

# Content Drives Commerce

An Overview of the divine/IBM Content-Driven Commerce Solution



divine

Formerly Open Market

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## Introducing the divine/IBM Content-Driven Commerce Solution

To compete in the digital economy, you must offer a more engaging and relevant customer experience than your competitors. The sole means of differentiating yourself from your competition and the sole means of constructing a compelling online experience -- is content. Content drives every phase of the eCommerce cycle: before, during, and after the sale.

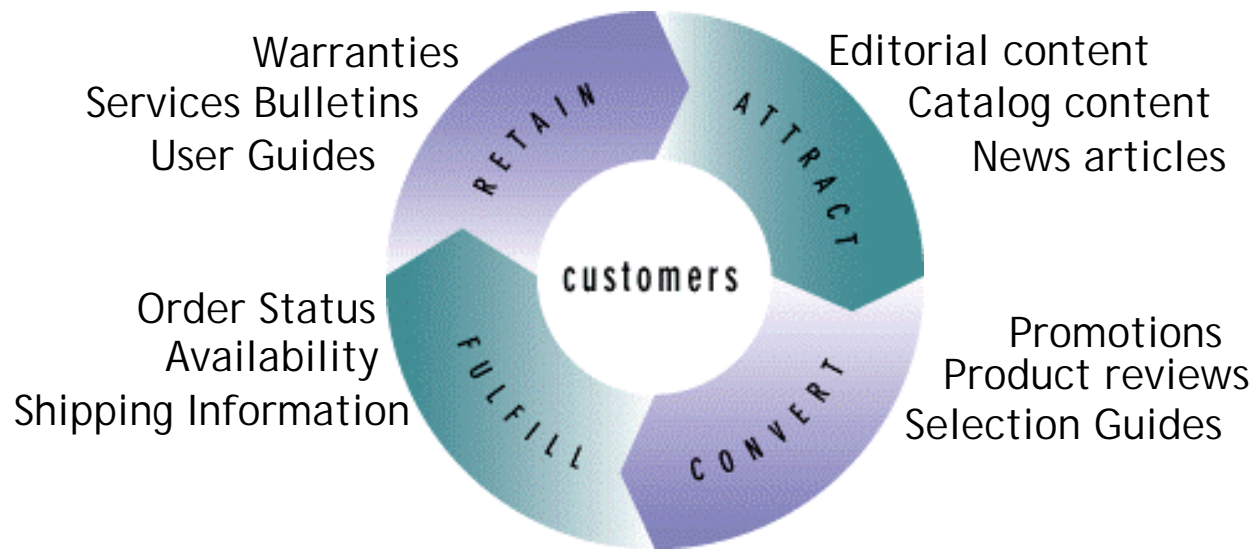
To solve this content-driven eBusiness challenge, divine and IBM have teamed up to provide a high-performance end-to-end content-driven commerce solution by combining divine's award-winning Content Server Enterprise Edition (CSEE) with IBM WebSphere Commerce Suite (WCS). This partnership empowers enterprises to rapidly deploy information-rich eBusiness initiatives that open new revenue streams, strengthen customer loyalty, reduce operating costs, and improve the efficiency of eBusiness staff.

## Content-Driven Commerce: The Future of eBusiness

Enterprises selling products and services on the Internet quickly learn the central importance of content in the digital economy:

### ***Content drives every stage of eCommerce.***

Content attracts visitors to your site. Content converts visitors into customers. Content facilitates the capture and fulfillment of orders. Content facilitates services that retain customers and keep them coming back. Unique and compelling content endows online transactions with exceptional value, enhancing the entire customer relationship while simultaneously streamlining business processes. The following diagram illustrates how content drives every stage of eCommerce:



**Figure 1: Content Drives Commerce**

Effective control of enterprise content is both vital and strategic to the success of online commerce, driving an enterprise's efforts to attract, convert, fulfill, and retain online customers. eCommerce initiatives begin, not end, with content management and delivery. Competing in this new digital landscape demands the creation of a more engaging and relevant customer experience than your competitors. The only way of constructing superior customer experiences is through rich, relevant content: product reviews, personalization features, product images, real-time availability and pricing information, navigation tools, online customer support services, relevant articles and links, unified site look and feel, detailed product catalogs. How quickly, efficiently, and effectively an enterprise manages its content acquisition, management, and distribution processes determines the differences between online success and failure:

***Poorly managed enterprise content results in increased eCommerce costs and lost opportunities.***

## Challenges of eCommerce

Enterprises selling products and services on the Internet confront a variety of challenges that need to be effectively addressed by their end-to-end commerce solution:

- Management and delivery of **huge volumes of content**.
- **eCommerce functionality** allowing enterprises to sell products directly, through partner channels, or through net marketplaces.
- Management of huge, dynamic, information-rich **product catalogs**.
- **eMarketing functionality** enabling the creation and management of targeted marketing campaigns, promotions, up-sells, and cross-sells.
- **Integration with ERP** and other offline enterprise legacy systems.
- **Globalization** of enterprise eBusiness, delivering content to multiple cultures in multiple languages.
- **Effective workflow management** unifying all site content and design processes within a single, efficient workflow.
- Need for **non-technical business managers** to manage site workflow, content, and commerce processes.
- **Presentation of content to multiple delivery devices**, including wireless, PDAs, email, Web.

## The Open Standards End-to-End Commerce Solution: divine and IBM

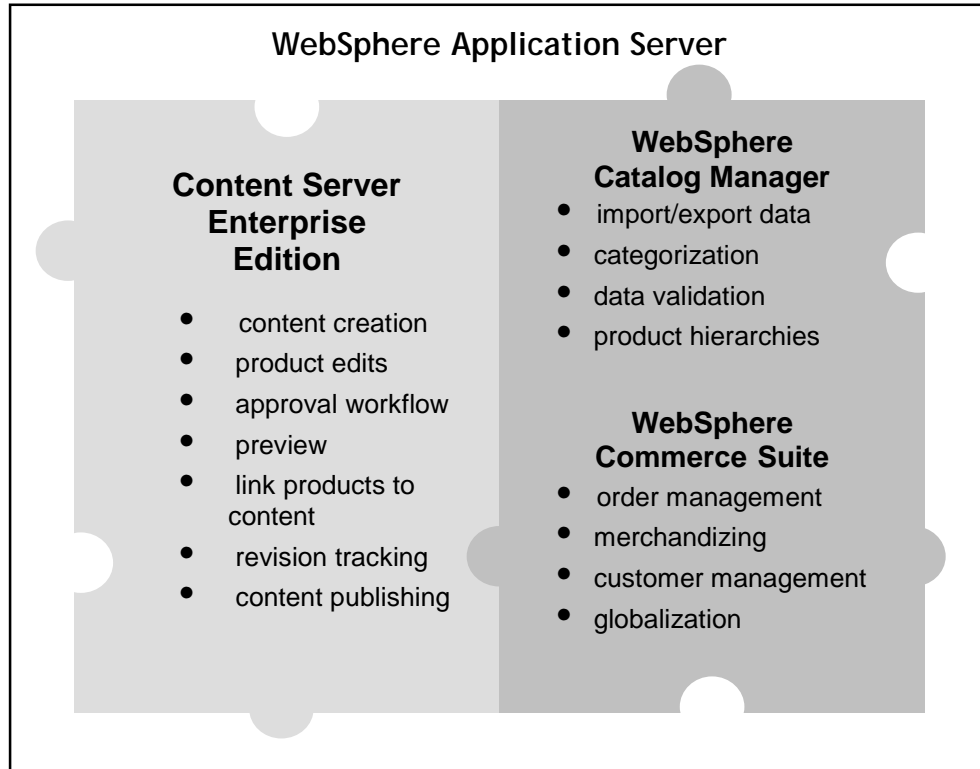
Successful eCommerce depends on successful content management, which requires a content management system that effectively integrates all content creation, management, and distribution processes with the underlying eCommerce platform. Only by integrating content management with eCommerce functionality can an end-to-end eCommerce system smoothly move content to and from all other eBusiness systems, such as marketing, catalog management, fulfillment, personalization, and offline enterprise systems:

***A successful end-to-end eCommerce system combines a content management system with an eCommerce platform.***

Only one eBusiness system solves all of the challenges of online commerce: divine Content Server, Enterprise Edition with IBM WebSphere Commerce Suite. This content-driven commerce solution boasts the only technological framework unifying all content and commerce processes within a completely integrated open standards system. Open standards technologies such as Java, Java 2 Enterprise Edition (J2EE), and XML offer speed, reliability, flexible integration, and reduced operating costs—qualities which are fully leveraged by the divine/IBM solution:

***divine Content Server, Enterprise Edition® with IBM WebSphere Commerce Suite® delivers the only true end-to-end commerce solution, by providing the only comprehensive eBusiness system that is 100% J2EE and XML compliant.***

The following diagram illustrates how Content Server, Enterprise Edition works together with WebSphere Commerce Suite:

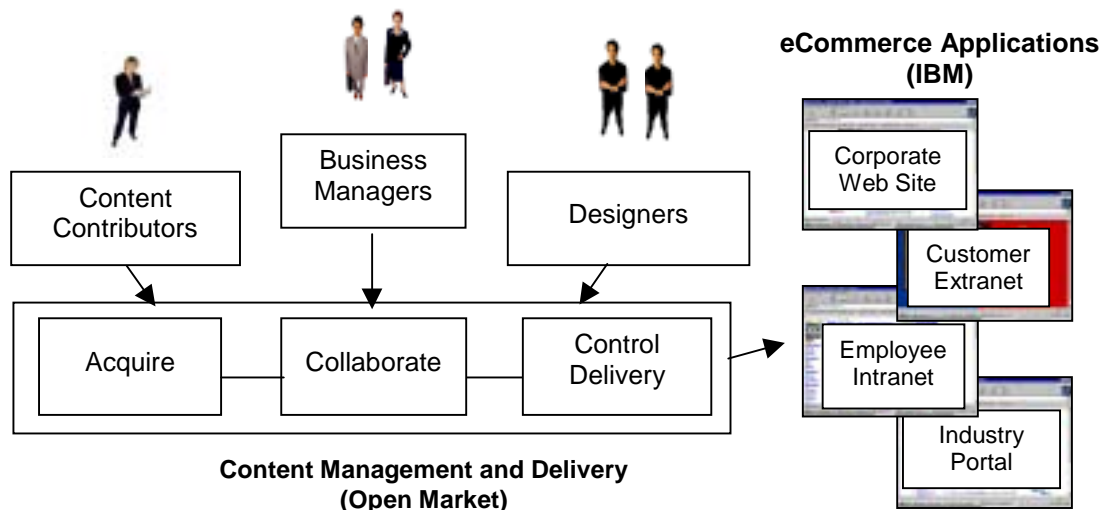


**Figure 2: CSEE/WCS Content-Driven Commerce Solution**

## Content Management and Delivery: Driving Commerce

Effective content management is necessary for every stage of eCommerce. First, raw content, including product information, must be extracted from back end systems or suppliers, or generated by marketers, writers, or other non-technical content contributors. Next, content and product information must be sent to the appropriate managers for approval, amendment, inclusion in catalogs, or additional design. Finally, content and product catalogs must be delivered in different formats to different delivery devices, including the web, PDAs, and wireless devices. A content management system performs workflow management to control the flow of content through all stages of the acquisition, approval, management, and delivery processes, performs version control, performs website previewing, and enables the delivery of content to multiple presentation formats. divine's Content Server Enterprise Edition performs all of these content management functions, and more.

The following diagram illustrates how a content management system empowers non-technical content contributors, business managers, and designers to manage eCommerce content:



**Figure 3: Content Management Empowers All eCommerce Processes**

## eCommerce Capabilities of the End-to-End divine/IBM Solution

The divine/IBM content-driven commerce solution delivers the following eCommerce functionality:

- **Powerful workflow management** for managing products and product information at every stage of the eCommerce cycle, allowing enterprises to easily control the approval process for product-related content.
- **Enriched product information**, by providing non-technical business managers with easy but powerful tools for linking product data with supplementary content, such as articles, product reviews, and other products.
- **Advanced marketing capabilities**, by allowing marketing managers to easily link products to specific marketing campaigns.
- **Powerful revision tracking** for catalog content, allowing non-technical business managers to easily manage different versions of product catalogs.
- **Flexible content preview capability**, allowing non-technical business managers to preview content and product catalogs before they will be presented to customers.
- Easy but powerful tools for presenting content and product catalogs to **multiple delivery devices**, including Web, email, PDA's, and wireless devices.
- Empowering **non-technical product managers, marketing managers, and designers** to easily contribute and edit content and product information.



## Business Benefits of the CSEE/WCS Content-Driven Commerce Solution

By combining divine CSEE with IBM WCS, enterprises can integrate all content and all commerce processes within a single high-performance, robust, and unified workflow, resulting in the following business benefits:

- Easy and effective management of **huge volumes of constantly changing content**.
- **Rapid deployment** of eBusiness solutions because of open standards technologies.
- **Consistent branding** across multiple channel partners distributed globally, with easy and rapid global changes to eBusiness look and feel.
- Easy and effective management of **huge, dynamic, information-rich product catalogs** with price and availability delivered in real-time.
- Easy and effective **integration with offline enterprise systems** such as ERP, allowing enterprises to import business logic and offline content into their eBusiness, and **deliver prices and product availability in real-time**.
- Easy and effective **sharing of enterprise content** with third party eCommerce applications.
- Easy and effective **globalization of the enterprise eBusiness**, delivering content to multiple cultures in multiple languages.
- Easy, inexpensive, and virtually unlimited **eCommerce growth**.
- **Powerful personalization** of content to create engaging and relevant user experiences and build **customer loyalty**.
- Control of eMarketing, eCommerce, and the user experience by **non-technical marketing managers, business managers, editors, and designers**.
- Presentation of enterprise content to **any delivery device**, including wireless devices, PDAs, and email.

### **Business Benefits of Content Server Enterprise Edition**

CSEE unifies all content management and delivery processes into a single, user-friendly high-performance workflow, allowing non-technical business managers to:

- Easily create, manage, and deliver content from locations **distributed globally**.
- **Unify site look and feel**, and make global changes to site look and feel.
- Retrieve information such as prices and product availability in **real-time from offline enterprise systems**.
- Manage the **workflow and revision control** of rich product catalogs consisting of thousands of products.
- **Enrich the content of product catalogs** with dynamic content.
- **Integrate** with any third-party open standards-based content, catalog, or commerce software component.

### **Business Benefits of WebSphere Commerce Suite**

Consisting of WebSphere Application Server, WebSphere Commerce Server, and WebSphere Catalog Manager, IBM WebSphere Commerce Suite empowers enterprises to:

- **Deploy commerce sites** quickly and cost-effectively.
- Conduct **global business**.
- Streamline **purchasing processes**.
- Integrate commerce sites with **offline enterprise systems**.
- Create effective **targeted-marketing campaigns**.
- Create and manage **huge, rich product catalogs**, and sell these products online.

## Open Standards Technologies: Framework for the Future

In order to successfully integrate content management with eCommerce capabilities, both systems must fully embrace open standards technologies—specifically, Java 2 Enterprise Edition (J2EE), Java, and XML, the industry-accepted open standards Internet technologies. Only by relying on open standards technologies can enterprises ensure that all content management and eBusiness processes will be truly and seamlessly integrated, along with any current or future third-party eBusiness solutions.

Open Standards technologies offer the following business benefits:

- **Greater pool of skilled labor** to draw upon, at less cost, since there are more developers trained on open standards technologies than on proprietary technologies.
- **Greater reliability and robustness.**
- Easy and guaranteed **integration** with third-party open standards eBusiness components.
- **Faster deployment** times.

Open standards technologies enable enterprises to achieve complex and demanding eCommerce initiatives with greater speed, less cost, and greater confidence. Open standards technologies differentiate enterprises from competitors by providing a truly seamless integration of content management with eCommerce functionality.

Currently, only one combination of content management system and eCommerce platform can boast complete open standards compliance: IBM Content Server Enterprise Edition with IBM WebSphere Commerce Suite. The CSEE/WCS combination is a comprehensive eBusiness system that integrates all content management and online commerce processes into a single high-performance system empowering enterprises to rapidly build and deploy high-volume, high-traffic commerce sites that deliver a rich, relevant, and robust customer experience.

## Conclusion

Enterprises competing for customers on the web quickly learn that effective content management is essential to eCommerce success. Only an eBusiness system that offers an end-to-end content management solution can handle the complex challenges of doing business on the Internet, and only a system that is completely based on open standards technology can offer a true end-to-end solution. IBM Content Server Enterprise Edition with IBM WebSphere Commerce Suite is the only comprehensive eCommerce system that is built on 100% open standards technology. By leveraging the speed, power, scalability, and flexible integration capabilities of J2EE's open standards architecture, IBM and its partners deliver proven high-performance, cost-effective content-driven commerce solutions that enable enterprises to achieve all of their eCommerce initiatives faster and more cheaply, while delivering greater customer satisfaction and a higher return on technology investment.

## About divine

divine, inc. is a premier provider of services, technology and managed applications that extend the enterprise through collaboration, interaction and knowledge solutions. These solutions increase operational efficiency, create business opportunities, advance brands, and build customer loyalty by enabling businesses to create meaningful interaction and collaboration within their markets and business communities, manage internal and external knowledge resources, and deploy cutting-edge technologies that are fully integrated with core business systems.

Founded in 1999, divine focuses on Global 5000 and high-growth middle market firms, government agencies, and educational institutions, and currently serves over 500 customers. For more information, visit the company's Web site at [www.divine.com](http://www.divine.com).