Making Effective Multi-Channel Commerce Possible

CommercialWare's *retail.dot.commerce* is a powerful software solution that enables multi-channel retailers to interact with, transact with and support their customers in the era of e-business. Building on CommercialWare's long history of retail and direct-to-consumer technology leadership, *retail.dot.commerce* provides an integrated suite of applications that support the entire retail transaction lifecycle—from informing and attracting customers, to merchandising, fulfillment and customer service. The software provides true multi-channel commerce, enabling a company to create new revenue and growth opportunities, improve customer relationships, and increase profitability. In addition to enhancing the customer experience and supporting market-leading customer satisfaction, *retail.dot.commerce* can also help to reduce operating costs, facilitate better decision-making, and improve time-to-market for new product introductions.

retail.dot.commerce provides a robust, scalable architecture that streamlines order management and fulfillment for organizations processing hundreds of thousands to millions of transactions a year. The application creates a unified view of the customer across the entire transaction lifecycle and across all points-of-touch, including Internet, catalog, call center and kiosk. This allows retailers to offer the information visibility needed to support profitable customer relationships with advanced customer service offerings.

Equally important, *retail.dot.commerce* offers comprehensive storefront support for the industry's leading Internet software platform, IBM® WebSphere®. *retail.dot.commerce* is tightly integrated with both the IBM WebSphere Application Server and IBM WebSphere Commerce Suite to deliver a best-of-breed online user experience. The application also integrates seamlessly with major front-of-store, back office, logistics and supply chain applications ensuring flexible deployment in existing operational environments, with consistent end-to-end demand and supply chain management.

COMMERCIALWARE
|POWERS RETAIL COMMERCE|

Click to Purchase

Versatile Features Across the Complete Transaction Lifecycle

Internet **Catalog** **Store** **Kiosk**

WebSphere

e-store.dot.commerce

retail.dot.commerce

order.dot.commerce	Full E-Commerce Integration
	Real-Time Reservation/Inventory
	Credit & Fraud Checking
	Multiple Ship Tos
	Recipient/Gift Processing
	Special Handling
	Built-in Up-sell/Cross-sell
	Multiple Payment Methods
	Deferred Billing
fulfillment.dot.commerce	Line of Business Tracking
	Template Driven Pick Slip Gen
	Drop Ship Processing
	Optional Pick Pack Verification
	Integrated PC Manifest/Billing
	Package Tracing
	Void & Reprint Options
service.dot.commerce	On-Line Customer File
	Extensive Messaging
	Detailed Order Audit Trail
	Held Order Processing
	Coupon/GC Processing
	Backorder Processing
	Sold-Out Processing
	Customer Service Letters
	Customer Memberships
	Returns/Refund Processing

warehouse.dot.commerce	Multiple Warehouses
	Multiple Location Types
	Integrated Back Order Control
	On-line Inventory Look-up
	Inventory Audit Trail
	Physical Inventory
	Radio Frequency
	Open WMS Interface
merchandise.dot.commerce	Flexible Item Setup & Maintenance
	Soft-Coded Classification Hierarchy
	Template Driven Item Information
	Extensive Vendor Master File
	Purchase Order Processing
	Print/Fax POs
	Dock/Suspense Placement
	Integrated Inventory Forecasting
marketing.dot.commerce	Promotion Management
	Source Code/Square Inch Analysis
	Sales Forecasting
	List Management
	Merge/Purge Capability
	Detail Customer History
	Multiple Freight Methods
	Multiple Pricing Methods
finance.dot.commerce	Sales Reporting Hierarchy
	Accounts Payable
	Accounts Receivable
	Financial Reporting
	Financial Package Integration
	Integrated G/L

analytics.dot.commerce

interface.dot.commerce **collaborate.dot.commerce**

3rd Party Business Applications **Fulfillment Partners**

Business Benefits:

- Unified view of the customer across multiple channels
- Streamlined order management and fulfillment for millions of transactions a year
- Integration of multiple sales, marketing, and service channels for a seamless shopping experience
- Flexible content customization/personalization
- Comprehensive e-commerce support for the leading Internet software platform, IBM WebSphere, including IBM WebSphere Application Server and IBM WebSphere Commerce Suite
- Accommodation of complex business rules and exception processing including FTC compliance, customer notification and held order processing

- Customer self-service support including order tracking, modifications and creation of return authorizations
- Immediate inventory reservations/available-to-promise/inventory management
- Flexible integration with leading retail/distribution applications, including: warehouse management, logistics, finance, tax reporting, credit card authorization, merchandise planning, enterprise retail systems and list management
- Proven, zero-defect performance in high-traffic environments. In use by over 80 major retail brands, including: Patagonia, Brooks Brothers, Target, Ritz Camera, Starbucks, Aerosoles and Blair Corporation's Crossing Pointe

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IBM Business Partner