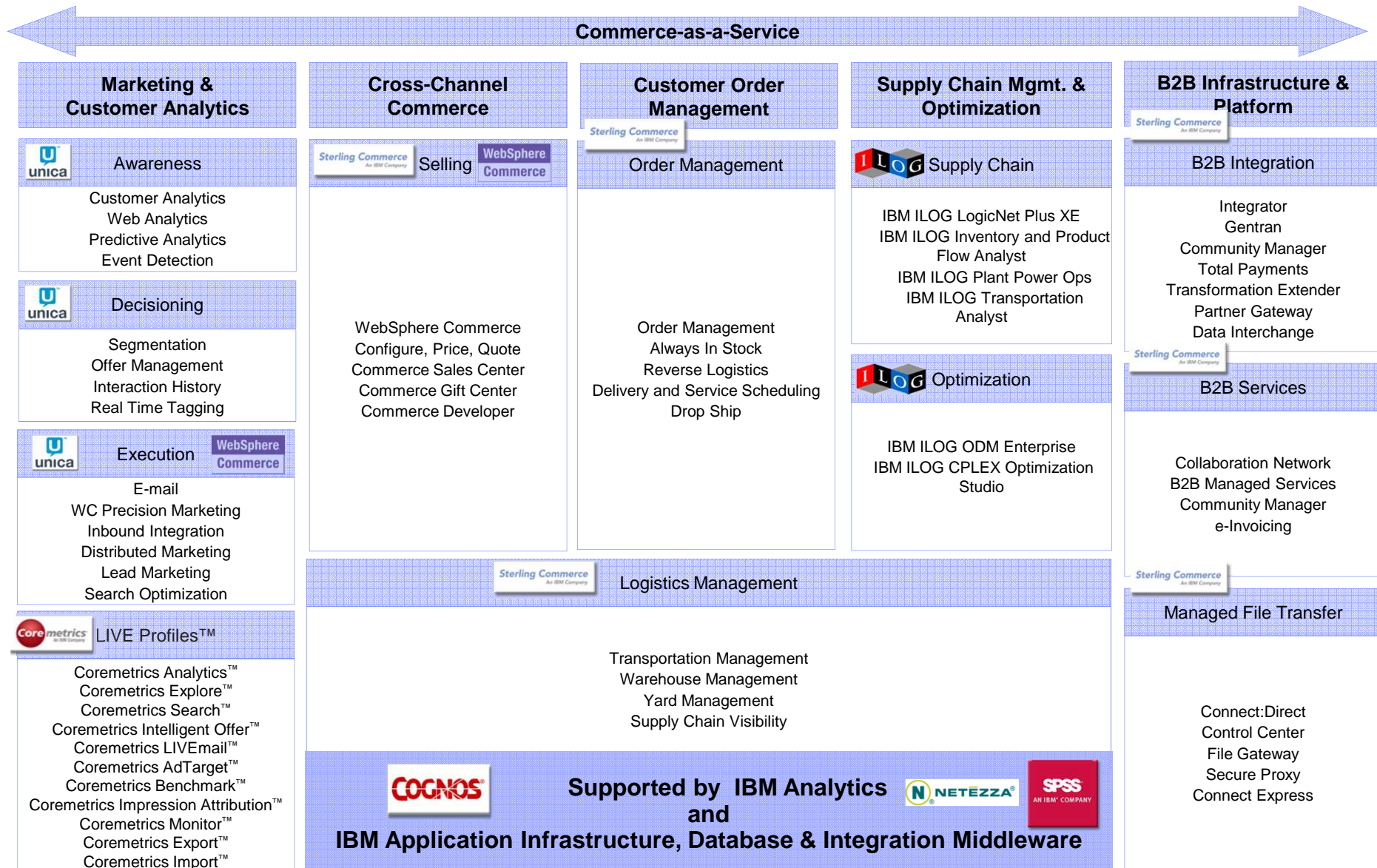
Multiple Fulfillment Methods




Multiple Blind Spots



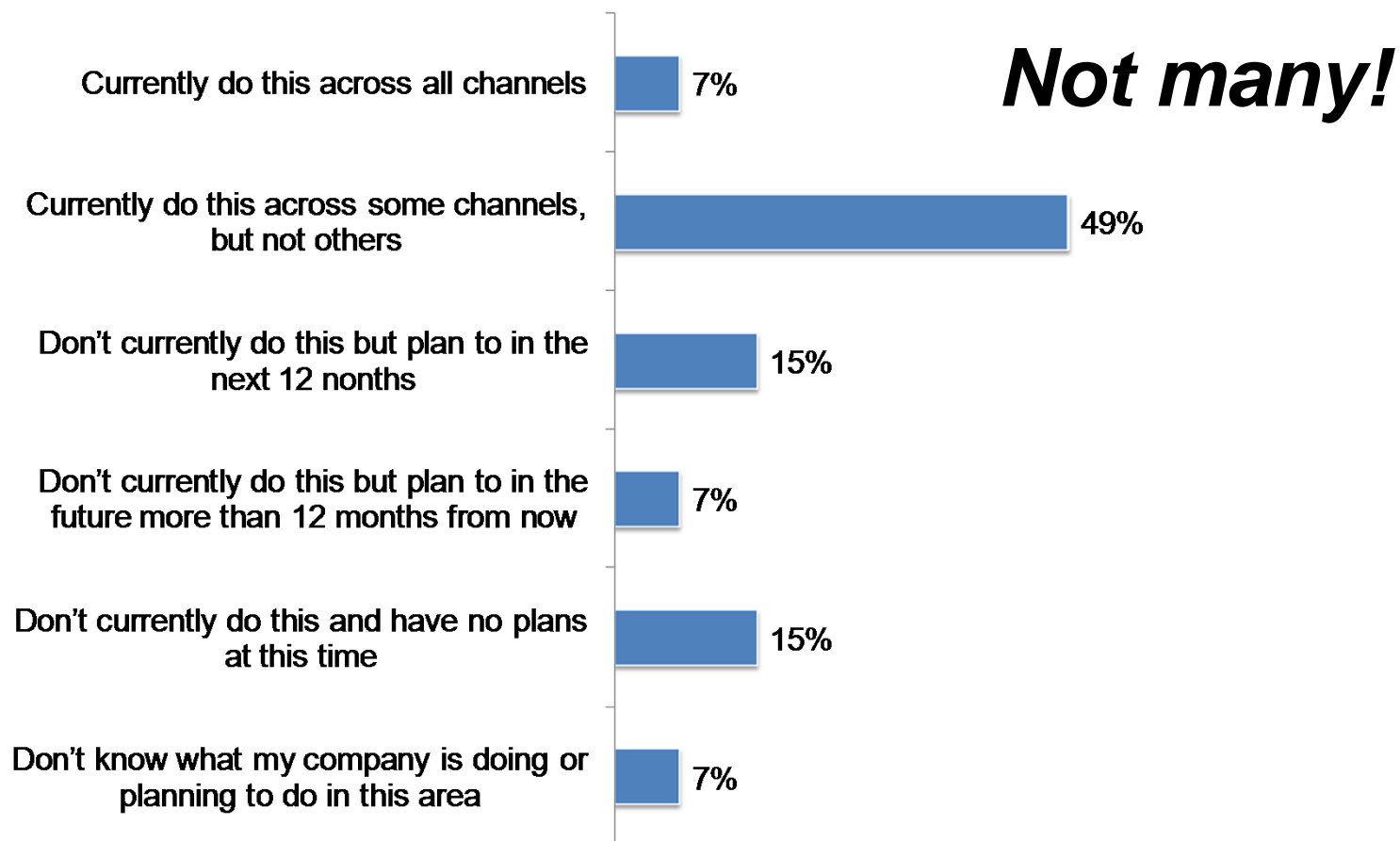
Smarter Commerce: Products We Sell



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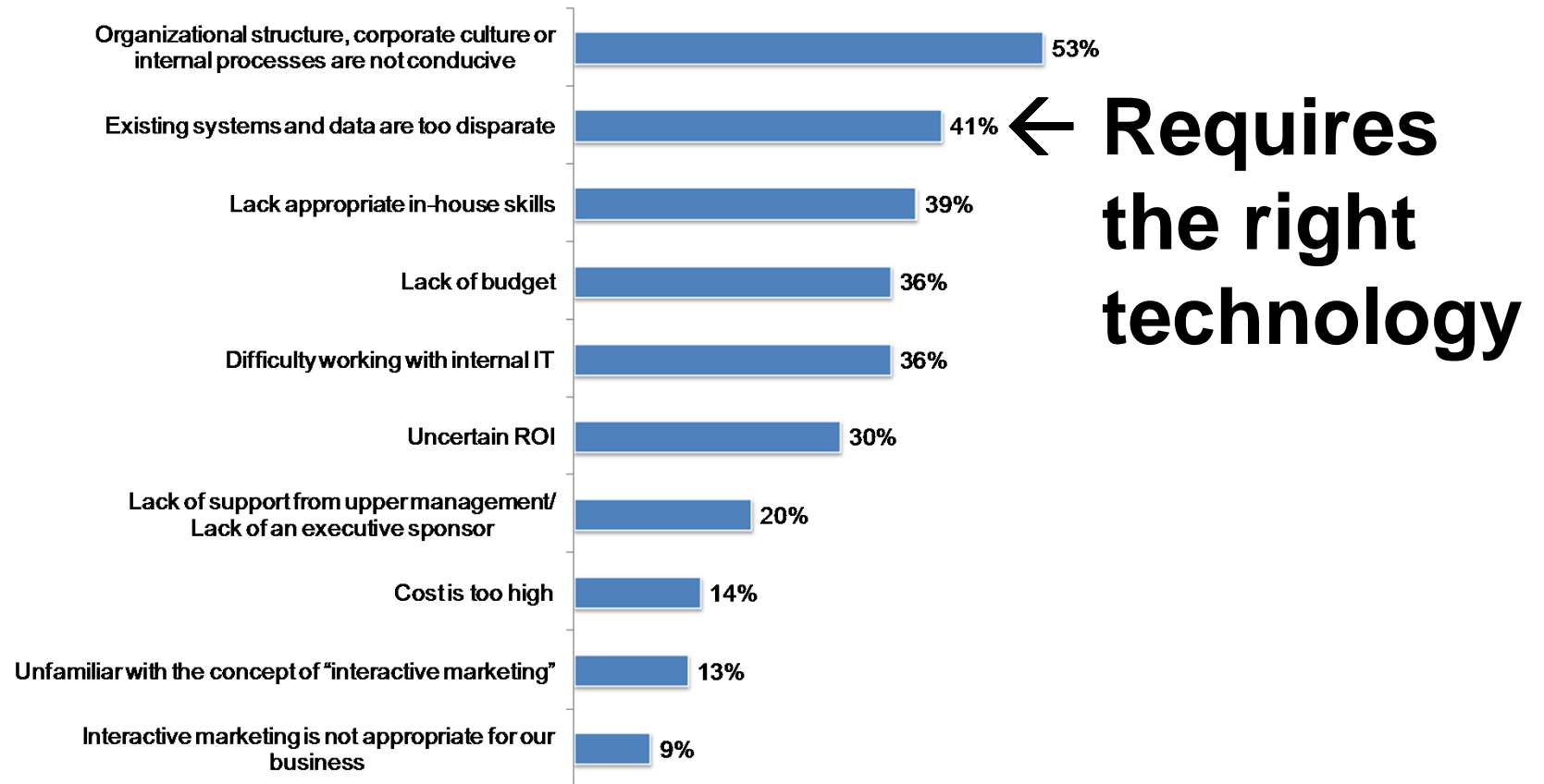
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Survey Results: Who's Actually Doing Cross-channel, Interactive Marketing?



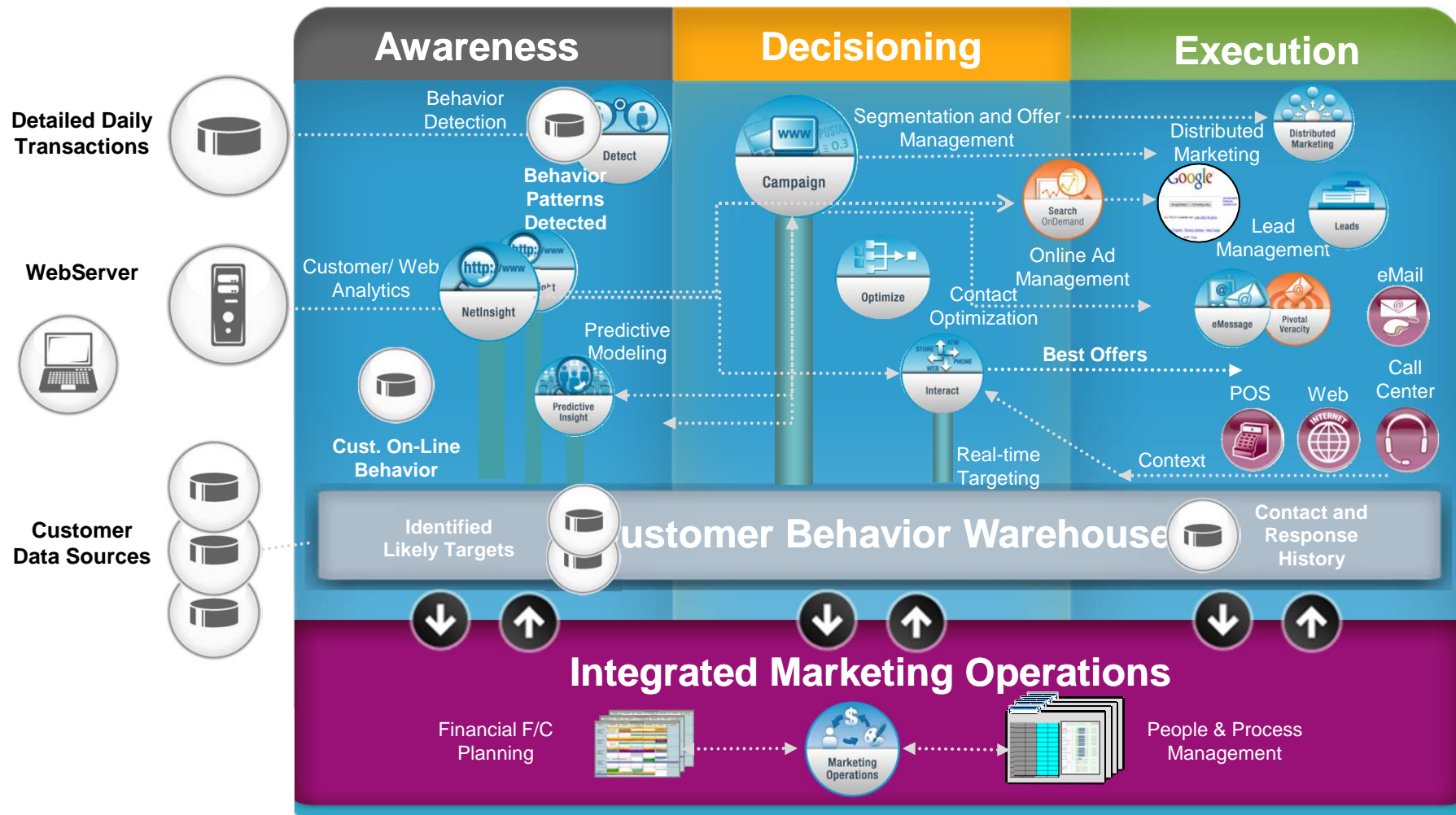
From Unica's global survey of senior marketers, launched October 2010

Survey Results: Why Is It Hard to Do Interactive Marketing?"



From Unica's global survey of senior marketers, launched October 2010

EMM Enterprise: A Comprehensive Marketing Suite

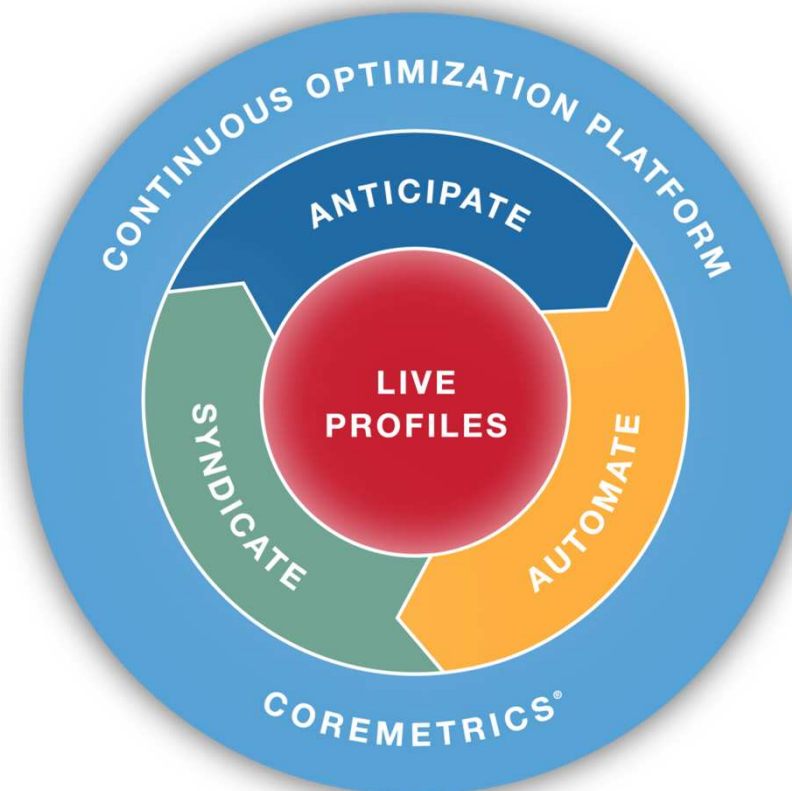


Coremetrics Drives Continuous Improvement in your Interactive Marketing Processes

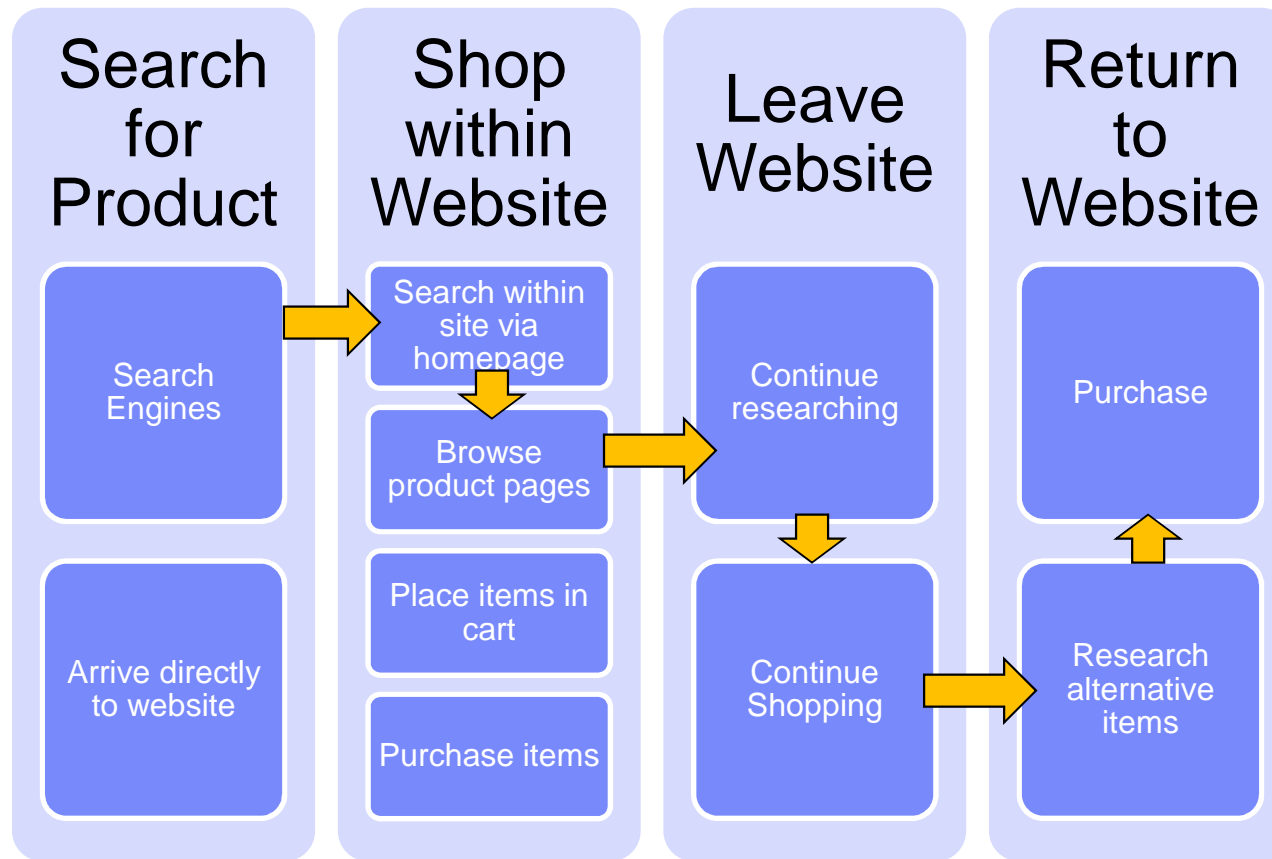


Anticipate. Automate. Syndicate. (Repeat.)

- Anticipates customer needs via updated individual customer profile information.
- Selects tailored offers or other content.
- Sends selections out to ad networks, emails, kiosks, search engines, and more.
- Continuously incorporates results into historical customer profile.



We Collect All Visitor Onsite Activity



... Build A Robust Behavioral Data Warehouse

Lifetime Web Site Behavior

- Marketing Attribution
- Merch Browse, Cart, Order, Abandon
- Content, Pathing, Sequence
- Business Events
- Segments
- Product affinity scoring

Coremetrics LIVE Profile

Know Your Customer
Prospect
Thought Leader

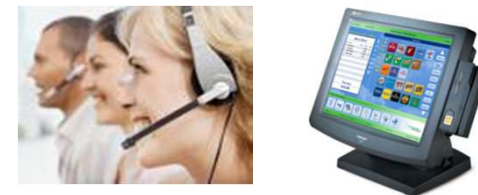
Off-Site Impressions



Traffic Sources



Multi-Channel



Mobile

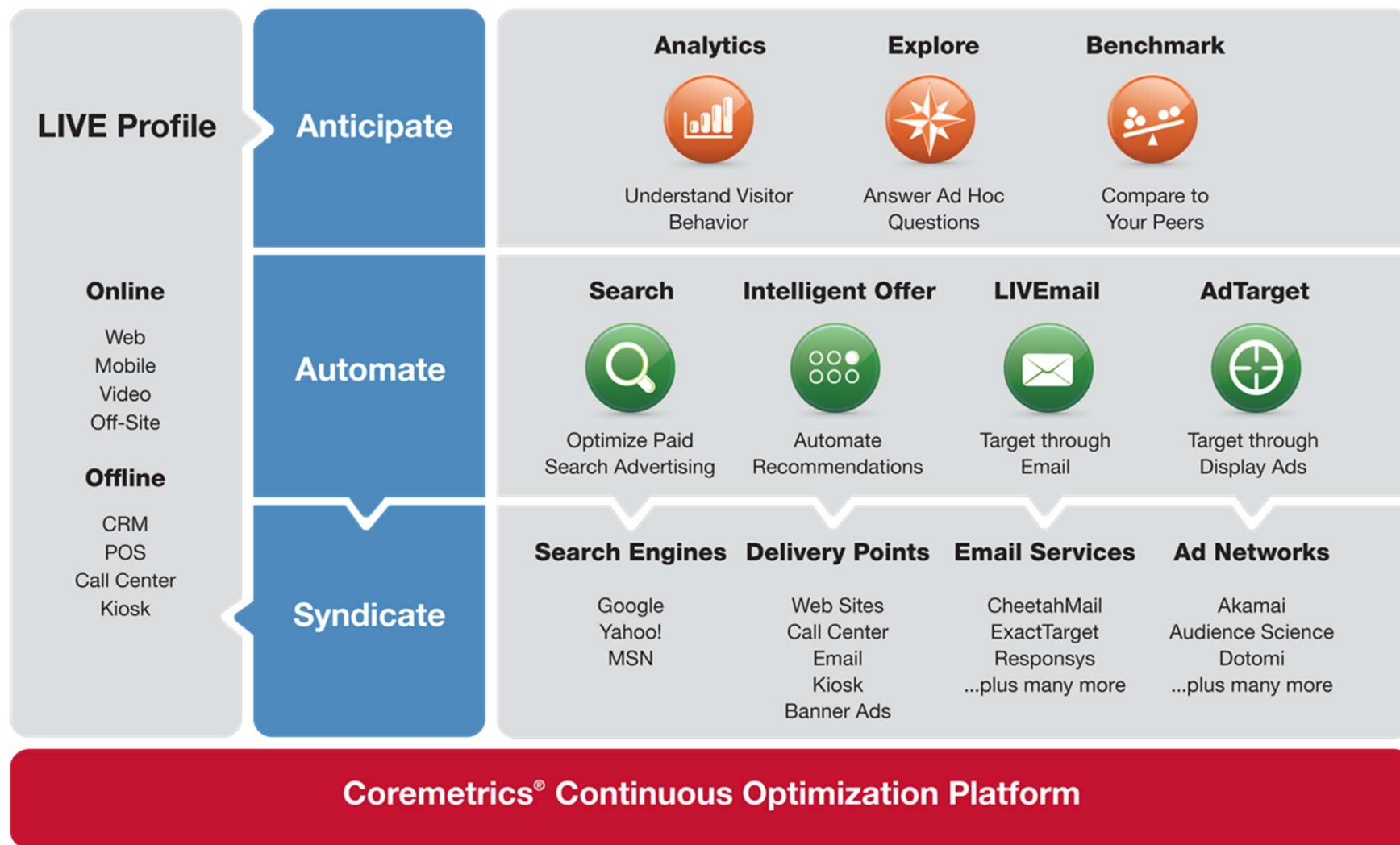


Consistent Data Model
Clean Data
Easy To Access
Real Time

Customer Attributes

- Behavior
- Demographics
- CRM Data
- Loyalty Program Status
- Lifetime Value
- Scoring
- etc...

The LIVE Profile Drives the Continuous Optimization Platform



The Continuous Optimization Platform in more Detail

Make your best offer. Anywhere. Anytime. Automatically.

- Continuously updates visitors' lifetime browsing behavior (LIVE Profiles™).
- Optimizes based on many visits over time (not just a single visit).
- Incorporates data from online and offline behavior.
- Improves customer offers on a continuous basis.
- Makes optimized content selections in real time.
- Automatically drives customers through the conversion process.

Coremetrics Continuous Optimization Platform features several integrated solutions that leverage Coremetrics LIVE Profiles™

- Coremetrics Analytics™
- Coremetrics Explore™
- Coremetrics Search™
- Coremetrics Intelligent Offer™
- Coremetrics LIVEmail™
- Coremetrics AdTarget™
- Coremetrics Benchmark™
- Coremetrics Impression Attribution™
- Coremetrics Monitor™
- Coremetrics Export™
- Coremetrics Import™

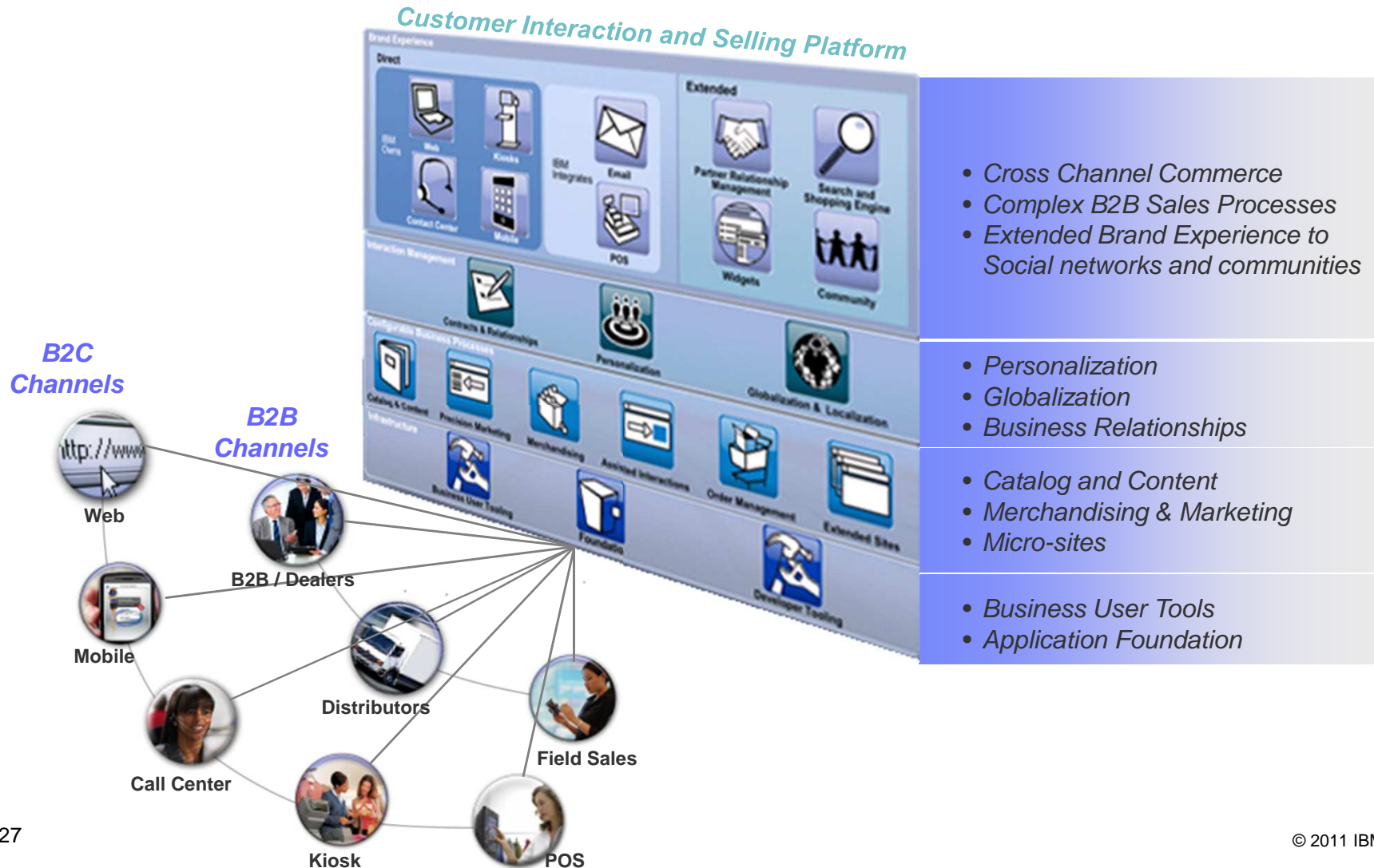
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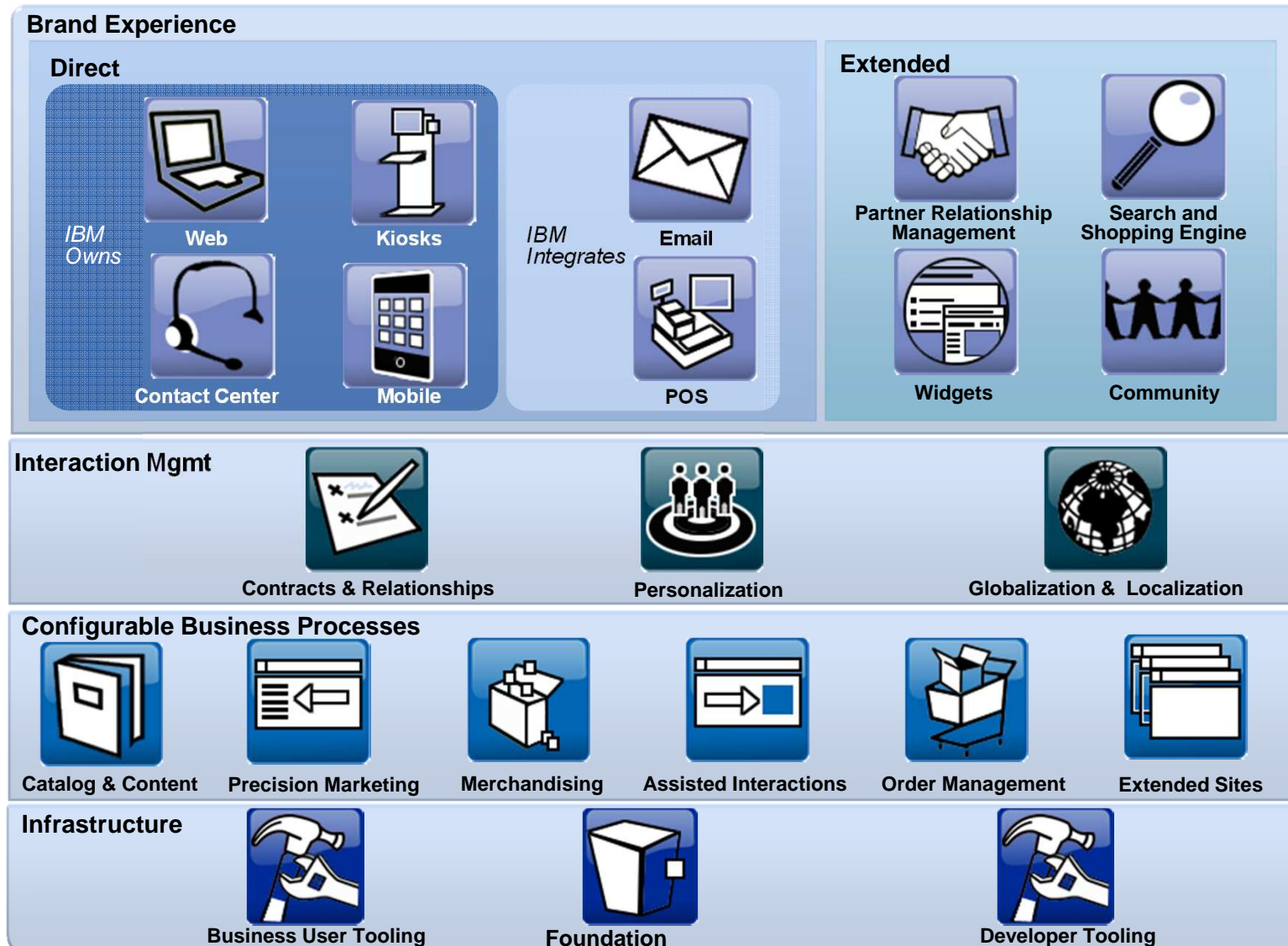


Improve The Customer Experience By Exploiting The WebSphere Commerce Customer Interaction Platform

Deliver immersive and engaging brand experiences across B2C and B2B channels



WebSphere Commerce Customer Interaction Platform

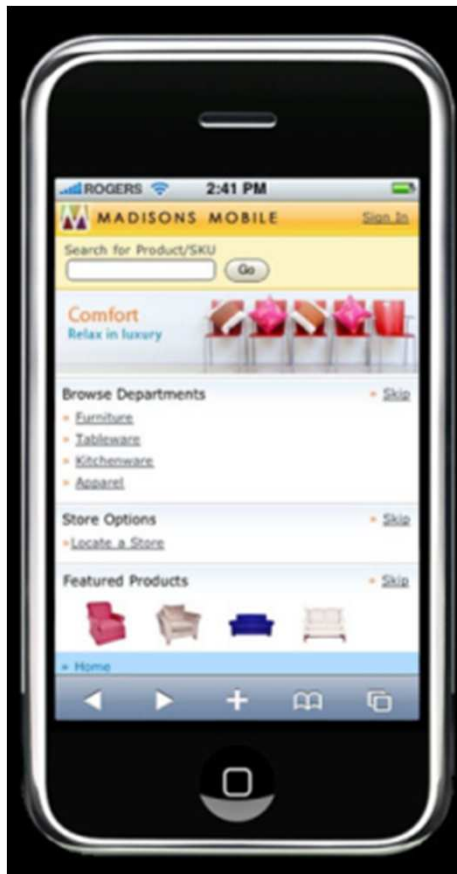


WebSphere Commerce Solution Details

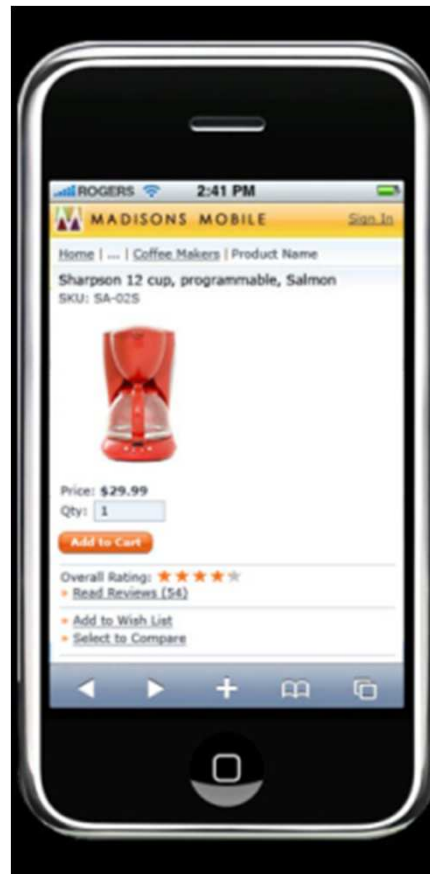
| | | | | | |
|---|--|---|--|--|--|
| 1 | Brand Experience | Direct channels | | Extended channels | |
| | | <ul style="list-style-type: none"> ▪ Cross-channel optimization ▪ Web stores ▪ Mobile store ▪ Sales Center ▪ Kiosk ▪ Gift registry ▪ POS support | | <ul style="list-style-type: none"> ▪ Social integration ▪ Ratings & reviews ▪ Remote widgets ▪ Affiliates ▪ Partners ▪ Comparison shopping | |
| 2 | Interaction Management | | | Globalization | |
| | | Contracts & Relationships | | Personalization | |
| | | <ul style="list-style-type: none"> ▪ Roles & Member Mgmt ▪ Business Policies ▪ Contracts & Entitlements | | <ul style="list-style-type: none"> ▪ Segmentation ▪ Promotions ▪ Targeting | <ul style="list-style-type: none"> ▪ Multiple languages & currencies ▪ Regulations ▪ Multi-national Sites |
| 3 | Configurable Business Processes | | | | |
| | | Catalog & Content | | Merchandising | |
| | | <ul style="list-style-type: none"> ▪ Content Aggregation ▪ e-Spots ▪ Sales Catalogs ▪ Product Info Mgmt | | <ul style="list-style-type: none"> ▪ Search & Guided Search ▪ Up-sell, cross-sell, bundles ▪ Awards & Points ▪ Gift Center ▪ Auctions | Precision Marketing <ul style="list-style-type: none"> ▪ Triggers and Actions ▪ Dialog activity ▪ Promotions, Discounts, Coupons ▪ A/B Testing ▪ Affiliate Marketing ▪ E-mail campaigns |
| | | Assisted Interactions | | Order Management | |
| | | <ul style="list-style-type: none"> ▪ Sales Center ▪ RFQ & Price Negotiation ▪ Collaboration | | <ul style="list-style-type: none"> ▪ Order Capture ▪ Order & Inv. Processing ▪ Approval Workflow ▪ Cross-Channel Order Mgmt ▪ Pricing and Payments | Extended Sites <ul style="list-style-type: none"> ▪ Multiple Sites |
| 4 | Tooling and Infrastructure | | | | |
| | | Business User Tooling | | Foundation | |
| | | <ul style="list-style-type: none"> ▪ Management Center ▪ Workflow & Workspaces | | <ul style="list-style-type: none"> ▪ WAS v7 ▪ DB2 ▪ Lotus ▪ Tivoli | Developer Tooling <ul style="list-style-type: none"> ▪ Rational App. Developer (RAD) |

Mobile Shopping – Next Phase of Enablement

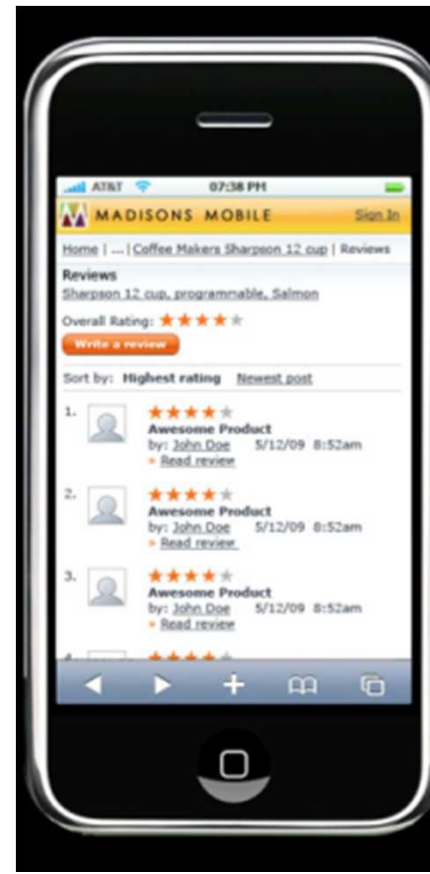
Browse Catalog



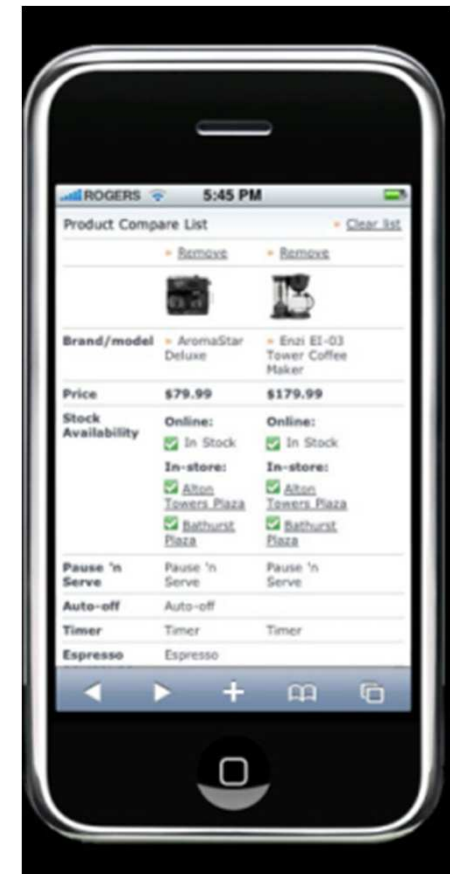
View Product Detail



View Ratings & Reviews



Compare Products

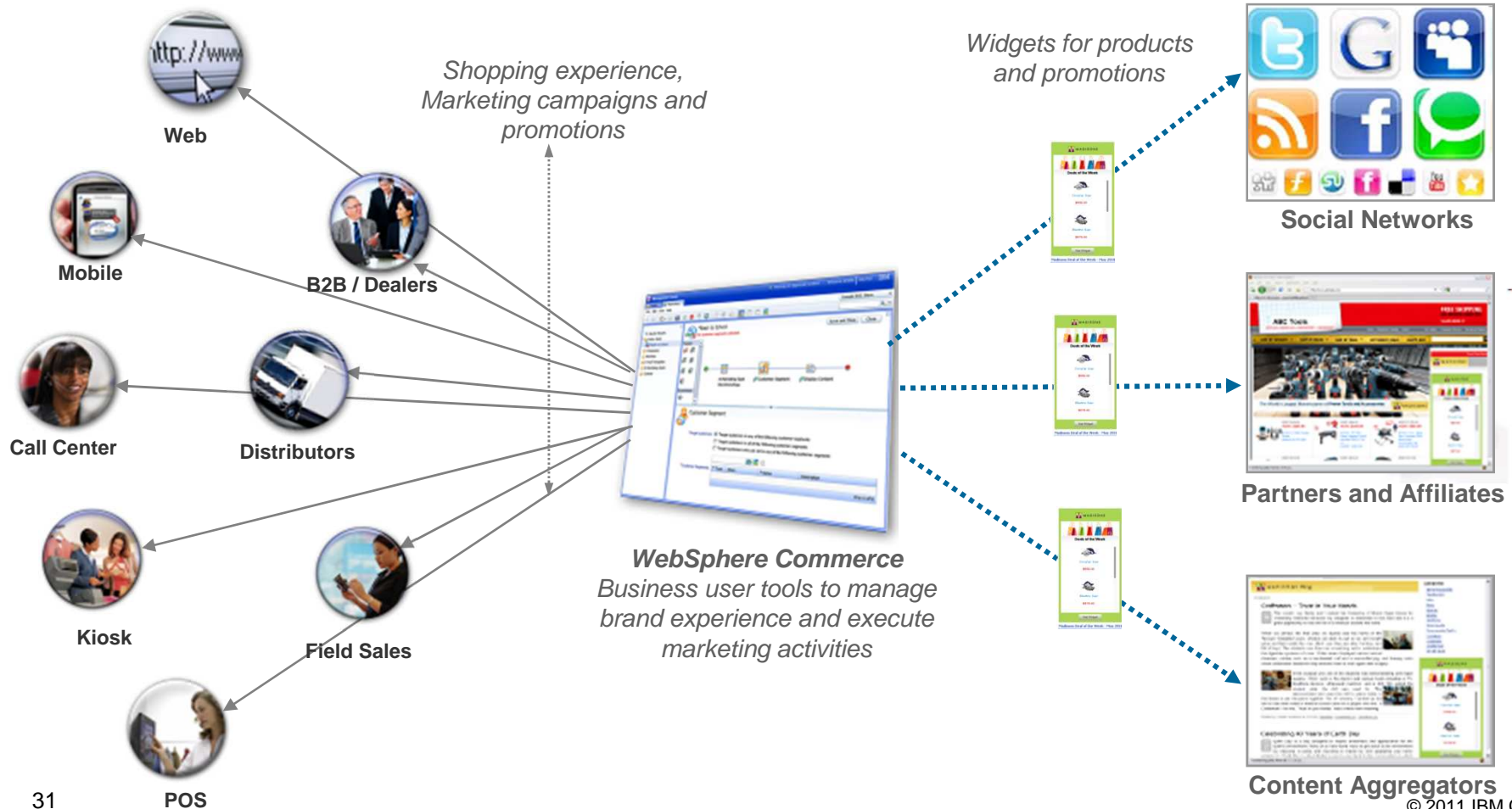


Extend Brand & Customer Experience Beyond Your Web Sites

Deliver brand experience, marketing campaigns & promotions to both direct and extended channels

Direct channels

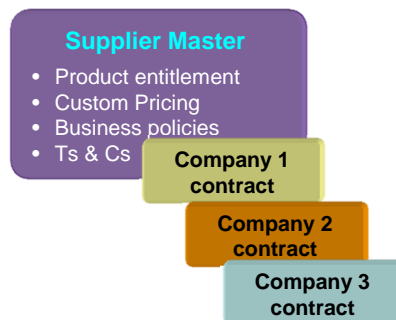
Extended Channels



Interaction Management: Personalization, Contracts, and Globalization

➤ Personalization

- Static and dynamic customer segments
- Target segments with promotions, web and e-mail campaigns
- 21 types of promotions – Category level, order-level, and shipping promotions



➤ B2B Contracts & Relationships

- Custom-catalog, product entitlement, customer-specific pricing, business policies, Ts & Cs

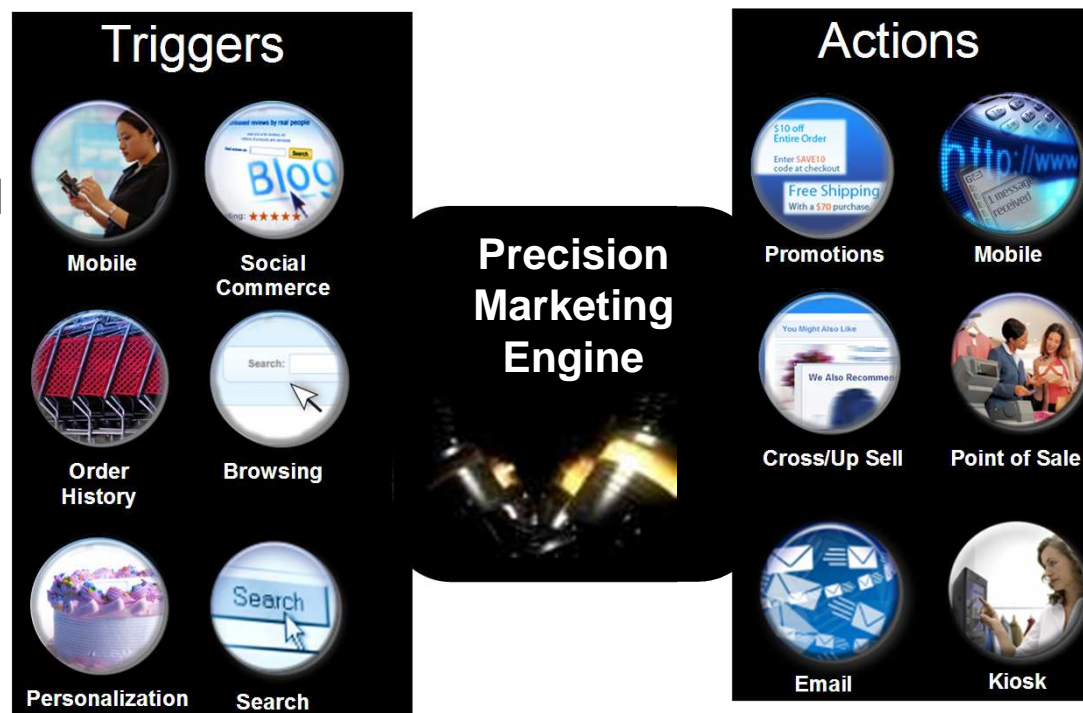
➤ Globalization

- Geo-specific sites with full/selective sharing of assets (E-Sites)
- Support for 13 languages, 30+ currencies
- Localized starter stores for Brazil and China market

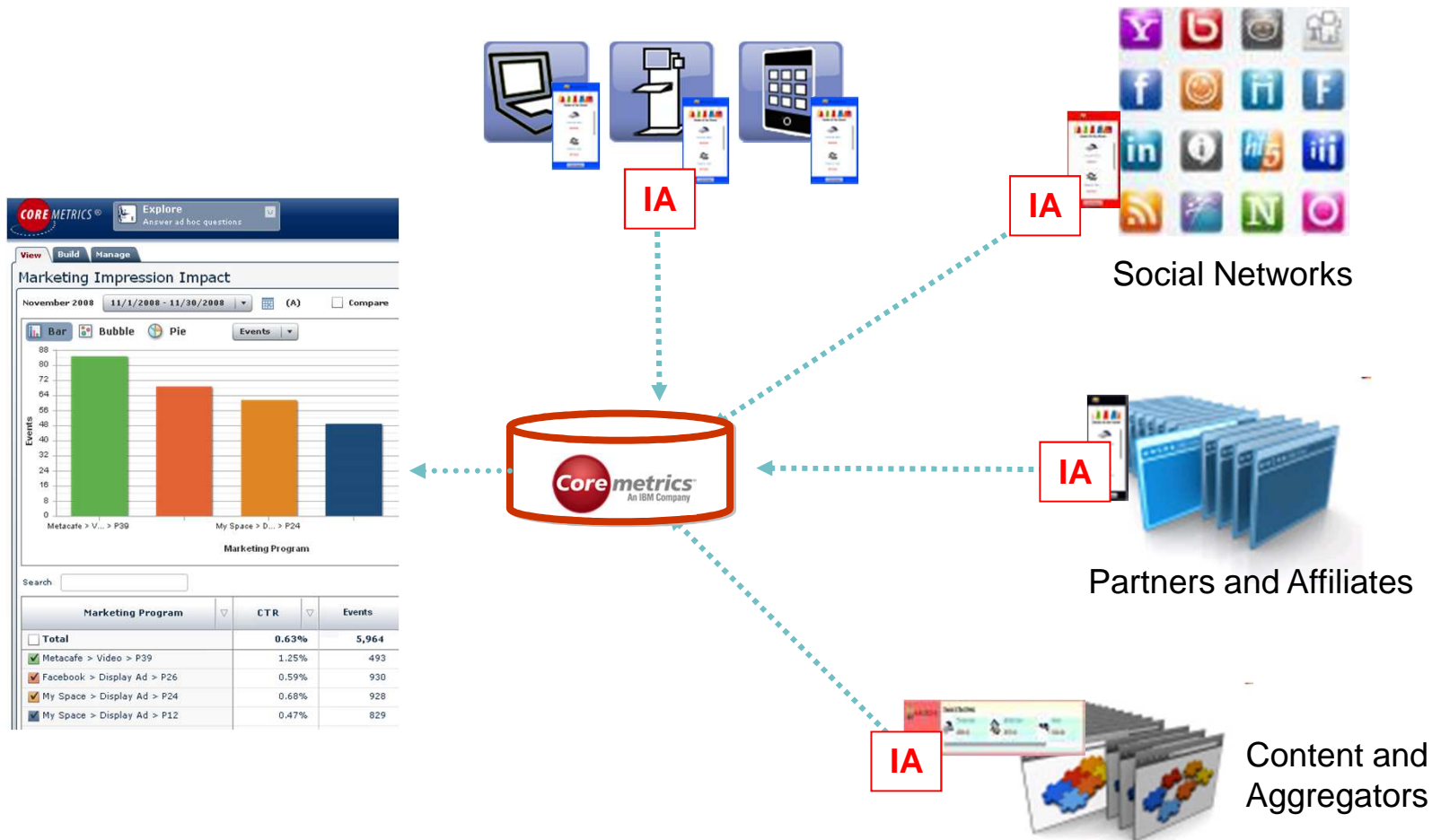


Configurable Business Processes: Precision Marketing

- Powerful, automated, one-to-one merchandising and marketing based on shopper preference and behavior
- Build an ongoing, event-based dialogue with consumers by processing triggers and responding with actions
- Cross Channel Precision Marketing Engine supports
 - Web, Mobile, Cross Channel
 - Social Participation
 - Integrated with ecosystem
 - B2B “behavioral marketing”
 - Behavioral segmentation



Coremetrics Brings Scientific Rigor And Business Insight To Every Interaction, Process, And Decision

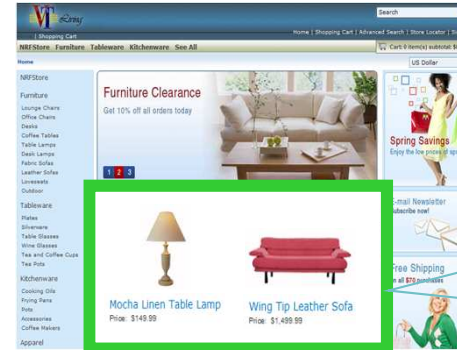


Futures: WC Precision Marketing – Coremetrics IO Integration

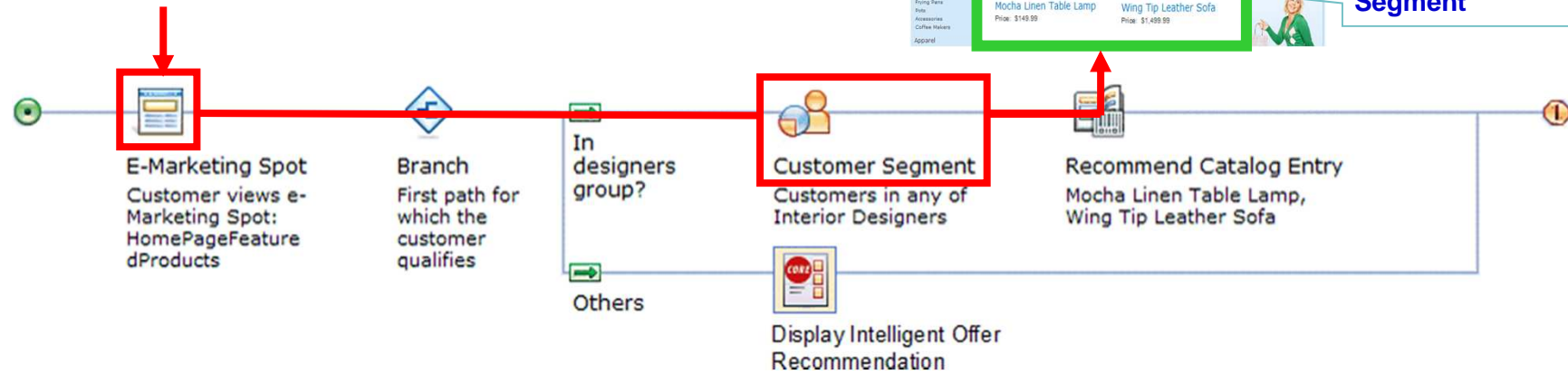
Option 1: Shopper belongs to “Designers” customer segment



Customer enters home page address



Product Recommendations based on **Customer Segment**

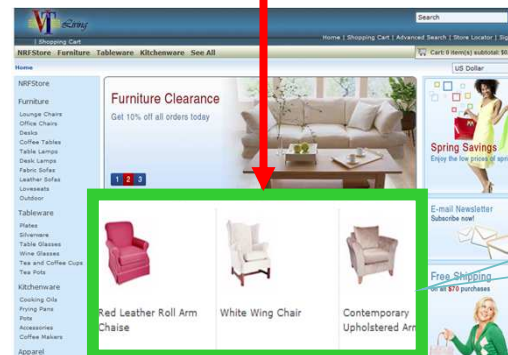


Futures: WC Precision Marketing – Coremetrics IO Integration

Option 2: Shopper does not belong to “Designers” customer segment

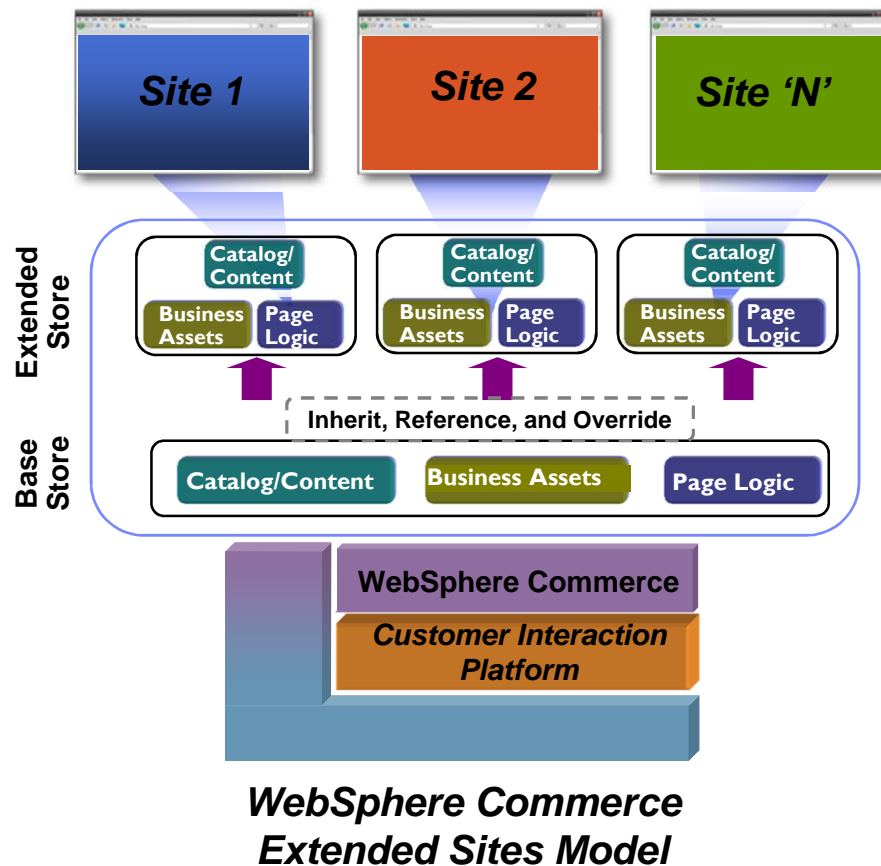


Customer enters home page address



Product Recommendations based on “**Wisdom of the Crowds**”

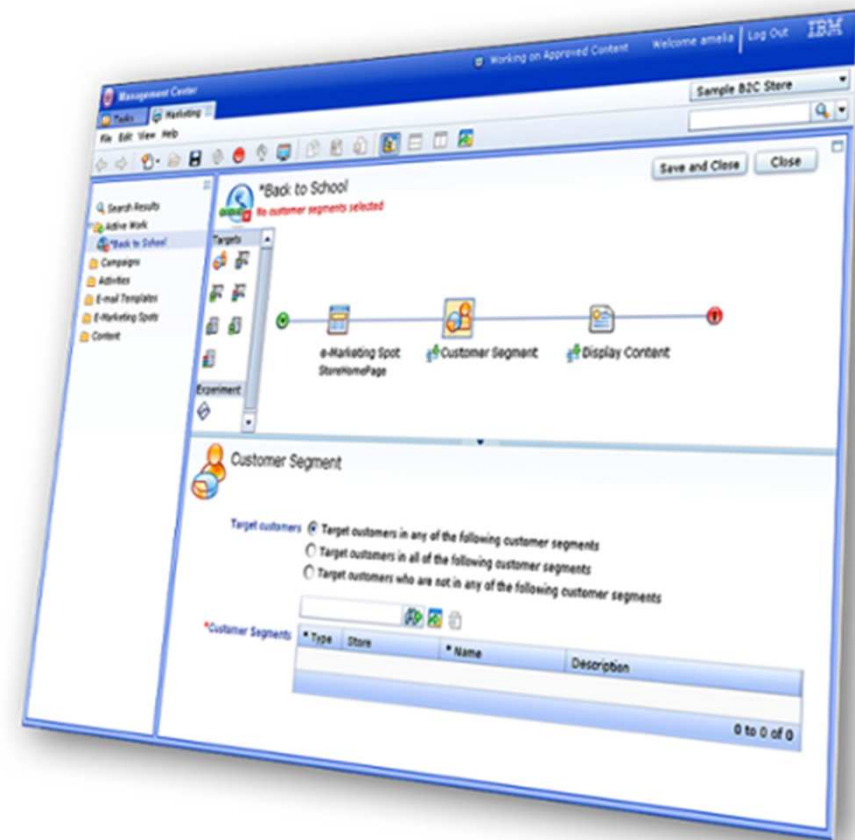
Configurable Business Processes: Extended Sites




- Sophisticated multi-site architecture via asset sharing – share and override (inclusion/exclusion) site assets by referencing base assets
- Tools-driven sharing and site configuration – catalog filtering, managing site template and site flow
- Designed to support multiple sites for brands (B2C), partners (B2B), and geos (i.e., internationalization)
- Centralized IT administration

Tooling and Infrastructure: Business User Tools

- **WebSphere Commerce Management Center**
tools empowers business users and increases their productivity and effectiveness
- Rich and intuitive graphical user interface based on Web 2.0 technology
- Key tools include:
 - Catalog management
 - Marketing activities
 - Promotions
 - A/B testing
 - Segmentation
 - Store Assets
 - Store Preview
 - Tasks



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Sterling Commerce Delivers Cross-Channel Consistency With Order Management

Customer Intelligence

Customers expect you to know them. Enable access in the Store to cross-channel Customer insight and personalization. Monitor exceptions and pro-actively serve customers.

Inventory Visibility

Find what your customers want across the entire supply chain network of other stores, warehouses and DCs, 3PLs and Drop Ship vendors.

Special Orders

Capture orders for items not stocked in the stores, including complex products and services (e.g. home theater systems, cell phone plans, copy/print, personalized apparel, blinds, millwork). Manage fulfillment lifecycle with cross-channel status/change.

Complex Fulfillment

Offer your customers the convenience of fulfillment their way – including ship to store, alternate store pickup, gift pick-up, ship to home from DC or another store. Execute on store-based fulfillment.

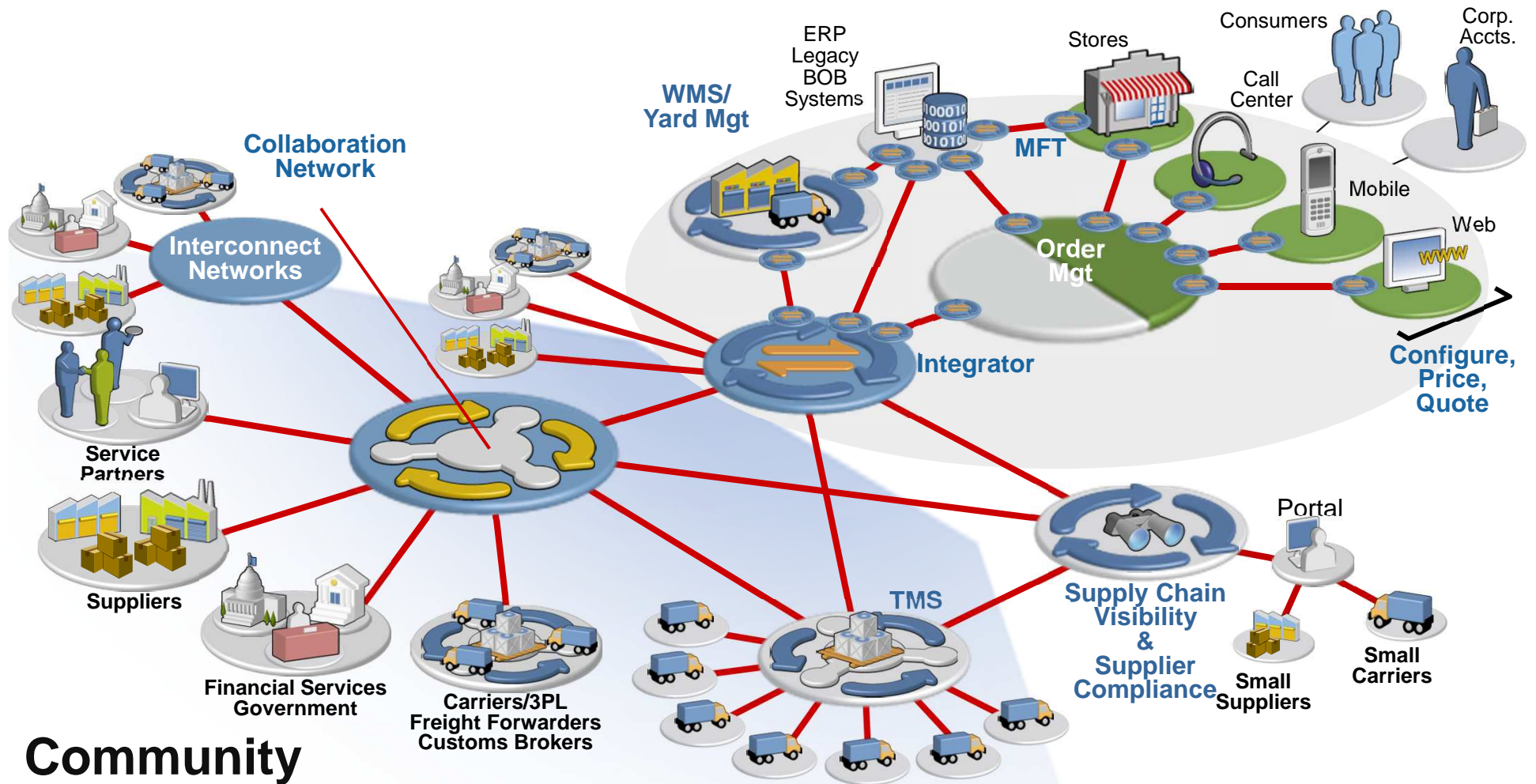
Services

Sell and execute on all types of services, including store-based services (e.g. copy/print, alterations, salon, repair), delivery and installation services, extended service plans, and digital and service products (e.g. downloads, cell phone plans).

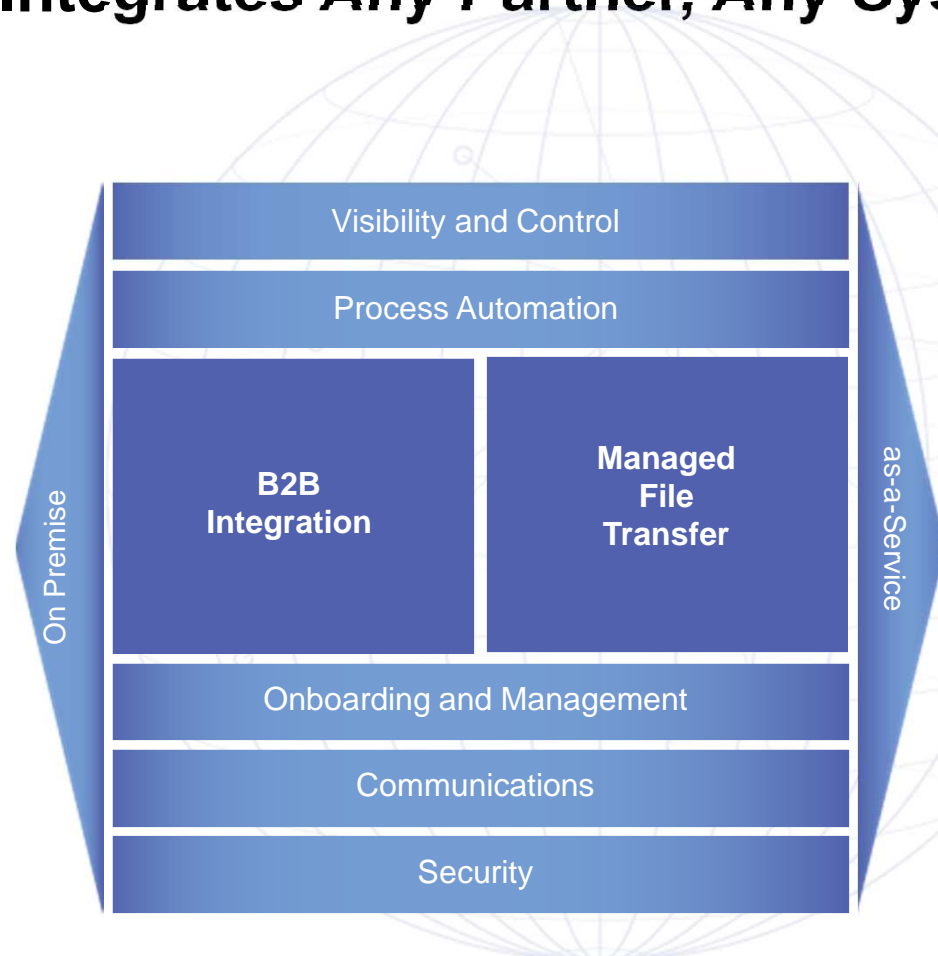
Returns

Manage returns and exchanges in-store for items purchased in other channels. Enforce consistent return policies across channels

Seamless End-To-End Cross-Channel Execution



Sterling Business Integration Suite Integrates Any Partner, Any System, Any Where

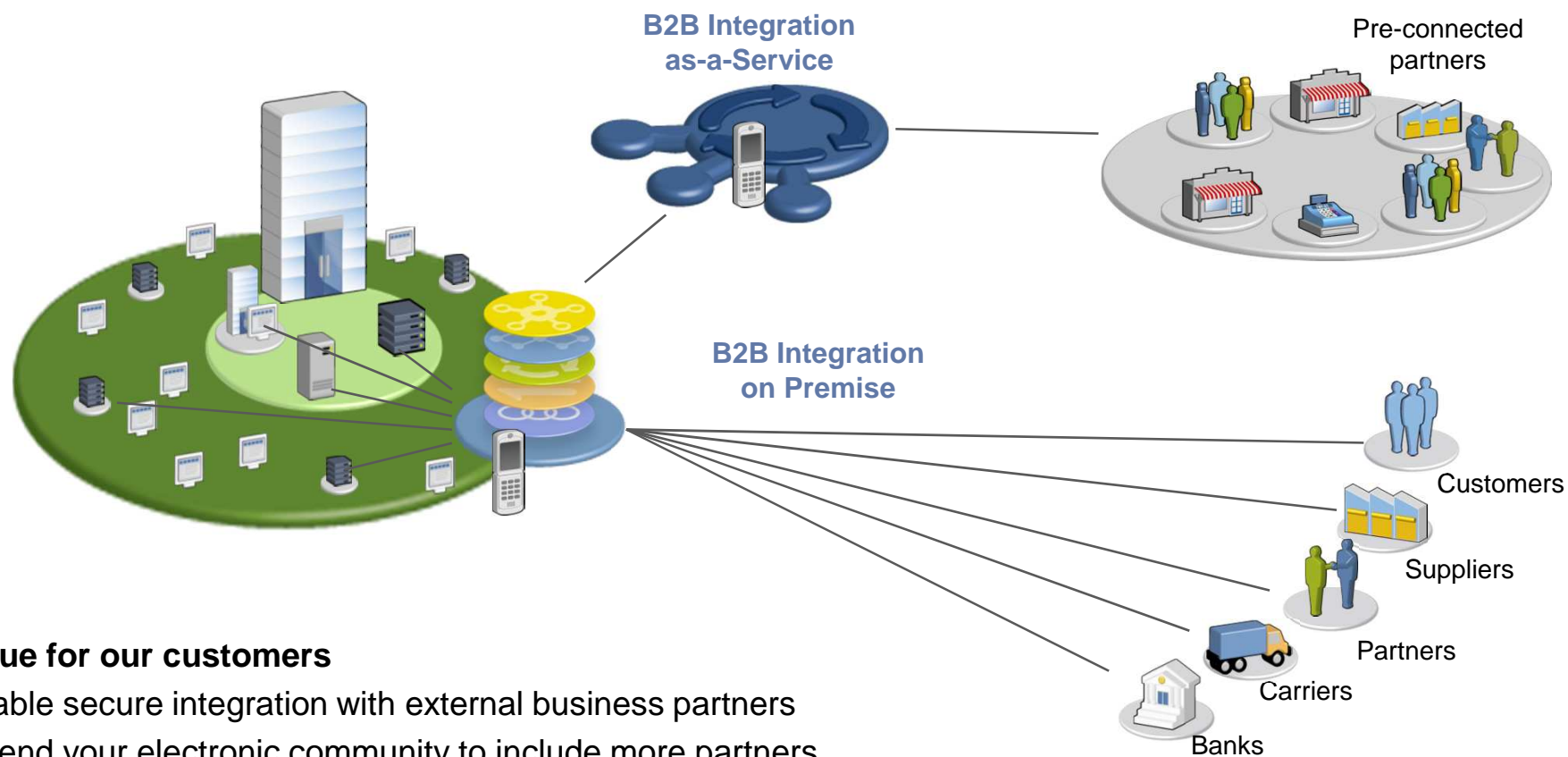


- **Improve business agility** by securely and flexibly integrating with any partner, any system, anywhere
- **Improve operational efficiency** by seamlessly automating manual business and IT processes inside and outside your enterprise
- **Improve business performance** by providing visibility into actionable information across your key business and IT processes

A comprehensive, yet modular, suite of industry leading integration solutions

B2B Integration Delivered Through a Choice of On Premise, as-a-Service, or Hybrid Deployments...

Securely collaborate with 100% of your customers, partners, and suppliers.



Value for our customers

- Enable secure integration with external business partners
- Extend your electronic community to include more partners

B2B Integration as-a-Service Solutions Sterling Collaboration Network & Sterling B2B Managed Services

Flexible solution for cloud based, secure, B2B Integration

➤ What it does

- Automates the exchange of any B2B data format over any communications protocol
- One-to-many communications with partners
- People and tools to expand your B2B trading community
- Visibility of B2B document processing

➤ What it allows customers to do

- Eliminate costly error prone paper based business process
- Create a single, secure and reliable connection to all partners regardless of size or expertise
- Minimize on premise staff required to manage and monitor B2B operations (and SLAs)
- Gain visibility of B2B data exchanges

➤ What differentiates Sterling Commerce

- “Dial tone” reliable infrastructure built with the 30+ year pedigree of Sterling Commerce’s own market leading B2B software
- Global B2B network of over 300,000 pre-connected trading entities and 90 plus public and private interconnected networks.
- Expertise – Skilled professionals to optimize your global B2B operations

B2B Integration On Premise Solution

Sterling Integrator

Comprehensive solution for end-to-end, any-to-any B2B process integration

➤ What it does

- Automates B2B processes, from internal systems out to business partners
- Provides flexible, cost-effective direct connections with trading partners
- Supports complex and adaptable processes

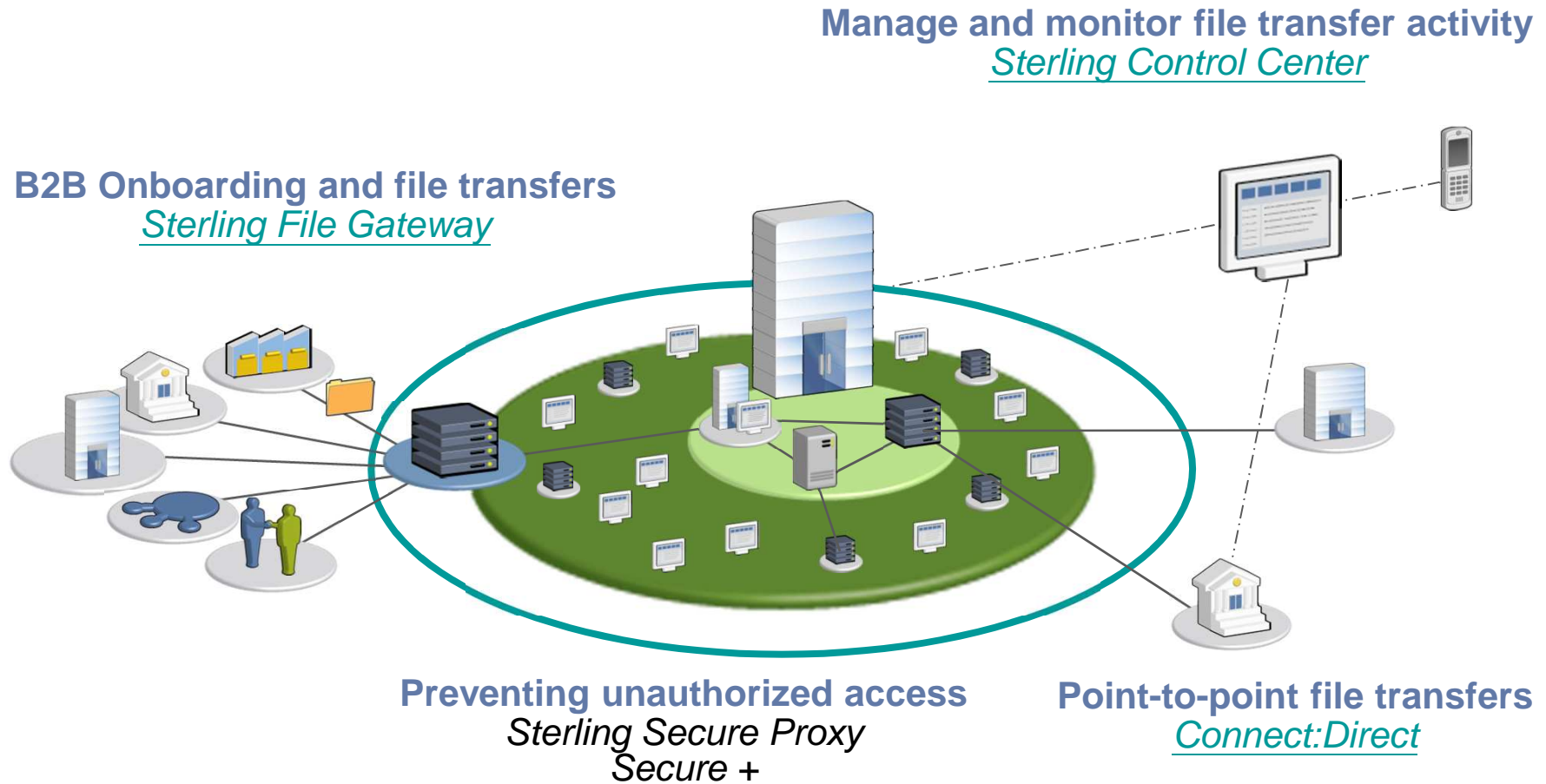
➤ What it allows customers to do

- Integrate B2B partners with any/all internal systems.
- Satisfy the B2B protocol / standards requirements of important customers & suppliers
- Consolidate disparate centers of B2B activity to a central gateway
- Minimize on-going B2B transaction costs, particularly with high-volume partners

➤ What differentiates Sterling Commerce?

- Comprehensive capability set - solve the most complex B2B integration scenarios
- Breadth of B2B communication protocols and data format standards
- Unmatched scalability and performance to support the largest enterprises

Sterling Managed File Transfer Solution Offers Modular Deployment to Address Common MFT Use Cases



Sterling Connect:Direct

The reliable solution for secure, point-to-point file transfers

- What it does
 - High volume, large size, high performance file transfers
 - Automation, retry-restart, for unattended operation
 - Certified security to protect sensitive data
 - Increase transfer speed over high speed networks and overcome latency issues*

- What it allows customers to do
 - Move files with confidence and upgrade unreliable, unsecured FTP
 - Simplify coding and automation of new file transfer links
 - Handle growth in data volume and size without increase in staff

- What differentiates Sterling Commerce
 - Reliability – Eliminates file transfer disruptions from software failures
 - Security – Protects privacy and integrity of data because the Sterling protocol has never been breached*

Sterling File Gateway

An “Edge” based application for exchanging data between partners, customers, suppliers and employees

➤ What it does

- Provides a centralized file gateway for processing inbound and outbound files
- Supports any format, any protocol, any size B2B file transfer
- Enables the transformation of files to optimize data delivery processes

➤ What it allows customers to do

- Consolidate disparate centers of file transfer activity to a central gateway
- Minimize the risk and steps required to transform and process data
- Gain visibility and governance oversight of data exchange activity
- Accelerate trading partner onboarding regardless of system or protocol

➤ What differentiates Sterling Commerce?

- Unmatched scalability and performance to support the largest enterprises
- Using business rules and file content to intelligently transform and route data
- A single B2B integration platform to enable “Edge” based data exchanges

Sterling Control Center

Delivering higher levels of service for key integration and transfer services

➤ What it does

- Consolidated logging, reporting, and analytics for all transfers and integration processes
- Rule-driven service level management
- Alerts and notifications
- Configuration management for Connect:Direct servers

➤ What it allows customers to do

- Have visibility into all file transfer activity from a central console
- React to transfer events before they impact SLAs
- Easily provide compliance reporting and mobile monitoring
- Central configuration management for Connect:Direct servers

➤ What differentiates Sterling Commerce?

- Product specific knowledge of file transfer events, business processes and SLAs to build rules around
- Access from mobile devices
- Scale and performance – test environment with moderately-sized hardware performed well with 5K servers producing 540K processes and 4.3M events per day

Sterling Secure Proxy

An application proxy that protects internal networks from the security risks associated with Internet based data exchanges.

➤ What it does

- Prevents direct communication between external and internal networks
- Authenticates identities to prevent unauthorized access
- Supports FTP, FTPS, HTTP, HTTPS, SSH/SFTP, PeSIT and Connect:Direct protocols
- Integrates with existing security infrastructures such as LDAP, Active Directory, Tivoli

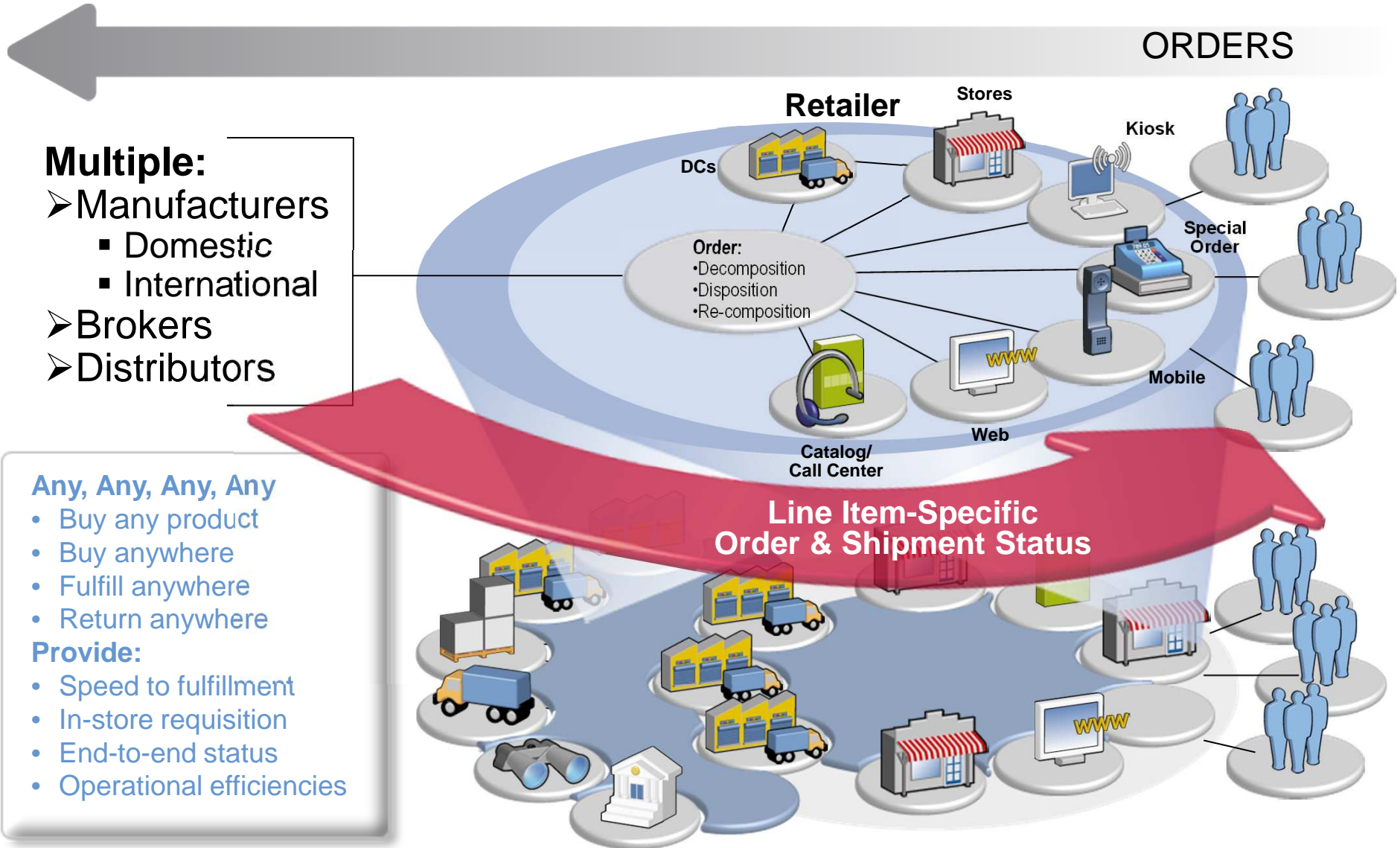
➤ What it allows customers to do

- Safely leverage the Internet for data exchange with partners, suppliers, customers
- Consolidate and simplify security management for Sterling File Gateway, Sterling Integrator and Connect:Direct
- Implement multiple security layers and pass more stringent audits

➤ What differentiates Sterling Commerce?

- A customizable logon portal for trading partners to self-administer passwords
- Multi-factor authentication of identities resides in the DMZ vs. the “Trusted Zone”
- Integrates with existing security infrastructures to avoid a rip and replace

Cross-Channel Order Management



Multiple:

- Manufacturers
 - Domestic
 - International
- Brokers
- Distributors

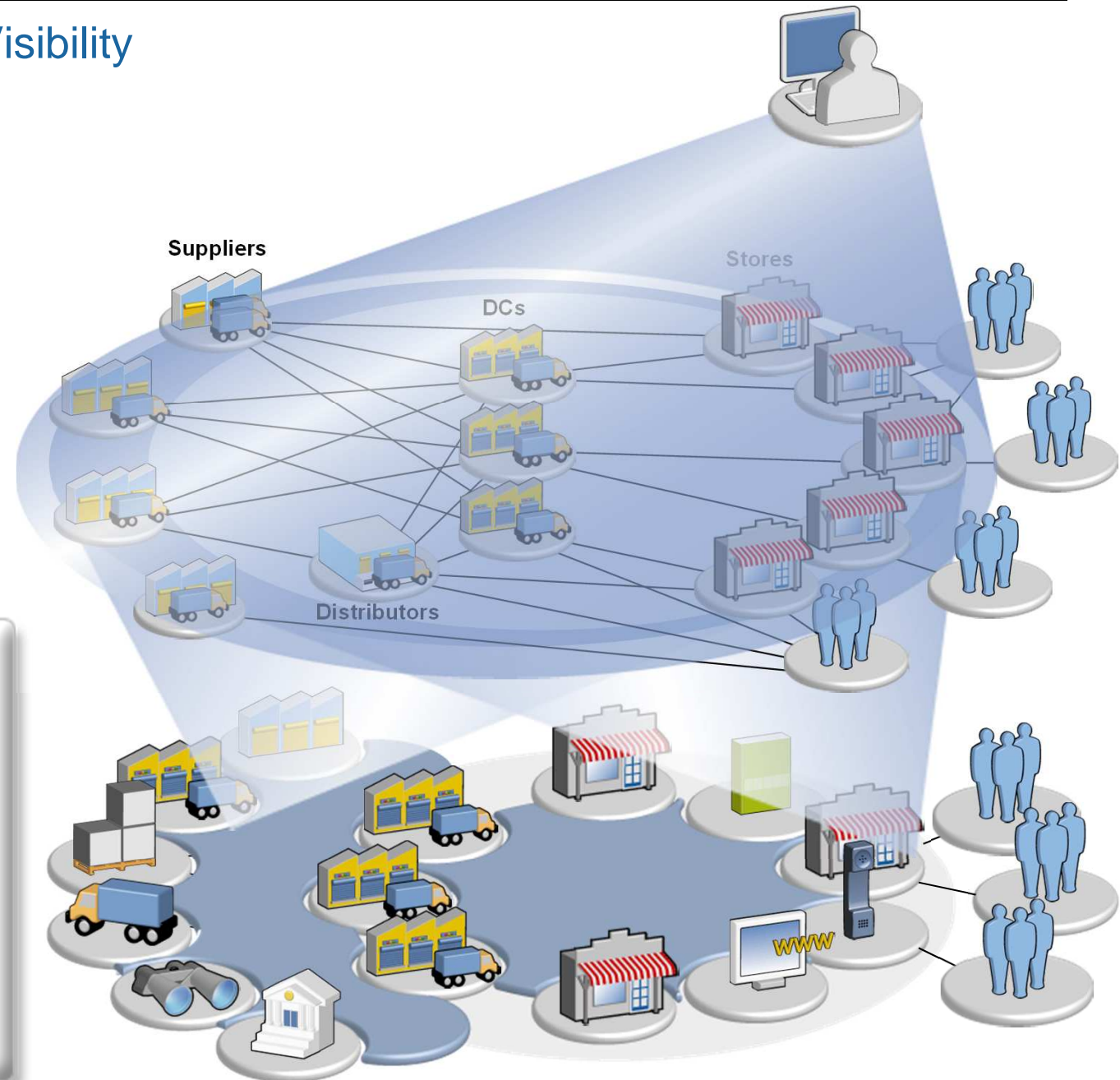
Any, Any, Any, Any

- Buy any product
- Buy anywhere
- Fulfill anywhere
- Return anywhere

Provide:

- Speed to fulfillment
- In-store requisition
- End-to-end status
- Operational efficiencies

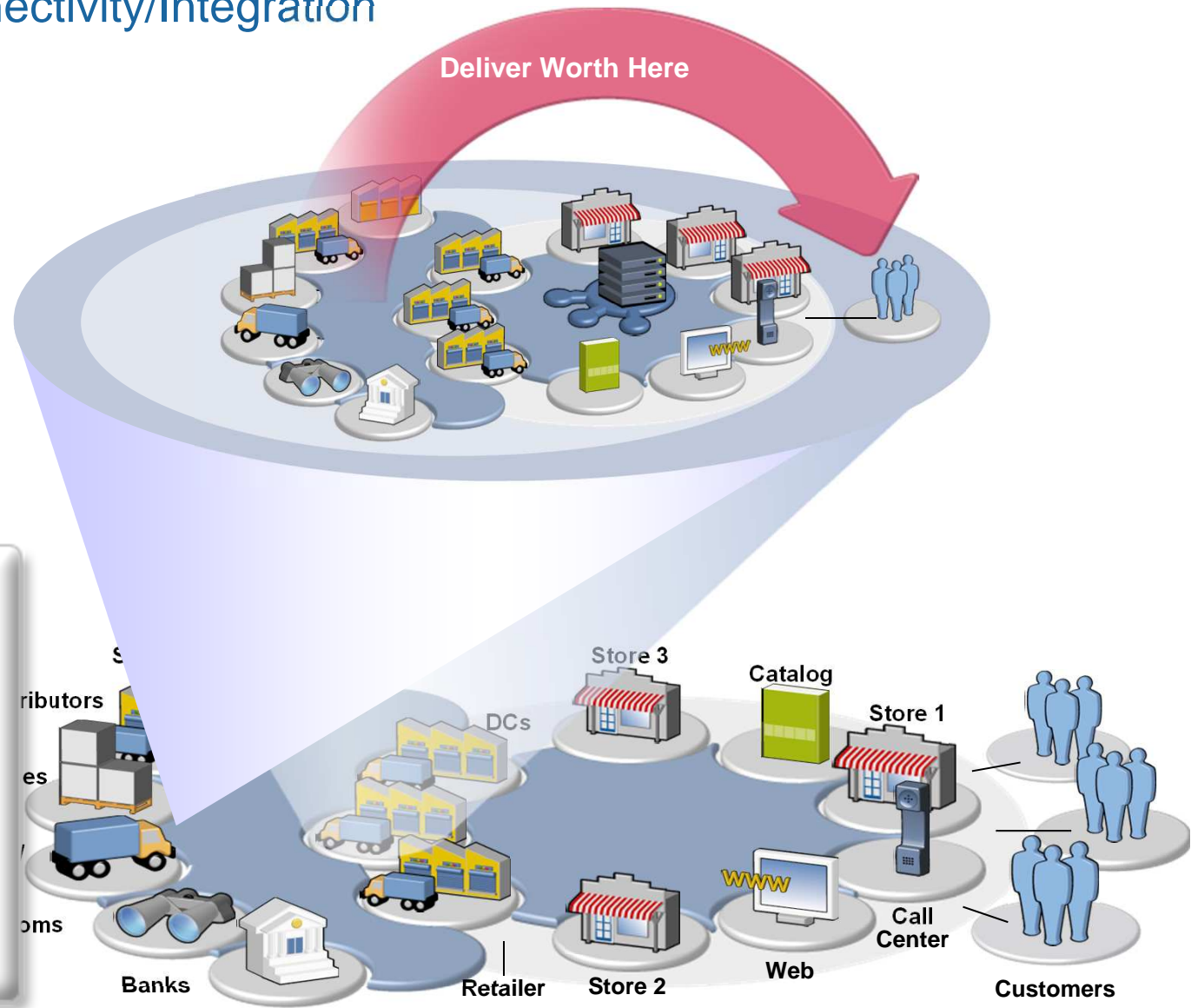
Holistic Inventory Visibility



Track Inventory Anywhere

- In store
- In DCs
- At distributors
- At suppliers
- In transit
 - From:
 - Supplier, distributor, DC, store
 - To:
 - DC, store, consumer

Value Chain Connectivity/Integration

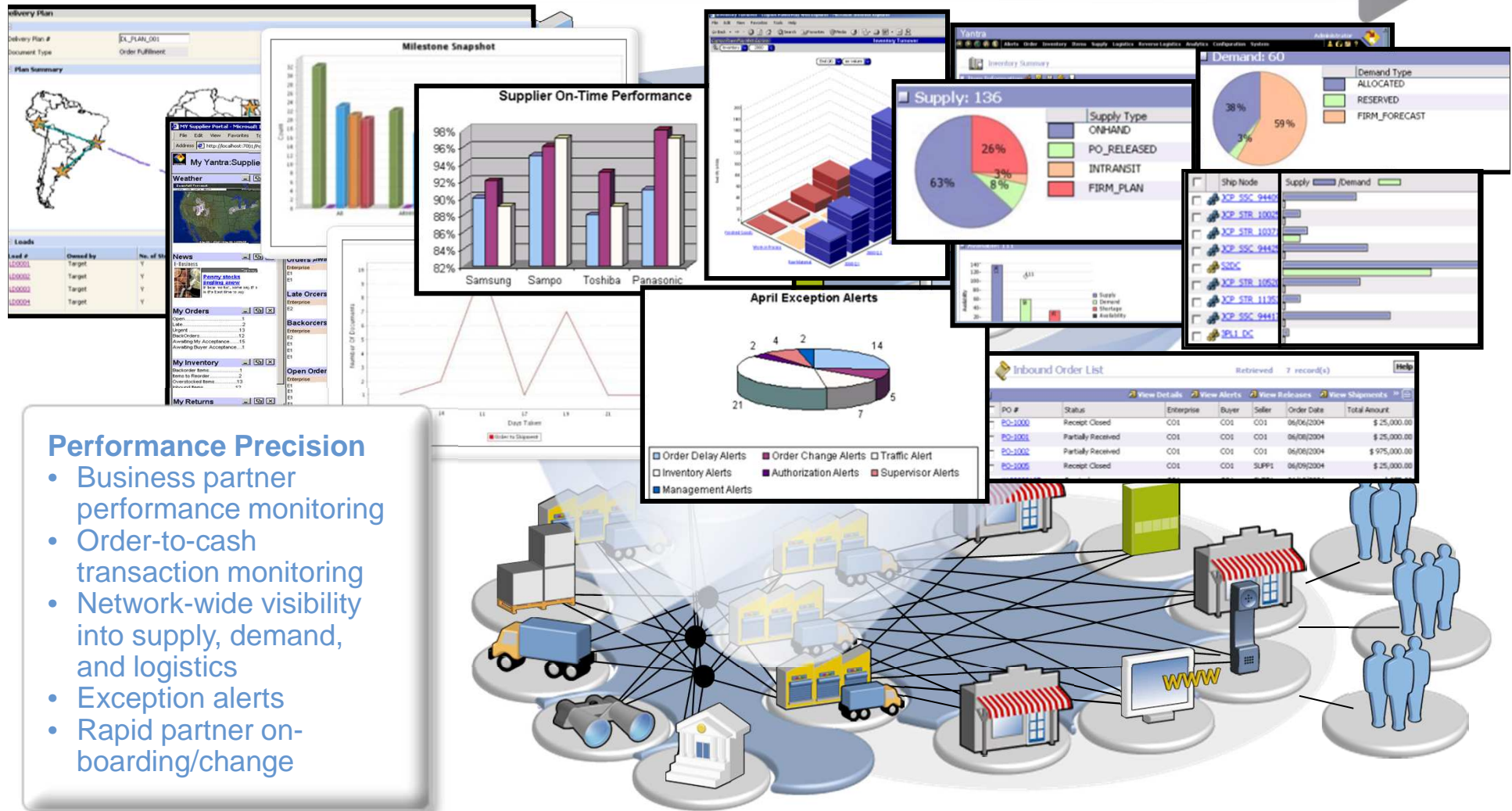


- Community Integration**
- Connections/Protocols
 - Formats
 - Timing
 - Security
 - Controls/Audit trails
 - Exception alerts
 - Support/Recovery

Cross-Channel Value Chain Synchronization Monitoring/Management

PRODUCT

Ship-To Location(s)



Performance Precision

- Business partner performance monitoring
- Order-to-cash transaction monitoring
- Network-wide visibility into supply, demand, and logistics
- Exception alerts
- Rapid partner on-boarding/change

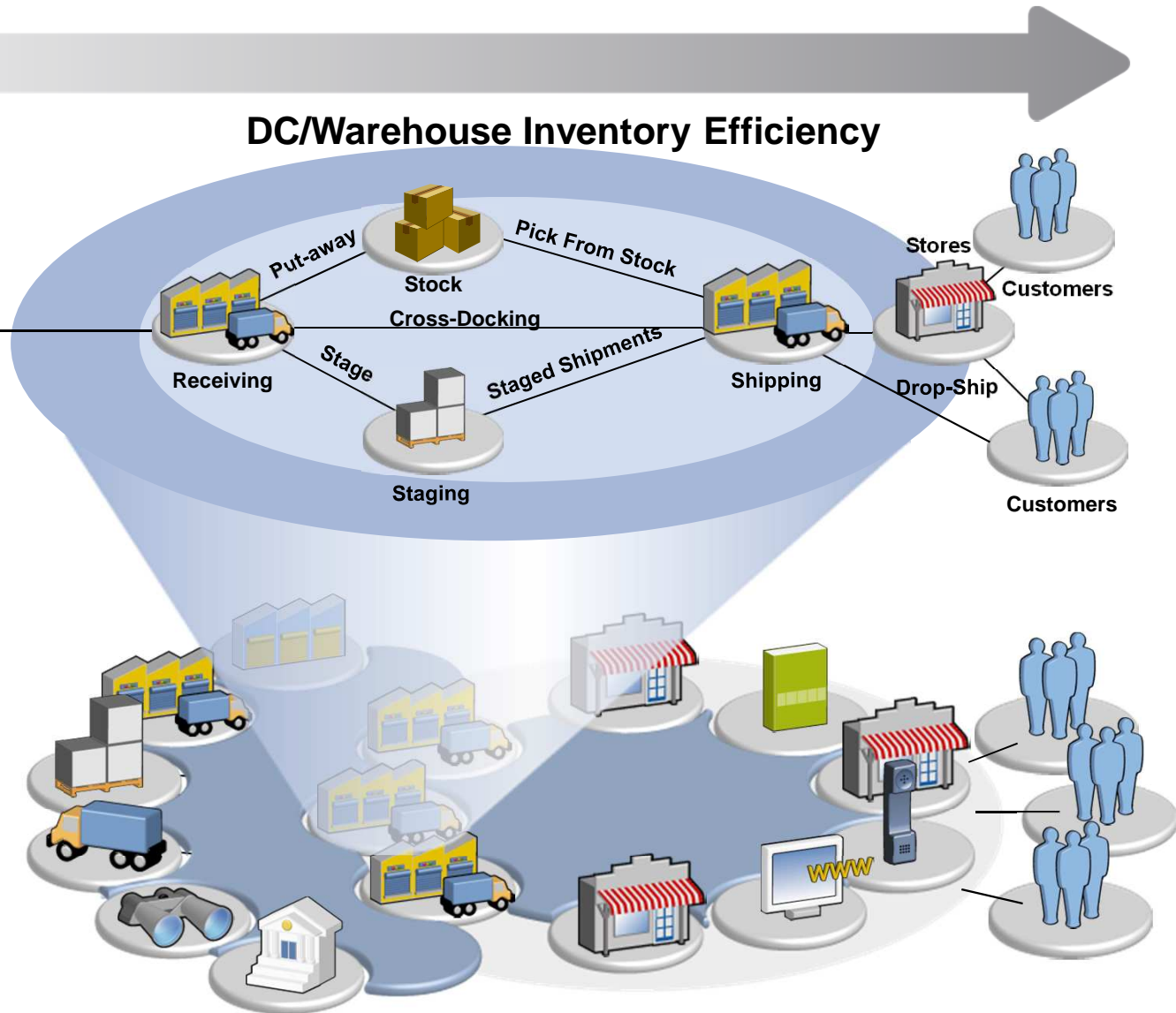
Internal Cross-Channel Logistics And Distribution

PRODUCT

Multiple:

- Manufacturers
 - Domestic
 - International
- Carrier
- Freight Forwarder
- Export Customs
- Import Customs
- Customs Broker
- Distributors
- Warehouses

DC/Warehouse Inventory Efficiency



Inventory Optimization

- Link multiple processes/systems
- Extend across stores, DCs, and suppliers
- Span enterprise boundaries
- Enterprise control, local flexibility can be granted
- Inventory status/mgt.
- Easily add or change facilities or partners

Cross-Channel Fulfillment

PRODUCT

Multiple:

➤ Manufacturers

- Domestic
- International

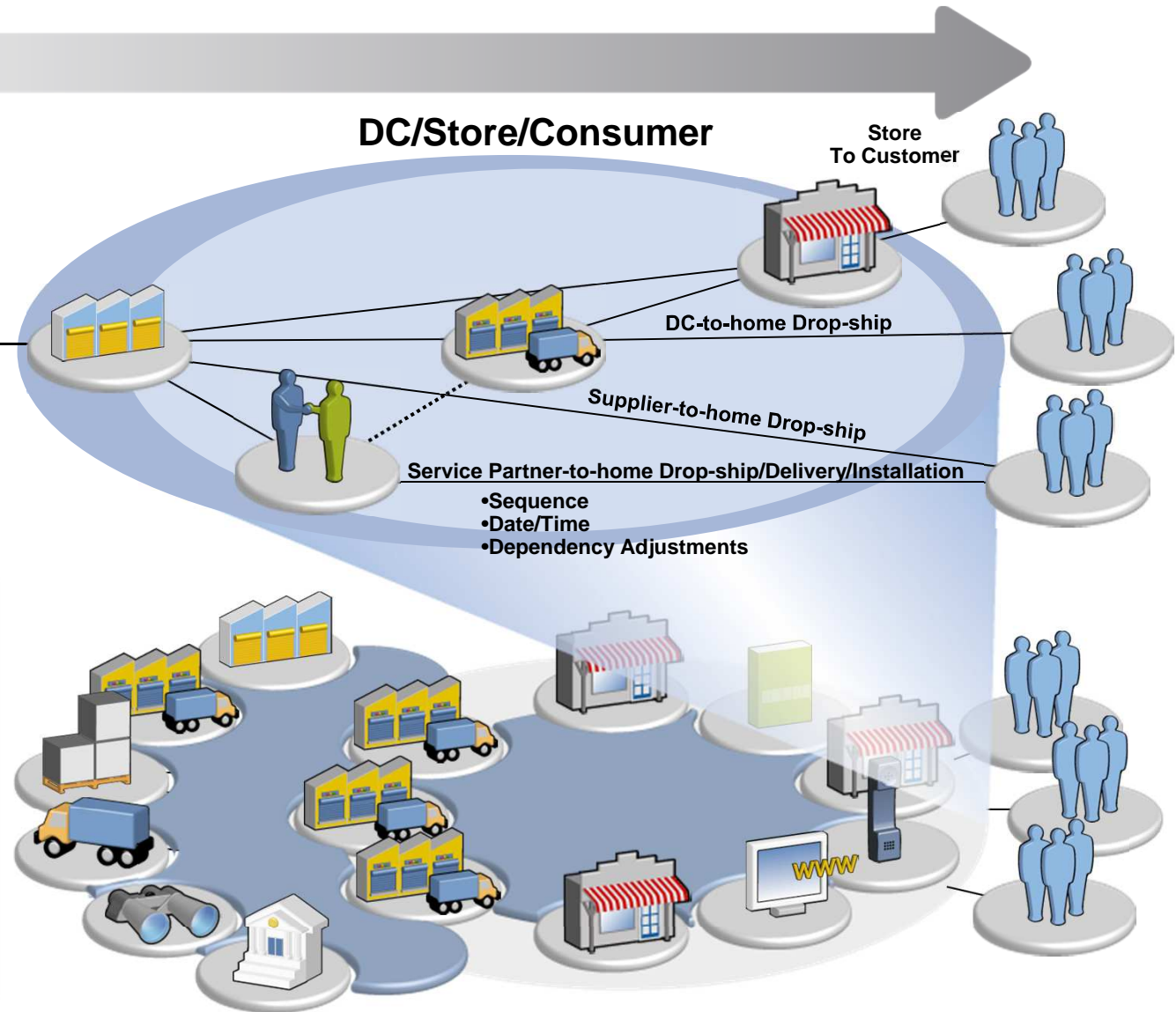
Carrier
Freight Forwarder
Export Customs
Import Customs
Customs Broker

➤ Distributors

➤ Warehouses

Speed to fulfillment

- Predefine inventory disposition
- Orchestrate and track fulfillment
- Global inventory visibility
- Order/In-transit shipment status
- Alerts and exception recovery



Press Release Source: Best Buy Co., Inc. On Thursday September 23, 2010, 11:55 am EDT

MINNEAPOLIS--(BUSINESS WIRE)--Best Buy (NYSE: [BBY](#) - [News](#)) makes holiday shopping even easier this year by offering one of the most comprehensive shipping programs in the retail landscape, Store Pickup Plus.

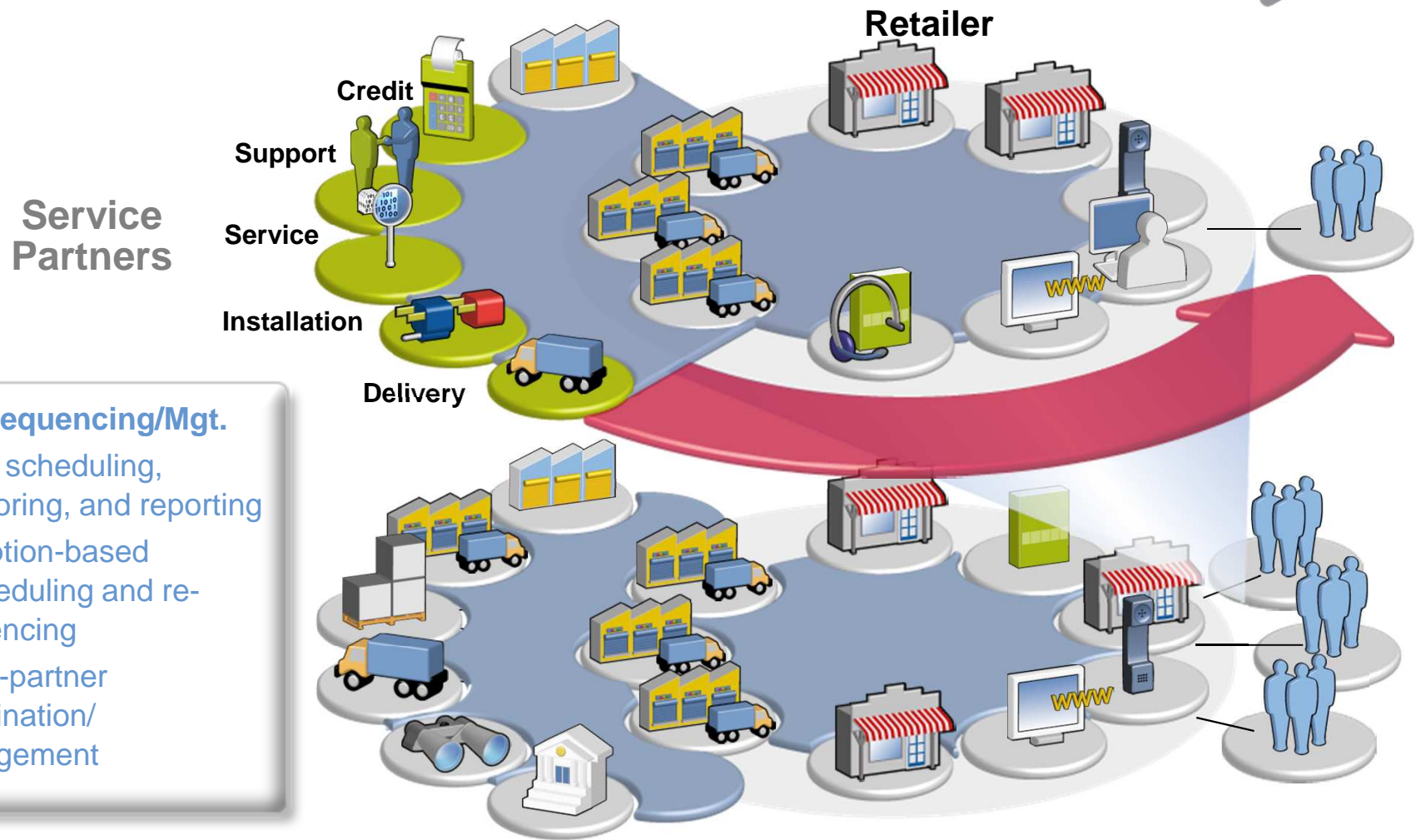
The Store Pickup Plus program consists of the following capabilities:

- **Store Pickup:** Buy online, skip the shipping charge and pick up an order in as little as 45 minutes after placing it.
- **Ship-To-Store:** Out-of-stock products that are available online can be shipped to any Best Buy store for customer pickup, without any shipping fees.
- **Friends & Family Pickup:** Place an order online and have someone else pick it up, avoiding an inconvenient trip to the store or giving an out-of-town relative immediate access to a purchase.
- **Warehouse Pickup:** Avoid delivery charges and scheduling conflicts by picking up products directly from a local Best Buy warehouse. This is an expedient option for appliance purchases and same-day pickup.

With each of the program options, customers will be notified via email when their product is ready for pickup, creating an overall expedient and efficient on-site transaction.

Cross-Channel Delivery/Service Scheduling

PRODUCT/INSTALLATION/SERVICE



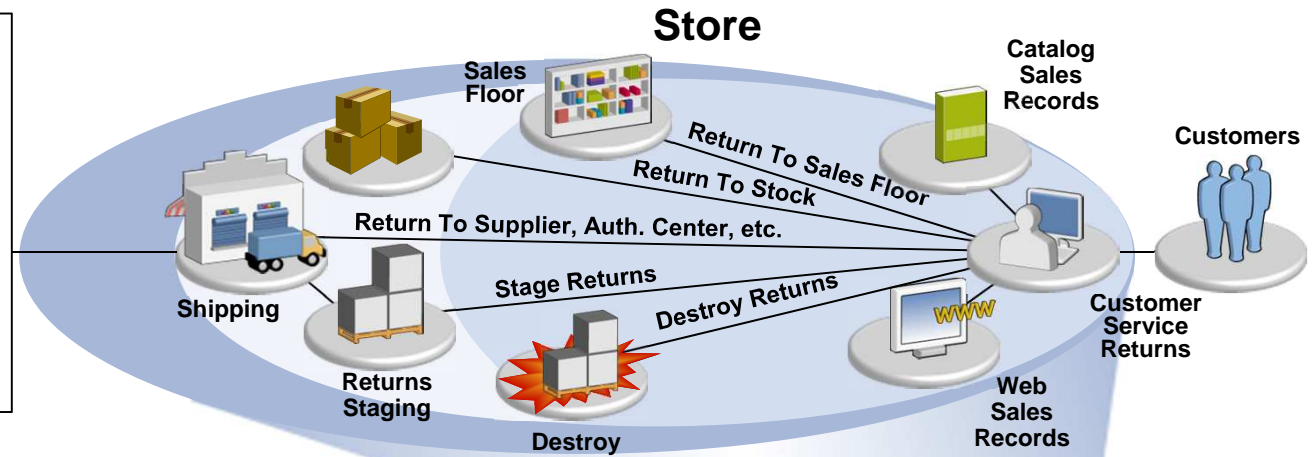
- Event Sequencing/Mgt.**
- Event scheduling, monitoring, and reporting
 - Exception-based rescheduling and re-sequencing
 - Cross-partner coordination/management

Returns Management



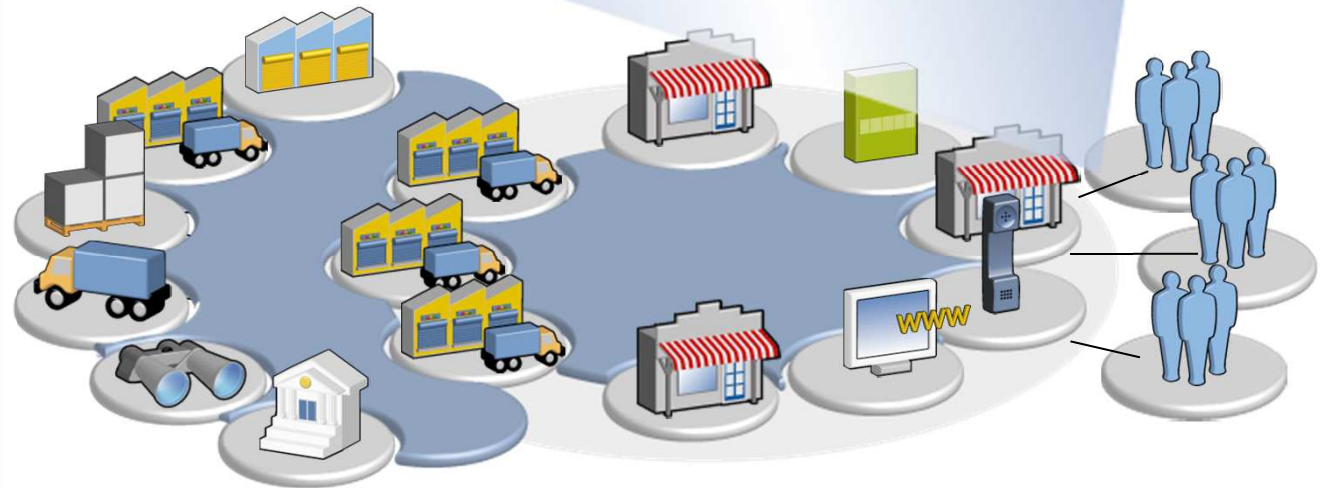
Multiple:

- Return Authorization Centers
- Repair Centers
- Manufacturers
 - Domestic
 - International



Speed of resolution

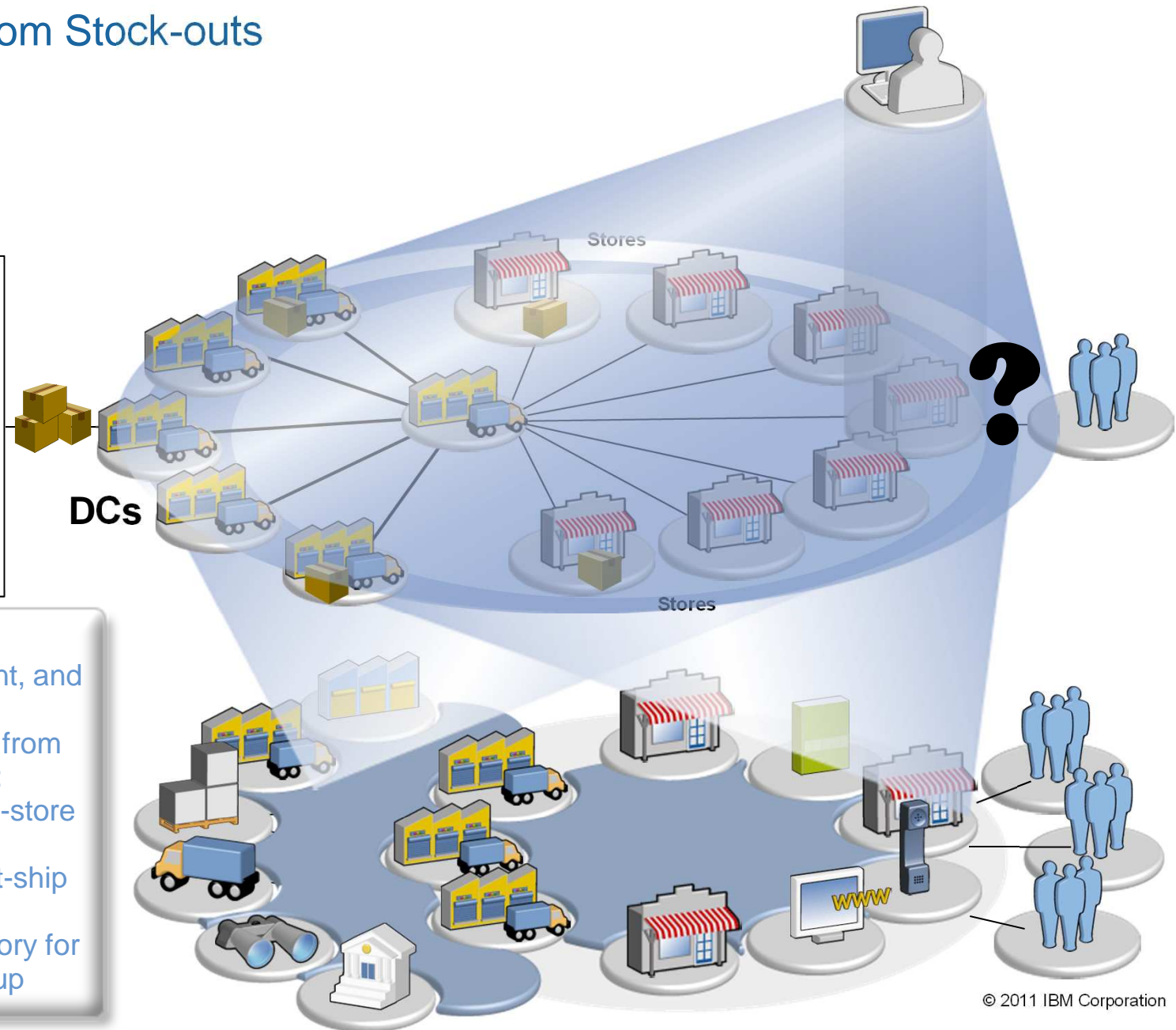
- Global visibility of purchase transaction
- Routing rules for returned items (per item, per supplier, per item condition)
- Historical records
- Cross-channel/cross-enterprise status visibility



Recovering From Stock-outs

Multiple:

- Manufacturers
 - Domestic
 - International
- Brokers
- Distributors/Wholesalers
- Carriers



Save The Sale

- Use order, shipment, and DC/store inventory visibility to recover from in-store stock-outs:
 - Trigger store-to-store transfers
 - Schedule direct-ship to customer
 - Reserve inventory for customer pick-up

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ILog's Optimization Solutions Provide Planning Capabilities For Driving The Most Efficient Utilization Possible

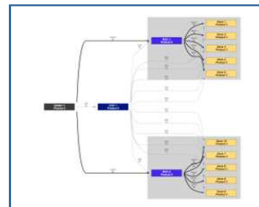
- Network optimization**
 for location of facilities, assignment of stores, managing seasonality, and carbon footprinting.
Value: 5-15% reduction in supply chain costs, better service to stores



- Transportation optimization**
 for routing analysis, static and dynamic routes, backhaul, and fleet sizing.
Value: 10-30% reduction in transportation costs, better make delivery windows



- Inventory and product flow optimization**
 for flow path optimization, service level optimization, buffer locations.
Value: 10-30% reduction in inventory costs, better fill rates.



- Space planning**
 to determine the best layout of products in the store.
Value: increase in sales



- Assortment allocation**
 for determining how to distribute same item with different sizes to the stores.
Value: Increases sales of items with multiple sizes



- Replenishment optimization**
 for determining how much and when to buy to trade off discounts and inventory.
Value: 3-5% reduction in procurement costs

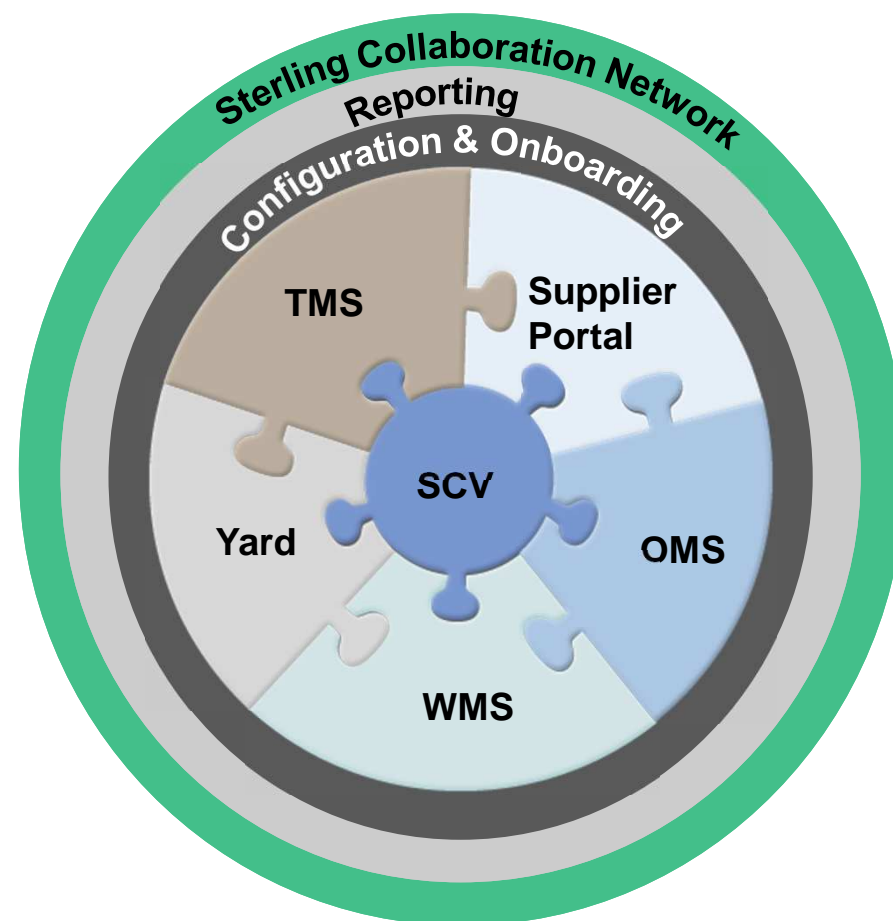


- Work force scheduling**
 for determining optimal schedule given all relevant constraints
Value: Reduction in labor costs

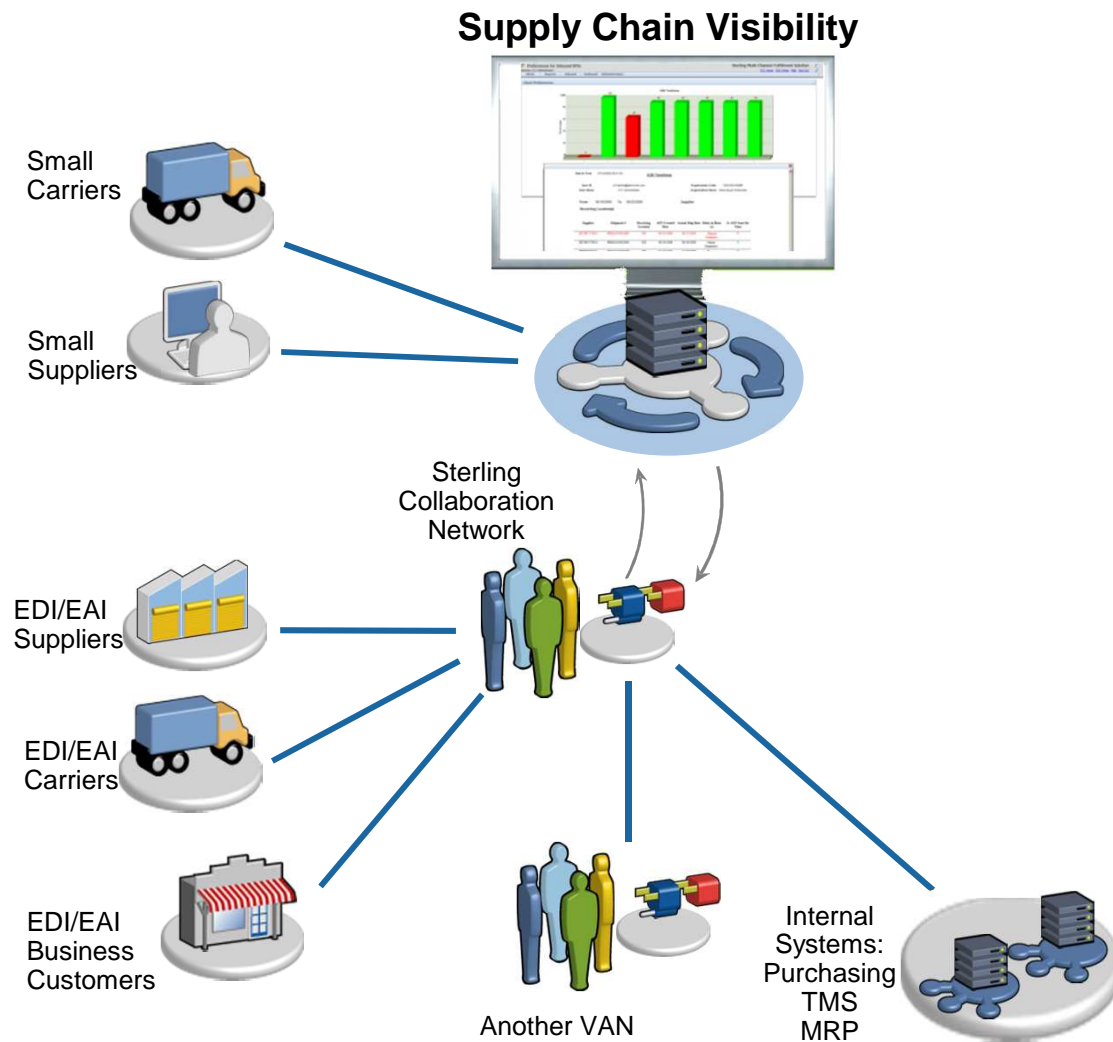


Sterling Commerce Supply Chain Execution Solutions Provide Capabilities And Deep Visibility To Maximize Supply Chain Performance

- Provides one source of truth for supply chain personnel by extending visibility into your inbound planning activities
- Reduces costs with proven freight, audit, and pay functionality to manage inbound and outbound transportation spend holistically
- Ensures suppliers follow compliance guidelines around electronic document transmissions, labeling, and shipment routing



Sterling Commerce Supply Chain Visibility Solution Improves Both The Inbound And Outbound Flow Of Goods



■ Inbound

- Improve supplier performance
 - Supplier compliance & performance reporting
- Reduce lead times & their variability
- Reduce stock-outs and expediting costs
 - Advanced issue alerting
 - Decrease carrier delays
- Decrease supply chain costs
 - Reduce number of cross docks
 - Reduce detention and demurrage charges
 - Inventory reductions
 - Reduce manual inbound tracking
- Improve supply chain performance
 - Report on common bottlenecks
- Analyze current level of supply chain risk

■ Outbound

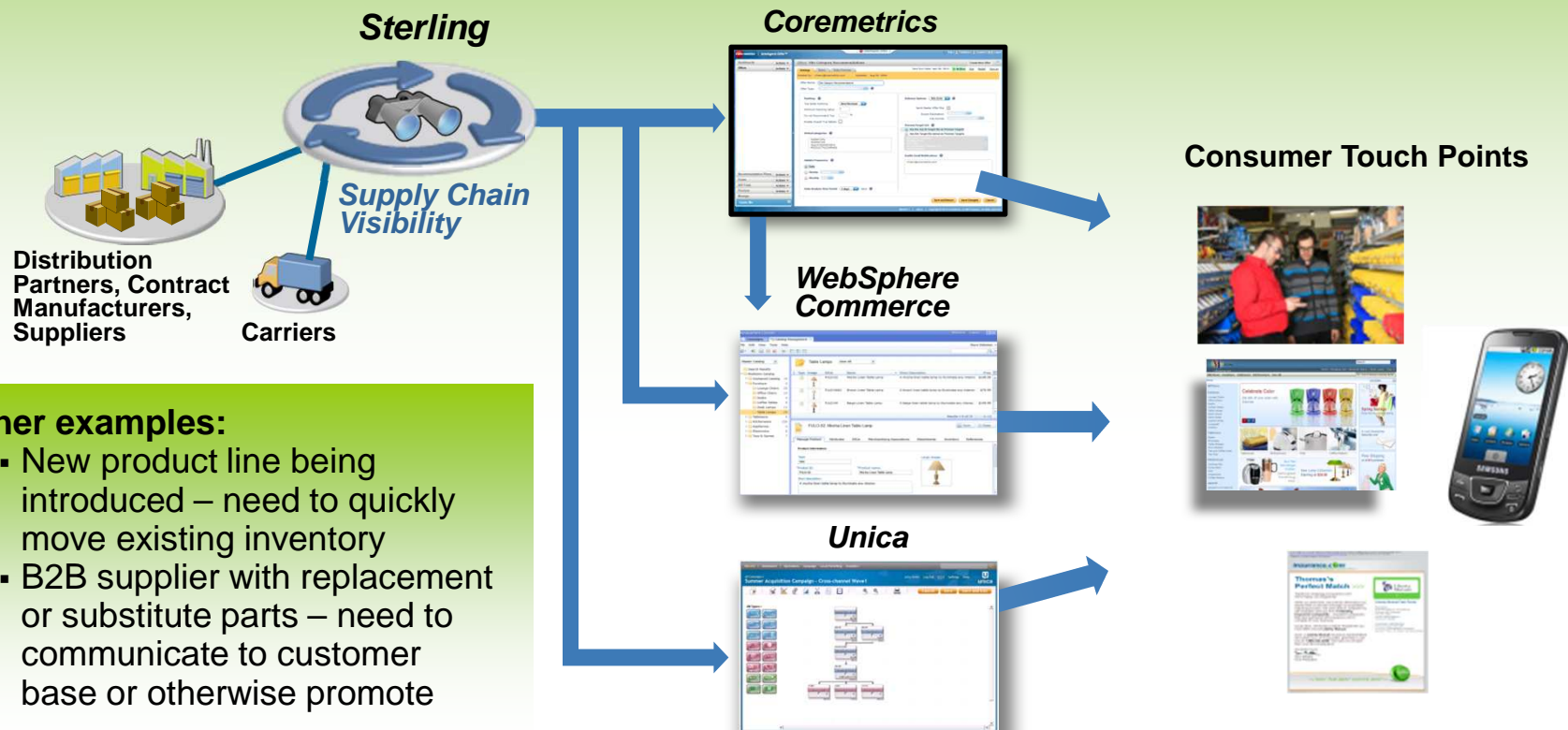
- Increase customer satisfaction
 - Proactively notify customers of delays
 - Make alternate delivery plans
 - Reduce order to delivery cycle time
 - Customer service reporting
- Reduce costs associated with manual processes
 - Status inquiries from customer
- Meet customer expectations
 - Timeliness and accuracy
 - Audit trails
- Decrease carrier delays

Solution Vision: Reacting In Real-Time Across Channels To Low Stock Or Manufacturing Issue



➤ Supply chain disruption is detected...

- **Sterling Supply Chain Visibility** identifies the issue (low stock or potentially a safety problem)
- **Coremetrics, Unica and WebSphere Commerce** notified to pull products from cross-channel marketing programs, especially online
- **Unica** potentially used to send a recall issue to all customers













Other examples:

- New product line being introduced – need to quickly move existing inventory
- B2B supplier with replacement or substitute parts – need to communicate to customer base or otherwise promote







IBM's Analytic Landscape



| IBM Brand | Description | Functionality | BA Use Case | Delivery & Implementation |
|---|---------------------------------------|--|--|--|
| Business Analytics     | Business Intelligence | Query, reporting, analysis, scorecards & dashboards for consistent information & better business decisions | Analyze and report across various time horizons, e.g. sales by channel by customer data. Identify trends, monitor merchandise & marketing performance. | On-premise/cloud SW; Any/multiple data sources; Customer built content; Industry Blueprints & Accelerators promote 90 day time to value |
| | Predictive & Advanced Analytics | Data mining, predictive modeling, 'what-if' scenario analysis, statistics & text analytics to uncover patterns & correlations. Incorporates decision management capability. Collect & analyze social media data to understand customer sentiment/brand perception | Understand sales patterns & customer preferences, offer targeted promotions, improve up/cross sell. Decision management in context of operational decisions, recommendation for best course of action. Track public awareness, brand or campaign effectiveness. | On premise SW; Wide range of data sources; Customer built content; Industry accelerators such as market basket analysis. On-premise SW; Web data sources (social); Services delivered content; Package inc. IBM assets & research: Cobra, Hadoop, ECM, Cognos |
| | Financial Performance & Strategy Mgmt | Budgeting, planning, consolidation, analytics, scorecards & reports to simplify and automate financial & strategy practices | Create closed loop plans, budgets and forecasts | On-premise SW; Wide range of data sources; Customer built content; Industry Blueprints & Accelerators promote 90 day time to value |
|     | Governance, Risk & Compliance | Financial controls; operational risk management; IT risk & compliance; vendor risk & internal audit; statutory & regulatory control & submission | Addresses challenges in collecting, preparing, certifying & controlling information to meet accountability, audit, filing, statutory & regulatory obligations | On-premise SW; Connects to corporate business application data; Delivered with services. |
| | Analytic Applications | Ready-made reporting & analysis measuring performance for a specific business domain. | | On-premise SW; Connects to business app. data such as ERP & HRM; Services delivered |
| | Business Rules & Optimization | Automate decisions with business rules: Create the best possible plans and schedules, explore alternatives, understand trade-offs | Based on customer behavior automatically offer a targeted promotion or other action, based on business rules | On premise: Hand-built Offline |
|  | B2B | X Y Z | | |
| IBM Smart Analytics System | Workload Optimized System | Deeply integrated & optimized platform providing broad analytics capabilities on a powerful warehouse foundation for end-to-end analytics. | Powerful & flexible system accelerates deployment & business results to meet a broad spectrum of business analytics needs, reducing IT expertise required. | Pre-integrated, pre-optimised, pre-configured analytic out-of-the-box solution; Brings together hardware, software and an element of services |
|  | Data Warehousing Appliance | High-performance, scalable, trusted analytics platform for large volumes of data, 10 to 100 times faster than traditional systems | Handles complex analytic queries to understand merchandise, customer and marketing trends and performance | On premise: Hand-built appliance consisting of: storage, processing, database and analytics |

IBM's Analytic Landscape



| IBM Brand | Description | Functionality | BA Use Case | Data | Delivery and Implementation |
|---|---------------------------------------|--|---|---------------------|---|
|  | Business Analytics | Monitor business performance: Reporting, Analysis, Dashboard, Scorecards and Planning, Budgeting and Forecasting | Analyze and report historical sales by channel by customer data. Identify trends, monitor merchandise and marketing performance. Create plans, budgets and forecasts | Off-line | On premise; Hand built – Industry Blueprints and accelerators promote 90 day time to value |
| Cognos Consumer Insight (aka Toro) | Understand the impact of social media | Collect and analyze data from social media to understand customer sentiment and brand perception | Track public awareness, brand or campaign effectiveness or brand comparison with competitors | Off-line | Hand built – on premises. Package consisting of IBM assets: research (Cobra), Hadoop, ECM, Cognos |
|  | Advanced and Predictive Analytics | Uncover unexpected patterns and associations from structured & unstructured data; deploy predictions within business processes for recommendations, scores & automated decisions | Understand product sales patterns and customer preferences to offer targeted promotions, improve up/sell cross sell opportunities; increase loyalty; detect fraud and reduce risk | Off-line, Real-time | On premise: Hand built - Industry accelerators such as Market Basket Analysis, Churn Detection, Fraud Detection |
|  | Business Rules and Optimization | Automate decisions with business rules: Create the best possible plans and schedules, explore alternatives, understand trade-offs | Based on customer behavior automatically offer a targeted promotion or other action, based on business rules | Off-line | On premise: Hand-built |
|  | B2C Web Analytics | Collect web behavior data in real time, build customer profiles which feed into marketing management applications | Gain real-time insight into consumer interactions to create more efficient marketing campaigns | On-line, Real-time | Cloud: Short set up of data collection tags. Rich set of reports, readily customizable |
|  | Enterprise Marketing Management | Execute and measure cross-channel marketing campaigns | Analyze customer preferences and trends, predict customer buying needs and execute and measure x-channel marketing campaigns. | Off-line | On premise: Software application implementation |
|  | Data warehousing appliance | High-performance analytics for big volumes of data 10 to 100 times faster than traditional systems | Handles complex analytic queries to understand merchandise, customer and marketing trends and performance | Off-line | On premise: Hand-built appliance consisting of: storage, processing, database and analytics |

Field Deliverable - Not Yet Finalized

IBM's Recent Acquisitions:



Enables Agile and Responsive Marketing

Insight

Understand market through voice of customer, crm, social media analytics, surveys and predictive analytics

- Cognos Consumer Insight for social media
- Cognos Business Intelligence for reporting analysis and planning
- Coremetrics for web analytics
- SPSS for advanced and predictive analytics
- Netezza for high-volume data processing

Action

▪ *Act on insights and predictions to maximize marketing spend and response*

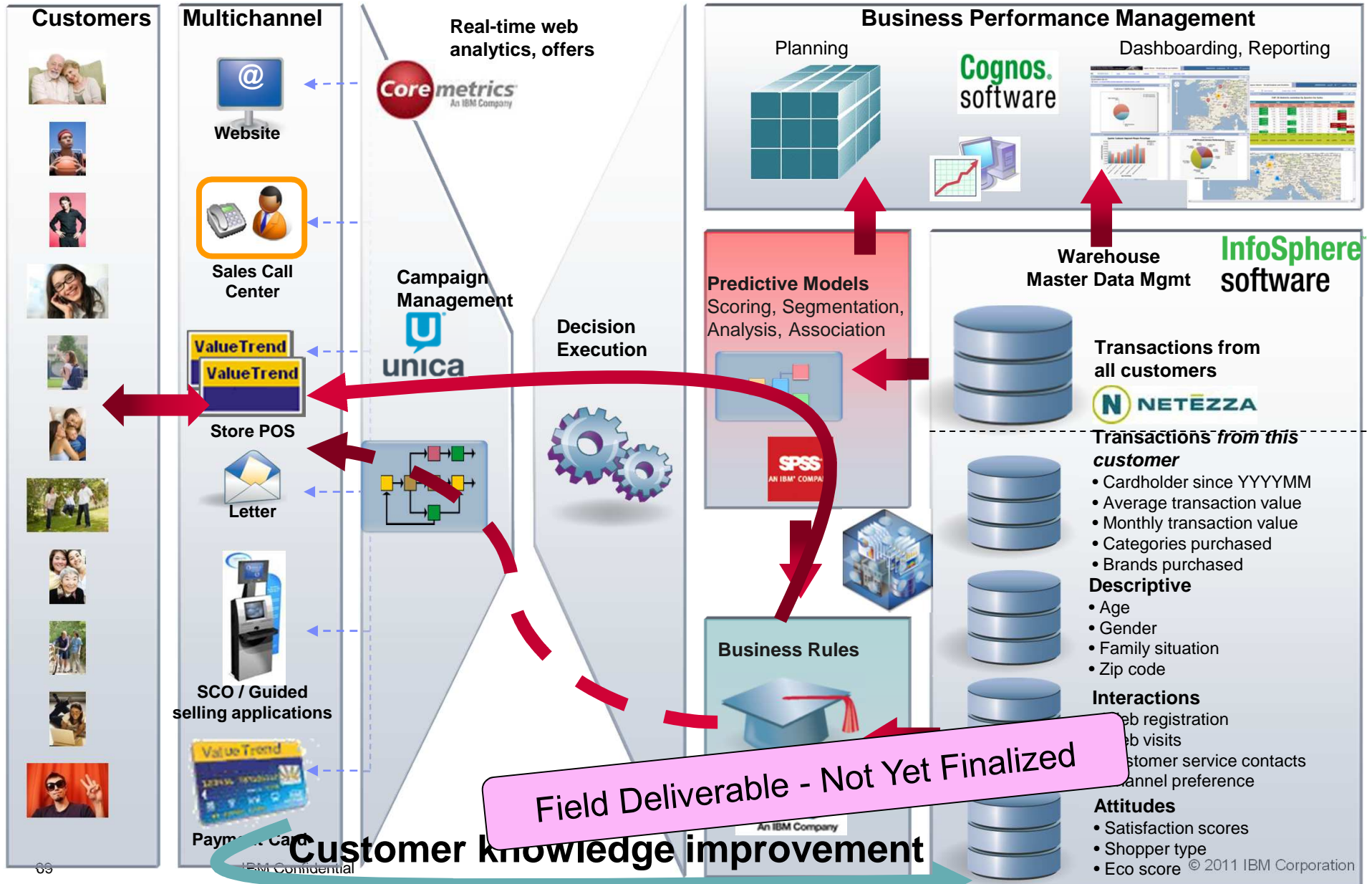
- iLog for business rules
- Coremetrics for delivering web offers
- Unica for delivering campaigns and direct mail
- SPSS for Decision Management

Enabling the Progressive CMO

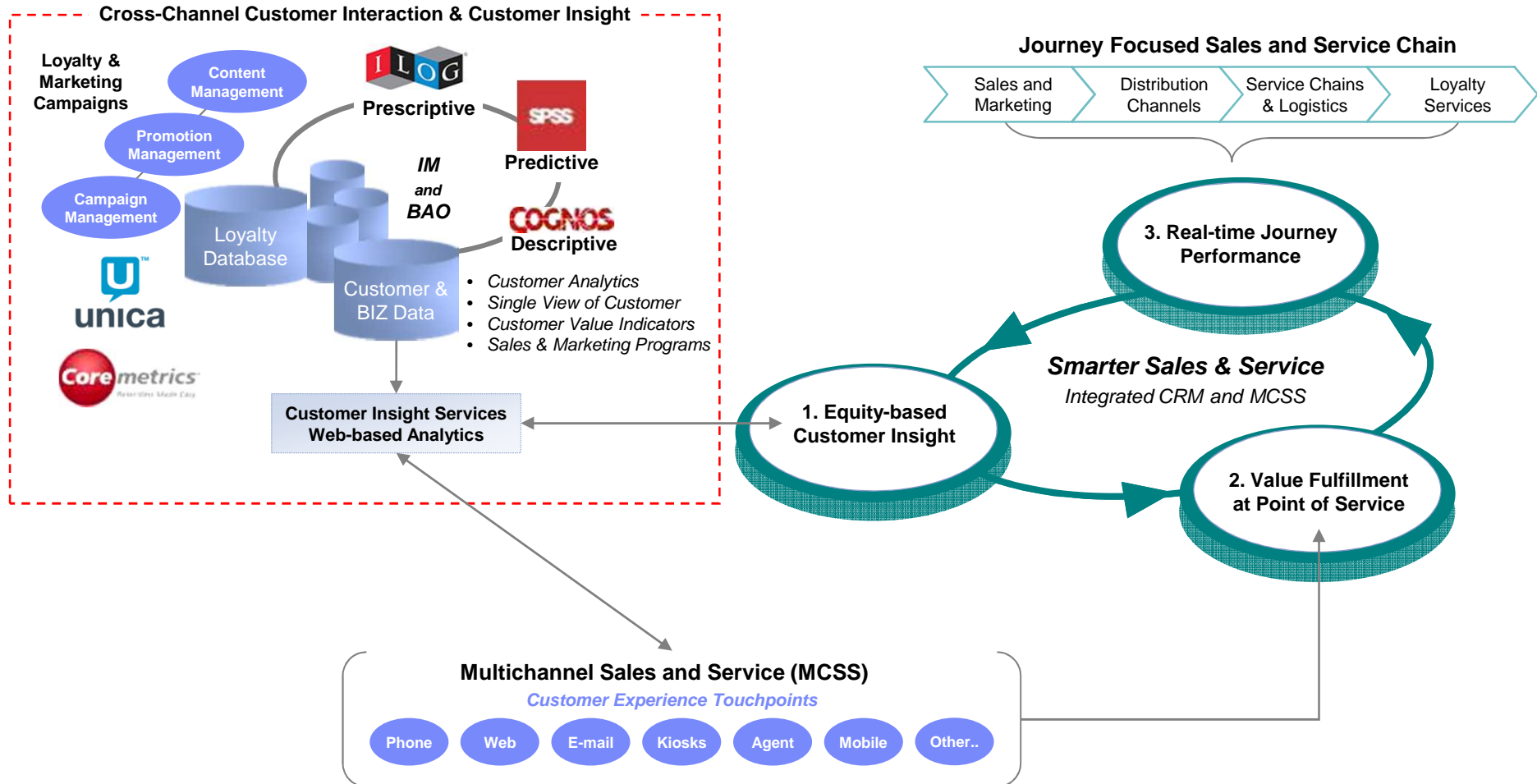
- ▶ Continuous process of business

Field Deliverable - Not Yet Finalized

Integrating Acquisitions - Predictive Marketing Campaign



Multichannel Sales & Service for the Smarter Planet – utilizing channel analysis and customer insight to deliver innovative customer experience by linking intelligent business processes with value fulfillment.



IBM's Smarter Commerce Portfolio Drives Real Benefits For Customers

-  ***Enhance the Customer Experience*** with personalized marketing and consistent customer interactions across all channels
-  ***Optimize your Supply Chain*** by combining insights from customer interactions, inventory levels and trading partner networks, enabling an automated response to changing market conditions
-  ***Improve Business Agility by eliminating "blind spots"*** with an integrated suite of Smarter Commerce capabilities delivering real-time business transaction visibility



धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Thank You

English

Obrigado

Brazilian Portuguese

Grazie

Italian

Danke

German

Merci

French

多谢

Simplified Chinese

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean

過去10年來IBM在國外案例

B2B



支持**1萬個**B2B購買企業
線上營業額增加了**60%**



為**供應商**和**經銷商**提供了
高度**自動化**的訂單處理流程
銷售效率提高**37%**
經銷商的訂單週期降低**82%**
供應商的降低**85%**
IT成本降低**20%**

Panasonic ideas for life USA

單一平台實現了B2C, B2B, B2B2C等
業務模式及**無縫的**訂單管理
訂單處理和電話銷售的成本降低了**80%**
開發時間和新網站上線的時間降低了**92%**



單一平台實現了B2C, B2B2C
支援**700+**代理商
多站點, **代理商專用站點**
MAZDA把握對商品的**掌控權**
代理商自主營運, 定價, 訂單管理
與代理商現有系統 (WSL) 實現**單點登錄**

B2C



建立了網路商店, 允許瀏覽、配置和購買
行動電話和服務計畫。
提升客戶滿意度。
降低了客服中心**的成本**。

實現全方位線上商店服務
提供**標的性行銷**和**基于規則的折扣**和
促銷能力。



通過SonyStyle來強化**SONY品牌**定位
實現了網路銷量的**快速增長**

IBM在中國建置的主要成功案例

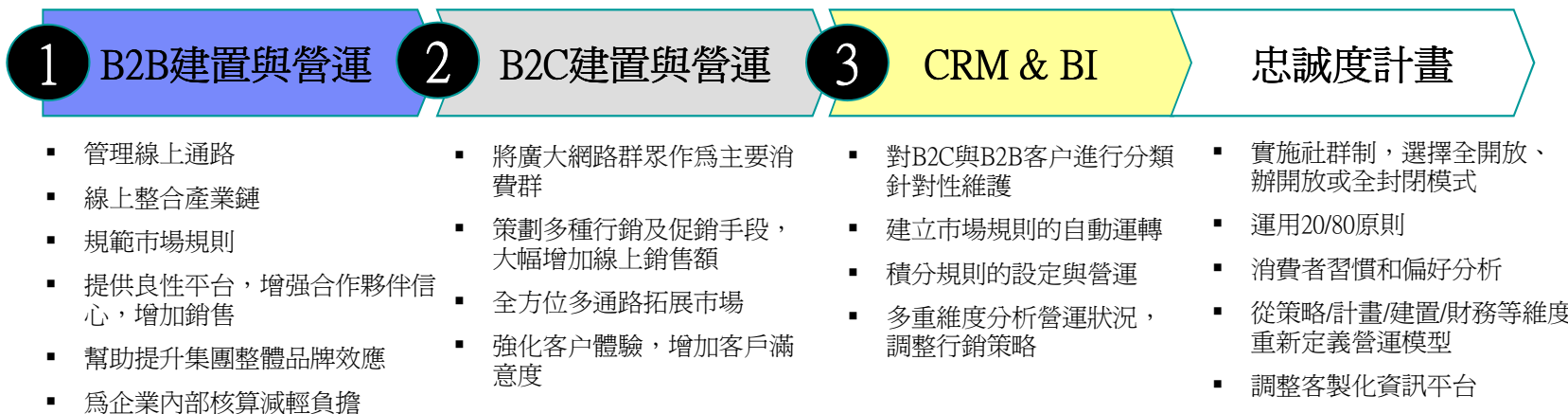
| 客戶 | 商業模式 | 開發單位 | 建置費用 (軟硬體、服務) | 開發週期 | 是否整合後端系統 |
|--|------|------------|------------------|------|---------------|
| 高馳 www.supply-e.com | B2B | BP/LAB | 低 | 短 | 否 |
| 李寧 www.liningmall.com | B2B | BP/LAB | 中 | 中 | MDM, ERP財務 |
| 中電易采 www.ec-line.cn | B2B | GBS/LAB | 中 | 中 | 否 |
| 蘇寧 www.suning.cn | B2C | GBS/BP/LAB | 高 | 長 | ERP, POS, CRM |
| 城市超市 www.cityshop.com | B2C | BP/LAB | 低 | 短 | 否 |
| 特力屋 www.hola.com.cn | B2C | GBS/LAB | 低 | 短 | 否 |
| TCL | B2C | GBS/LAB | 中 | 中 | MDM, CRM |

客戶案例：李寧電子商務平台

實現了

- ✓ 線上的B2B直銷模式、B2B2C代銷模式和B2C直銷模式
- ✓ 面向經銷商B2B商城和B2B的通路客戶管理
- ✓ 採購、庫存系統，以及與電子商務系統互連
- ✓ 與企業後端業務系統（MDM、ERP，..）的整合，可進行商品型錄的同步，並可即時進行財務匯報，極大的提高了營運效率

IBM幫助客戶在電子商務平台的三年發展規劃



客戶案例：松下的電子商務平台，用統一平臺服務多個客戶群體

挑戰

- ▶ 松下曾經使用多個流程和多個電子商務平臺：有些是為合作夥伴（企業用戶），有些是為最終消費者。多個平台大大降低了電子商務運作的效率，導致成本升高從而影響到了客戶滿意度
- ▶ 松下需要一個統一的，相應迅速的電子商務平台，從而可以便於管理，提高效率以及降低成本

解決方案

- ▶ IBM的WCS方案是一個可以實現B2C和B2B的平台，幫助松下實現了多個業務模式：
 - 面向最終客戶的直接銷售
 - 面向企業客戶的直接銷售
 - 通過管道商的銷售
- ▶ 三種業務模式都實現了無縫的，即時的訂單管理
- ▶ Extended Sites 模式和快速的部署開發工具使得松下可以快速的複製新的網站，並且開發新的功能



商業利益

- 訂單處理和電話銷售的成本降低了 **80%**
- 開發時間和新網站上線的時間降低了 **92%**

“Creating, managing and publishing rich product content at this scale presented a significant challenge...To minimize redundant activities across our organization and speed time to production for our e-business initiatives, it was critical that our solution could support the existing product introduction cycles and offer new processes to enrich content for effective Web presentation.” Eric Keil, director of e-business.