

# Content-Driven Commerce

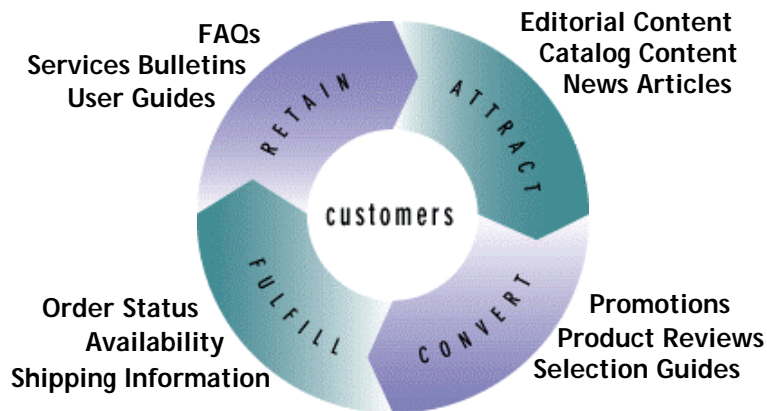
an Open Market eBusiness Solution Brief



## Open Market/IBM: The Content-Driven Commerce Solution

*CSEE/WCS provides a high-performance end-to-end commerce solution, supporting every phase of eCommerce and powering the creation of rich, dynamic product catalogs.*

To compete in the digital economy, you must offer a more engaging and relevant customer experience than your competitors. Your sole means of differentiating yourself from the competition is **content**. Content drives every phase of the eCommerce cycle: before, during, and after the sale. To solve this content-driven eBusiness challenge, Open Market and IBM have teamed up to provide a high-performance end-to-end content-driven commerce solution by combining Open Market's award-winning **Content Server Enterprise Edition (CSEE)** with IBM **WebSphere Commerce Suite (WCS)**. The only 100% open standards-based eCommerce system, CSEE/WCS 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.



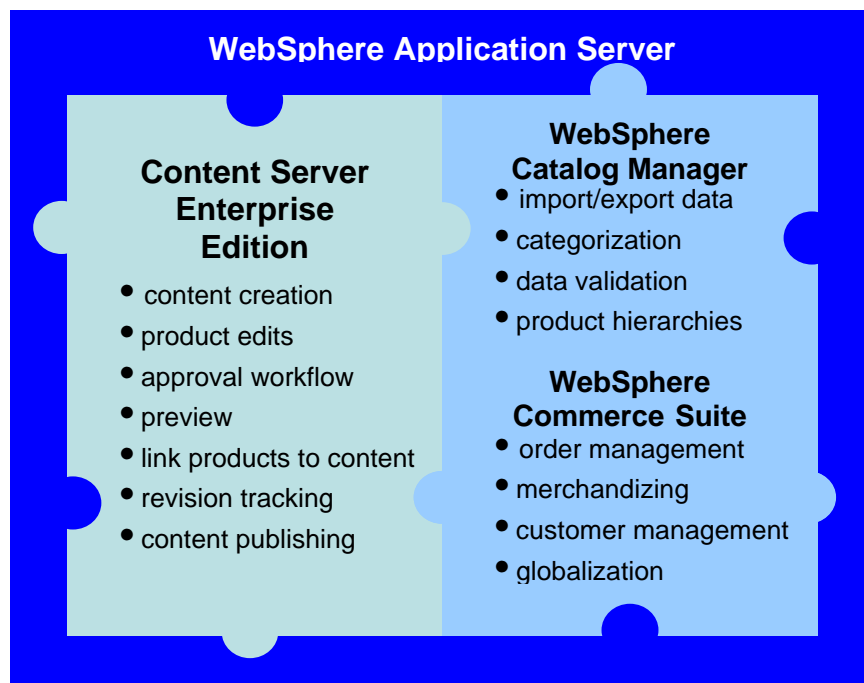
### Content Drives Every Phase of eCommerce

Enterprises selling products and services on the Internet quickly learn the central importance of content in the digital economy: content **attracts** visitors to your site; content **converts** visitors into customers; content facilitates the **capture and fulfillment** of orders; content powers services that **retain** customers and keep them coming back. Unique and compelling content endows all online transactions with exceptional value, enhancing the customer relationship while streamlining business processes.

*CSEE/WCS allows enterprises to seamlessly integrate all content management with all eCommerce functionality.*

### Award-Winning Content Management and eCommerce

**Open Market's Content Server Enterprise Edition**, ranked the #1 content management system by Forrester Research, integrates all content management functions within a single high-performance user-friendly workflow. **IBM WebSphere Commerce Suite** is a flexible, scalable, secure, rock-solid platform for conducting commerce on the Internet.



*CSEE/WCS is the only  
100% open standards-based  
end-to-end eCommerce system*

### The Only 100% Open Standards Commerce Solution

Open Market CSEE with IBM WCS solves these eCommerce challenges by unifying all content and commerce processes within a completely integrated open standards framework. Open standards technologies such as **Java, Java 2 Enterprise Edition (J2EE), and XML** offer speed, reliability, flexible integration, and reduced operating costs—advantages which are fully leveraged by the Open Market/IBM solution.

### Solving the Challenges of eCommerce

The Open Market/IBM content-driven commerce solution solves all the challenges of eCommerce: **rapid deployment** of eCommerce initiatives, management of **huge volumes of content**; **eCommerce functionality** allowing enterprises to sell products directly, through partner channels and net marketplaces; management of huge, dynamic, information-rich **product catalogs**; **eMarketing functionality** enabling the creation and management of targeted marketing campaigns, up-sells, and cross-sells; **integration with ERP** and other offline enterprise systems; **globalization** of enterprise eBusiness; **effective workflow management** unifying all site content and design processes within a single, efficient workflow; empowering **non-technical business managers** to manage site workflow, content, and commerce processes; and **presentation of content to multiple delivery devices**, including wireless, PDAs, email, Web. By leveraging the speed, power, scalability, and flexible integration capabilities of a completely open standards-based architecture, Open Market and IBM deliver proven high-performance, cost-effective commerce solutions that empower enterprises to achieve all of their eCommerce initiatives.

