FIVE THINGS YOU DON'T KNOW

About Connecting IBM WebSphere Commerce with the Customer Experience....but should.

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Two best-in-class solutions are connected to deliver a complete system that streamlines the integration of product content with ecommerce engines. Merchandisers can now deliver a personalized and mobile experience for online shoppers more efficiently, without sacrificing the robust capabilities of an enterprise platform.
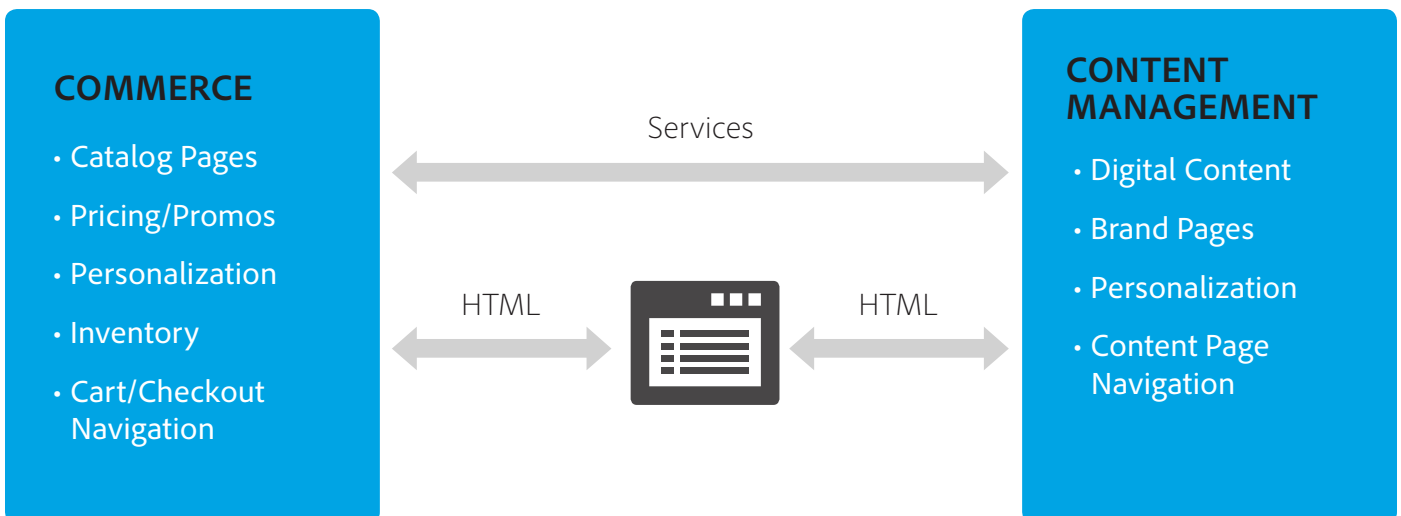
1. Executive Summary

Today's savvy consumers want online shopping that blends product education, rich media, community-based feedback, and robust security into a consistent and compelling digital shopping experience. Consumers also want responsive experiences, as more-and-more of their purchases are made from smartphones and tablets. Ecommerce engines that can't support mobile apps and mobile platforms are costing their brands significant sales revenue while incurring costs as companies build-out new "front-ends" to serve mobile customers. The trends are now clear for ecommerce merchandisers: mobile optimization, plus the ability to seamlessly manage personalized digital interaction with speed and ease, can forge a competitive online advantage for any brand.

The reality is that traditional product catalog-centric commerce engines may fall short on their own as enablers of marketing and e-business strategies. They lack user-friendly tools that allow marketers to rapidly deliver and optimize personalized shopping experiences and communicate with customers consistently across all channels. Brands may also be hampered by an inefficient content development process because ecommerce, direct marketing, and retail store teams often use different tools and datasets to manage and execute their content across channels. As a result of this "siloed" view, customer experiences are often out of sync and disjointed.

Companies using IBM WebSphere Commerce are already familiar with its power to drive ecommerce transactions and manage customer accounts with efficiency and accuracy. But what about leveraging personalized, data-driven, and mobile-friendly shopping experiences that engage customers and boost sales? That's the forté of Adobe Experience Manager, the customer experience management component of the Adobe Marketing Cloud. If Experience Manager could be incorporated into an existing WebSphere Commerce engine to enhance the customer experience on the front end—while simultaneously boosting the WebSphere Commerce ROI and decreasing the cost of ownership—imagine the power and profitability of such a unified end-to-end ecommerce system!

Commerce & Content Share The 'Glass'

COMMERCE

- Catalog Pages
- Pricing/Promos
- Personalization
- Inventory
- Cart/Checkout Navigation

Services

HTML   HTML

CONTENT MANAGEMENT

- Digital Content
- Brand Pages
- Personalization
- Content Page Navigation

Now that vision has been realized. Rosetta, an international interactive marketing agency, offers a new solution that bridges Experience Manager with WebSphere Commerce to create a complete, experience-driven ecommerce infrastructure. Appropriately called "The Rosetta Connector," this solution enables enterprises to integrate their WebSphere Commerce implementations with an experience-based content management solution like Adobe Experience Manager.

The resulting system delivers relevant content to the right customer at the optimal time across any device or screen. Every customer now has a data profile that can be readily accessed to generate relevant product or service offers in real-time or near real-time. The Experience Manager-WebSphere Commerce union brings increased relevance and added impact to the customer experience, complementing the complex demands of ecommerce retailers while satisfying consumers' hunger for product information targeted toward their needs. And these performance criteria are achieved without sacrificing the robust capabilities of an enterprise commerce platform.

This document provides an overview of how IBM WebSphere Commerce and Adobe Experience Manager are connected to deliver a complete system that streamlines the integration of product content with ecommerce engines.

Rosetta Connector:
The Convergence of Content and Commerce

- Adobe Experience Manager owns entire user experience ('glass')

- IBM WebSphere Commerce services manage commerce function

- Commerce and content blended together for a consistent brand experience

2. Solution Overview

In the rapidly changing digital world, ecommerce teams need to increase online sales conversions while reaching buyers across multiple digital channels such as websites, social media, and mobile. Nearly forty percent* of online sales traffic is mobile-based, but most ecommerce engines don't deliver adequate mobile experiences for tablets and smartphones, let alone have the ability to enable a company to create a mobile app with the same level of functionality as their desktop browser site. Other common limitations of ecommerce engines include: difficulty in aligning and coordinating content across channels, inability to integrate the user experience with the product catalog, and limited abilities to segment content to specific audiences and deliver personalized offers.

As an example of the problems these limitations create, let's consider the case of a middle-aged woman interested in taking up golf. While practicing at a local driving range, she visits an ecommerce site on her smartphone to shop for a set of adult beginner's clubs. After connecting over a slower cell phone network, this shopper is immediately bombarded by an impersonal and intimidating display of product offerings. Many of the club sets are designed for advanced golfers and are prohibitively expensive, while others are specifically intended for kids and teenagers. During a lengthy click-journey to several landing pages—none of which are optimized for mobile devices—our shopper is further confused by conflicting information about how to shop for clubs and the best feature set for the novice adult female golfer. And to make matters worse, some of the online messaging—with its graphical layout, audio and video offerings, and content presentation—is clearly designed to engage a younger demographic. The resulting confusion can easily lead to frustration that drives the shopper away and ultimately results in decreased revenues and sales. And because there's no effort to market adjunct products that a new golfer probably desires, like shoes, gloves, golf bags, and clothing, significant opportunities to boost sales are lost.

> "eCommerce marketers are realizing that until they deliver the complete brand experience that customers need and demand, they're really not going to earn the customer retention they expect, and that will affect sales in the long run."
>
> Pat Garcia, Associate Partner
> Commerce Innovation at Rosetta

Adobe Experience Manger and IBM WebSphere Commerce, bridged with the Rosetta Connector, can resolve such shopping dilemmas by enabling ecommerce managers and marketers to deliver personalized, aligned content across multiple channels with seamless integration. This capability improves customer engagement and ultimately can result in increased conversions and ROI. Rather than having to navigate through a maze of products, categories, and landing pages, the shopper is now presented with a refined set of catalog pages and product offerings closely aligned with their stated needs, tastes, and preferences. Shopping is transformed from a frustrating and confusion-ridden experience to one that's simple, effective, and satisfying. Clicking the "Place Order" button becomes the culmination of this helpful and pleasant ecommerce experience, and every sale and cross-sale boosts your ecommerce system ROI.

*http://www-01.ibm.com/software/marketing-solutions/benchmark-reports/black-friday-2013.html

3. Questions You Need to Ask

How does your current ecommerce solution with IBM WebSphere Commerce hold up in terms of delivering an experience-driven commerce solution?

Does your current WebSphere Commerce stack:

- Support a personalized and contextually relevant buying experience based on customer profile data during the entire brand experience? For example, while investigating the right selection of clubs suited for her age, would our golf shopper be able to review videos on learning a better golf game or research educational content regarding various club and shaft options? Would she have the appropriate product recommendations and equipment offerings during this process? Would she feel like the shopping experience was both personal and consistent?

- Enable agile, real-time engagement, with seamless customer interaction from their initial inquiry to actual purchase? Can your stack precisely target customers with customized shipping options or appropriate product-level discounts?

- Deliver a consistent consumer experience by cohesively connecting brand content with commerce? Does your system create opportunities to target customers with product content recommendations, such as cross-sells, up-sells, accessories and other merchandising content associations in various locations across the site?

- Leverage the use of relevant media like photos, animation, audio and video that educate customers and drive sales? Would our golf shopper be presented with a video to watch about buying a first set of golf clubs before being led to the product detail page?

- Empower marketers with tools to easily and efficiently blend personalized digital content with commercial catalog information while building any page—not just catalog related pages—at any time during the sales process? Do marketing teams have a common creative platform to use relevant media like photos, animation, audio and video while building both content and commerce pages?

- Allow you to easily leverage assets across channels and target shoppers based on profiles gathered from various locations including social media, demographic profiles and third-party marketing engines? Can you employ these assets to compete successfully in a changing ecommerce landscape characterized by multiple digital channels, interconnectivity, and mobile platforms?

4. Five Things You Need to Know

Shopping is a journey across multiple touchpoints.

Today's shopping experience is mobile, social, and content rich. No longer a strictly linear experience, shopping is now a journey across many touchpoints, spanning online storefronts, mobile apps, social media, call centers, web-enabled terminals and kiosks in brick-and-mortar stores, and interactive campaigns. As a result, companies have more opportunities than ever to reach and engage shoppers and build profitable relationships. Brands must be responsive, not reactive, in their online marketing, personalizing content to customers when they want it and how they want it.

Today's consumers may start their journey on your web-site from their tablet, head into a store to see a product in real life, and then purchase the product from their smartphone. Today's marketers need to simulate and test this journey for both an anonymous site visitor and a known customer segment or individual, to ensure that the experience meets the needs of the brand across all touchpoints. Retailers and brand manufacturers have to elevate their brand experiences at every touchpoint to communicate value beyond price.

The Rosetta Connector helps guide customers along their ecommerce journey by enabling the tight integration of Adobe Experience Manager, the presentation layer of these customer journeys, with IBM WebSphere Commerce, the ecommerce engine. Rosetta Connector enables marketers to create a highly personalized consumer experience, providing unmatched flexibility and agility to IBM WebSphere Commerce customers. Marketers no longer have to wait weeks to implement content changes for promotions, pricing, and up-sell or cross-sell strategies. Experience Manager provides a single environment to modify personalized content in real-time, so marketers can be agile, adaptive, and innovative.

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Mobile Bigger than Television, and a Click Away from Shopping
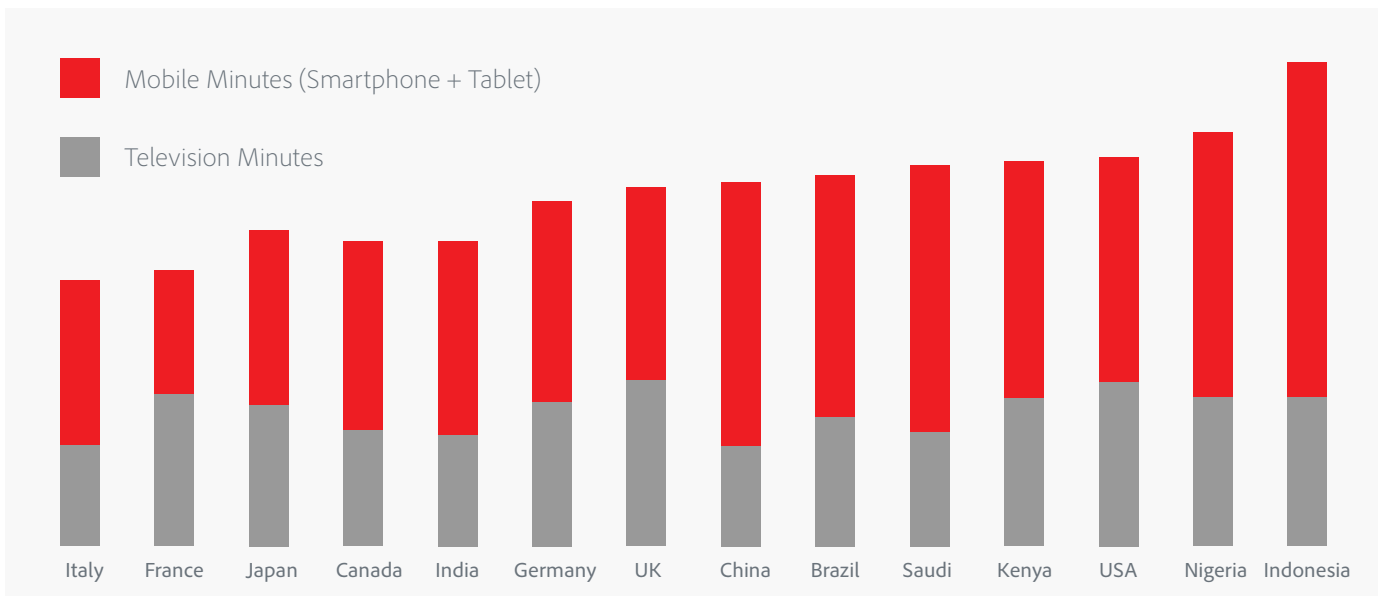
Source: Milward Brown AdReaction via Mary Meeker 2014 Internet Trends Presentation

Tell the story seamlessly.

"Seamless" refers to the integration of all elements of the ecommerce experience into a smooth, logical, cohesive sequence that leads the customer from browsing to buying without superfluous links, annoying time lags, or repetitive and redundant steps. To maximize sales, the online shopping experience must be as hassle-free and streamlined as possible with unified, personalized, and consistent product content across all channels.

The Rosetta Connector's seamless integration of the WebSphere Commerce catalog into the Experience Manager authoring tools gives marketers a single environment for identifying content and product pages that the consumer would find most relevant in their personal shopping journey. Streamlining the process into a seamless experience also greatly simplifies ecommerce management, allowing every section of the extended sales team to coordinate and communicate better. For example, following our golfer's purchase of clubs and accessories, other brands would be immediately notified; and the golfer would be sent information about local golf courses, golf teachers, golf vacations, and other goods and services that are now of increased interest and relevance. The ecommerce journey is thus extended to include multiple pertinent brands through a seamless stream of targeted information, rich storytelling, and sales opportunities customized for each individual consumer.

Engagement matters more than ever.

Consumers expect consistent delivery of rich, personalized, and customer-centric shopping experiences across all channels. They want storytelling through editorial content that engages their curiosity. And this engagement must be consistent across the digital marketing landscape. If the experience breaks, so does the trust and credibility of the brand.

Consumers assume that you know who they are, when they were last on your mobile app, what they bought from you last summer, and that you're incorporating all this insight into a shopping experience tailored to them. Consumers are looking for expert advice on the latest trends or the best model for them. They want to see what other customers are saying and know if one of their friends has made a similar purchase and endorses the product. Basically, they want to interact with your digital experiences as if they were engaging your best brand ambassador.

With Experience Manager's social communities capabilities, marketers can use out-of-the box functionality to build community groups, forums, blogs, product reviews, social calendaring, and extended user profiles. Businesses that embrace the social community across their online channels and extend social media as a meaningful marketing channel gain a deeper knowledge of their customers and the ability to optimize sales and marketing strategies that unlock new revenue streams.

Content is king.

In the brick and mortar world, customers visit a store to see, handle, and purchase the products they're shopping for. The challenge for ecommerce marketers is to sell without this tangibility within a two-dimensional screen space. This can only be done with strong content. Truly, now more than ever, "content is king."

Through its seamless integration via the Rosetta Connector, Adobe Experience Manager infuses rich, personalized content into every user transaction involving WebSphere Commerce. Experience Manager extends the core product content management capabilities of WebSphere Commerce to deliver personalized customer experiences across the web, mobile, and social media access points that help companies re-imagine the shopping experience and compete to win in an increasingly crowded digital marketplace.

Experience Manager provides a commerce integration framework that lets you leverage the power of customer datasets within WebSphere Commerce, enabling marketers and ecommerce leaders to rapidly customize shopping experiences and extend their existing investments. Experience Manager's predefined, flexible templates enable marketers and merchandisers to rapidly change site content and layout without development resources and scheduled release cycles, accelerating time to market for new offers, shoppable editorial ideas, or new product introduction. Content thus emerges as the next frontier of ecommerce ROI.

Content + commerce = enabled marketer

As an example of what this equation represents, let's return to our novice golfer in the emarket for a set of adult beginner clubs. Prior to the Rosetta Connector solution, editorial content about new or spotlighted golf clubs would be created and sent to this customer for online reading and browsing. These content pages would often reside outside the ecommerce platform, or they would be development-centric pages produced within. On these pages, the editorial content that inspires our new golfer to purchase a specific set of clubs or bundle of golf-related products typically includes a "shop now" call to action that leads to a product detail page or category page. While seemingly convenient, this unnatural path within the editorial content actually minimizes the conversion opportunity.

When using the Rosetta Connector solution to add content to commerce, the marketer can easily identify the product in the story (within their copy or any image asset) and enable the add-to-cart component, allowing our shopper to add items to her cart while simultaneously benefiting from the editorial content.

When bridged by Connector in this manner, content plus commerce truly do add-up to enable the online marketer of today and tomorrow.

5. 2013 Conversion Funnel Benchmarks

Many retailers' traditional product catalog-centric ecommerce systems fall short as an enabler of marketing and e-business strategies in this increasingly complex and fragmented environment. Commerce solutions tend to be siloed and transaction focused. They lack user-friendly tools that allow marketers to rapidly deliver and optimize personalized shopping experiences and communicate with their customers consistently across all channels.

The ability to manage every digital interaction, from acquisition to conversion and varied by visitor interest and context, is a major competitive advantage for any online commerce operator. Simply put, merchandisers can increase the average order size and value when they better personalize offers and product recommendations for the individual customer. To understand this imperative, consider these conversion benchmarks.

The goal is no longer increasing the average order size, but building brand loyalty through the use of a trusted online portal that provides shoppers with meaningful product information and relevant rich content. Such portals not only inform shoppers, but work to drive future sales. For example, if novice golfers have an ecommerce site where they can watch entry level videos on the art of the golf swing, or how to putt effectively, or how to get out of sand traps, that content engages them on a higher level that creates site and brand loyalty, driving up current sales while planting the seeds for future purchases.
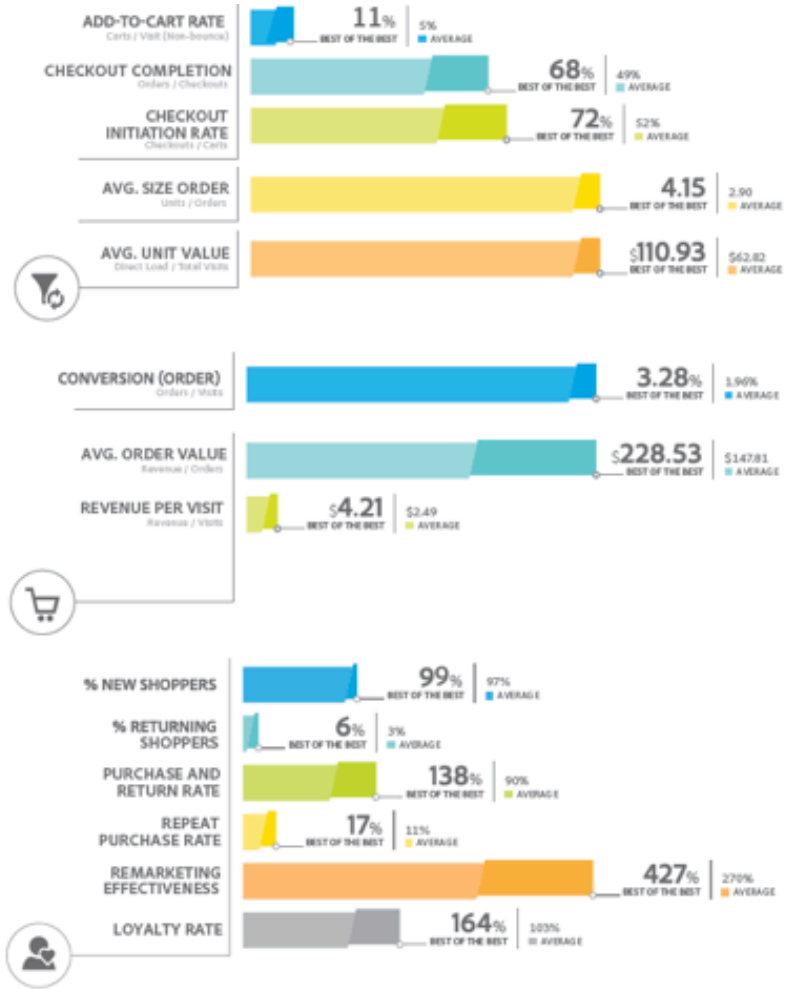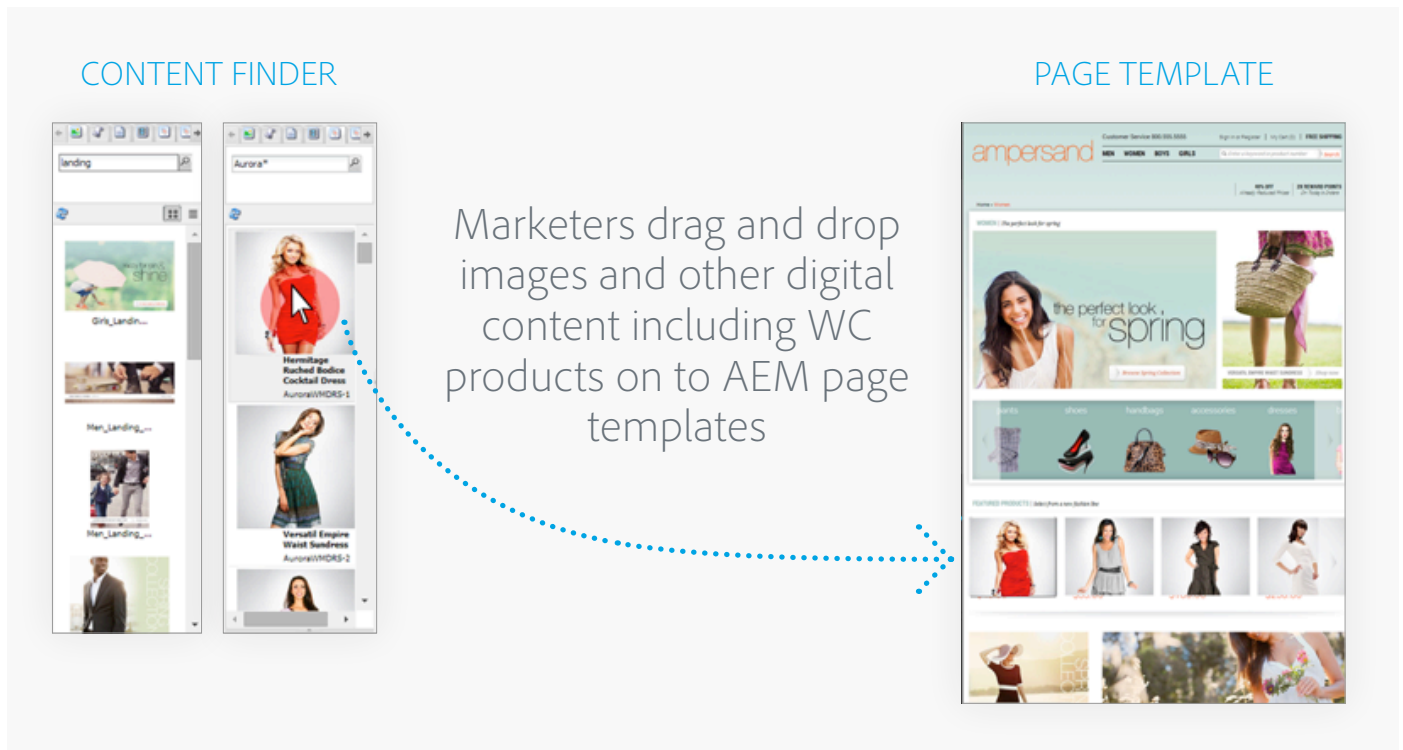

Adobe Digital Media / Market Research, CMO.com

6. Technical Use Cases

Putting it all together for seamless integration

Manufacturers and even specialty retailers commonly have editorial content that resides on a different platform—outside of the "store". Marketing drives one site, the content-focused site, and the ecommerce team owns the store. This kind of content and commerce site segregation is unfortunately still commonplace in today's ecommerce properties.

Experience Manager and WebSphere Commerce work together with the Rosetta Connector to address this discrepancy by streamlining digital asset management and creating a highly customizable experience. By giving ecommerce managers and marketers quick and easy access to content, site layouts, and online promotions, the robust capabilities of an enterprise commerce platform are maintained while adding the benefits of optimizing the commerce and content ecosystem.
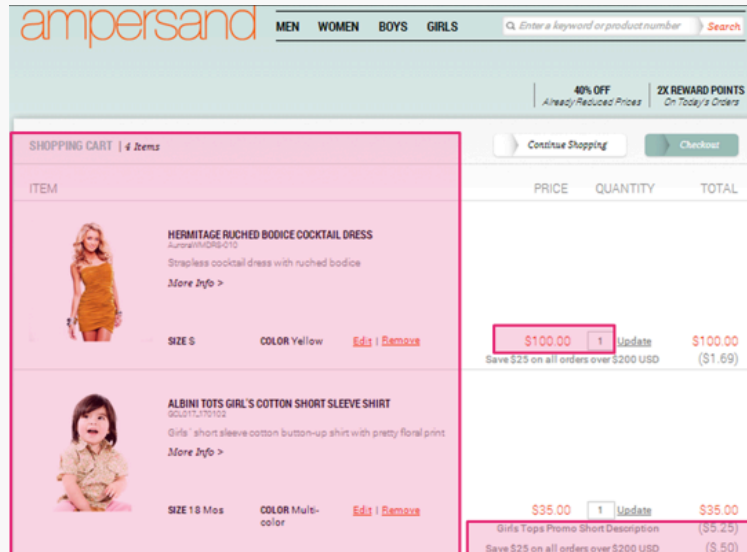
Seamless Integration of WC into AEM Authoring

CONTENT FINDER   PAGE TEMPLATE

Marketers drag and drop images and other digital content including WC products on to AEM page templates
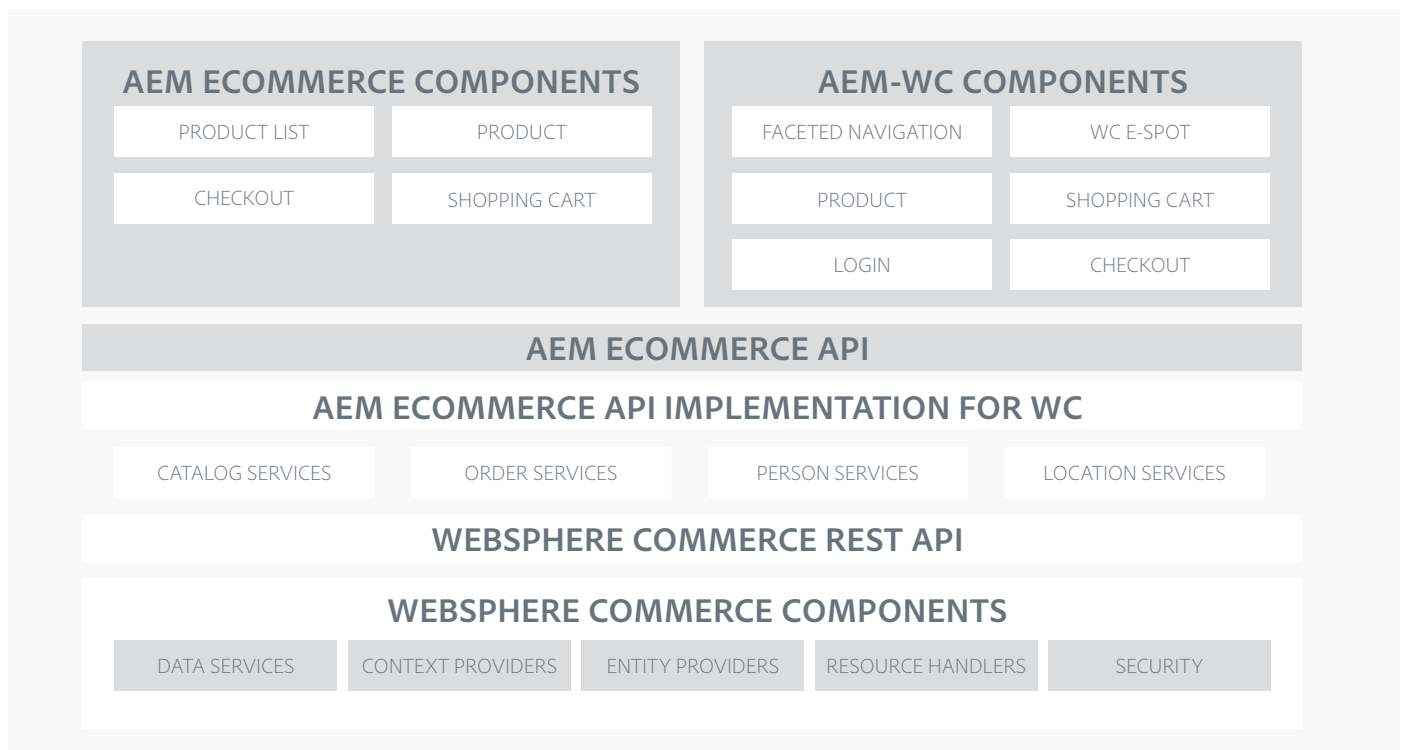
Seamless Integration of WC into AEM Authoring

Seamless integration of WebSphere Commerce core capabilities

- Cart
- Price
- Promotions

Connector Architecture

AEM ECOMMERCE COMPONENTS		AEM-WC COMPONENTS	
PRODUCT LIST	PRODUCT	FACETED NAVIGATION	WC E-SPOT
CHECKOUT	SHOPPING CART	PRODUCT	SHOPPING CART
		LOGIN	CHECKOUT

AEM ECOMMERCE API

AEM ECOMMERCE API IMPLEMENTATION FOR WC

CATALOG SERVICES	ORDER SERVICES	PERSON SERVICES	LOCATION SERVICES

WEBSPHERE COMMERCE REST API

WEBSPHERE COMMERCE COMPONENTS

| DATA SERVICES	CONTEXT PROVIDERS	ENTITY PROVIDERS	RESOURCE HANDLERS	SECURITY

The provided integration framework accelerates the connection between Adobe Experience Manager and IBM WebSphere Commerce. The Connector expands on the Adobe AEM ecommerce API by providing a standard set of APIs to connect specifically with WebSphere Commerce. The framework provides common capabilities such as cart, catalog, price, and promotion functions inherent in any ecommerce implementation seamlessly within the AEM authoring tools.

Product catalog integration

The commerce integration framework allows for remote retrieval of product information via RESTful APIs from the WebSphere Commerce catalog. Experience Manager can cache the product information to streamline responsiveness using standard caching AEM techniques. Marketers can create custom pages to merchandise products and categories at any level, giving them the flexibility to use the base catalog content from WebSphere Commerce or to provide a personalized marketing flare to the catalog content. Product information such as pricing and inventory is called in real time to provide up-to-date product information when displayed on a page.

The commerce integration framework allows the import and synchronization of product information from WebSphere Commerce via RESTful APIs. Experience Manager caches product information with low change velocity, such as product title and description, enabling the marketer to create any landing page and merchandise product with direct links to WebSphere Commerce. Product information with a high velocity of change, such as pricing and inventory, is called in real time from the product detail pages or when that specific product information is displayed on a page.
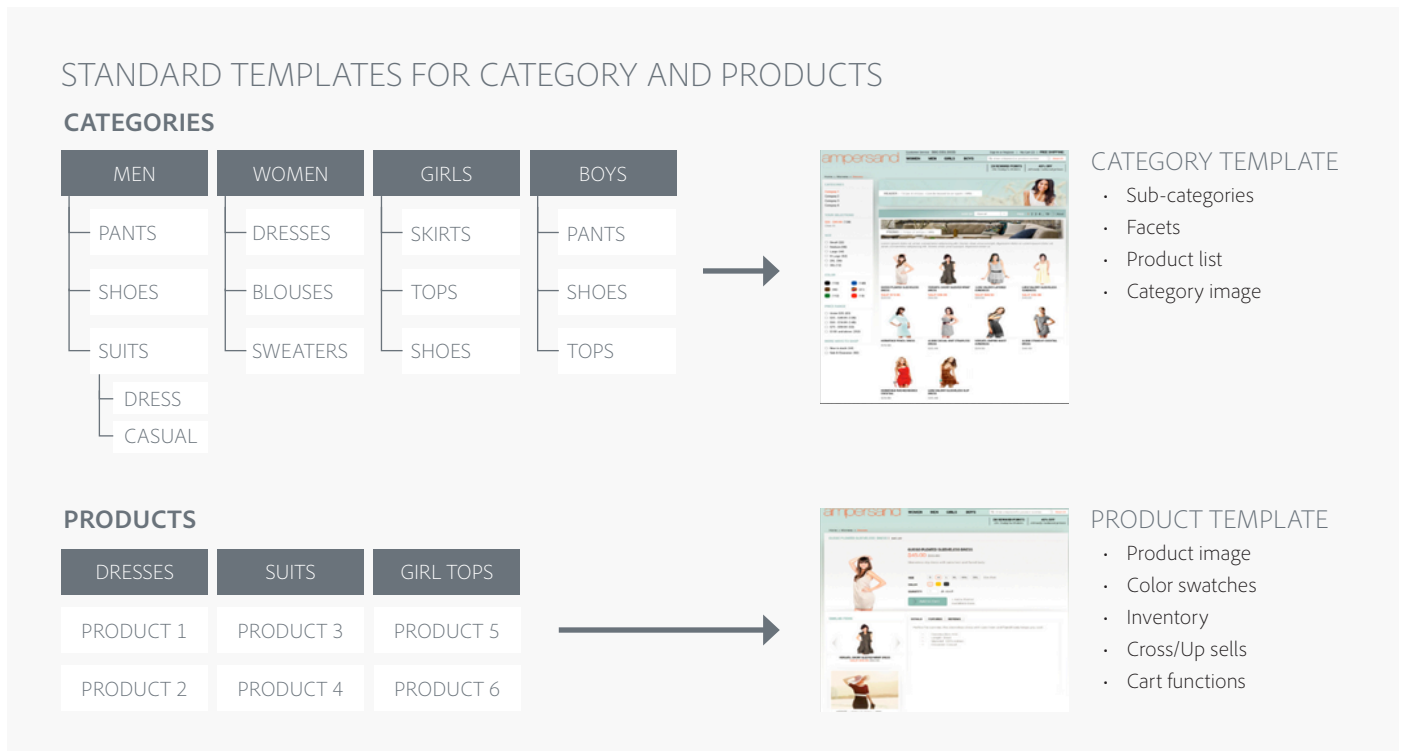
Fully Responsive Design
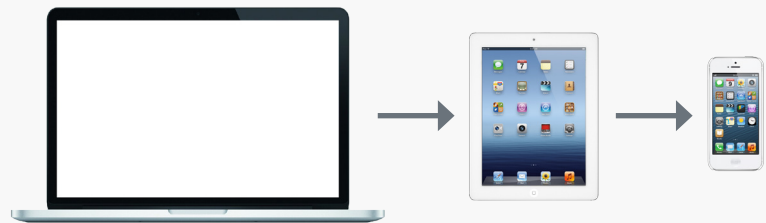
Marketers can build once and test across devices

Other rules can be applied to identify product data cached in the page versus data called dynamically from the e-commerce engine. Specific product catalogs can be created for individual sites or experiences based on a product category, tag, or other metadata useful to group products. For example, a microsite may be created for an event that will have a pop-up store, and only a select number of products will be made available to the mobile app used for the pop-up store at the event.

Product category and product detail page creation

Adobe Experience Manager provides standard catalog templates to navigate the product catalog and display product data. The Connector allows marketers to create custom pages for products or groups of products with content enhanced from Experience Manager's digital repository. Adobe Experience Manager offers out-of-the-box product page templates that are easily configurable and personalized to each visitor based on context from IBM WebSphere Commerce.

STANDARD TEMPLATES FOR CATEGORY AND PRODUCTS

CATEGORIES

MEN	WOMEN	GIRLS	BOYS
PANTS	DRESSES	SKIRTS	PANTS
SHOES	BLOUSES	TOPS	SHOES
SUITS	SWEATERS	SHOES	TOPS
DRESS			
CASUAL			

CATEGORY TEMPLATE
- Sub-categories
- Facets
- Product list
- Category image

PRODUCTS

DRESSES	SUITS	GIRL TOPS
PRODUCT 1	PRODUCT 3	PRODUCT 5
PRODUCT 2	PRODUCT 4	PRODUCT 6

PRODUCT TEMPLATE
- Product image
- Color swatches
- Inventory
- Cross/Up sells
- Cart functions

Adobe Experience Manager drives the user experience with catalog integrations

Ecommerce teams can personalize website content and the overall shopping experience using Experience Manager's segmentation and campaign features, which leverage WebSphere Commerce profile information, as well as profiles gathered from social media and other marketing campaign repositories.

You can target customers with customized shipping, order, and product-level discounts using WebSphere Commerce's powerful promotion engine, and create additional targeting opportunities with product recommendations, such as cross-sells, up-sells, accessories and other merchandising associations in various locations across the site.

Override templates for products and categories

Adobe Experience Manager allows for limitless override templates to build landing pages for various categories, enabling marketers to customize the look and feel of category and product pages.

Refer to Appendix A for the specific override templates for products and categories.

7. Customer Success Story

The project

The client, a well-known clothing vendor with an established ecommerce site, wanted to implement a solution to better support content curation and management, as well as streamline content workflows. They also wanted to leverage responsive design capabilities to enhance customer experiences across screens and devices. Beyond customer experiences, the client saw an opportunity to standardize their global toolkit on a single, integrated platform to cut costs and simplify solution management and support.

In partnership with Rosetta, the client chose to implement Adobe Experience Manager as the core of a hybrid platform that includes the Rosetta Connector accelerator solution and IBM WebSphere Commerce platform for transactional services. By leveraging Adobe Experience Manager, the client has shifted their strategy by taking a content-centric approach to engaging customers and delivering branded experiences in consistent, dynamic ways across screens and devices. Additionally, the client has positioned themselves to deliver similar experiences across more than 60 brands with simplified content workflows and at a lower cost. Experience Manager was chosen because of its authoring flexibility and intuitive user interface where content publishers and merchandisers can easily curate stories and pages, to balance storytelling, product placement, and overall presentation. Other key differentiators for the Adobe solution included its preview mode and timeline-based preview functionality, helping to coordinate and streamline workflows.

Timing

Moving to their new content authoring and delivery environment—including integration with existing systems—took the client eight months from initial engagement to final deployment. By leveraging expertise from both Adobe and Rosetta, as well as using Rosetta accelerator solutions, the implementation of the Adobe and Rosetta solutions took only five months of that timeframe.

Client benefits

Since adopting Adobe Experience Manager and partnering with Rosetta, the client is delivering more content-centric customer experiences and improving management by:

- Creating more consistent brand experiences across devices, as well as simplified content workflows, with responsive design capabilities
- Enabling content managers to leverage assets for use across channels—including social
- Supporting diverse content strategies and enabling technical, non-technical, and outside authors to easily deploy branded content consistently
- Seamlessly integrating transactional retail and customer experience solutions
- Enhancing site language capabilities to support the company's global strategy
- Cutting maintenance requirements and costs by standardizing on a single platform
- Increasing system scalability and enabling a rapid rollout of Adobe Experience Manager across brands and global properties
- Minimizing fall-out from brand site to ecommerce store by making all content shoppable

The partnership: Adobe and Rosetta

Throughout the initial engagement, project planning, and deployment, Rosetta and Adobe worked together to provide technical and deployment expertise that would help ensure success for the client's flagship brand, as well as their catalog of companies and global websites. In addition to expertise with Adobe solutions and familiarity with the client's business, Rosetta brought advanced connector technologies through their extension of the Adobe Experience Manager commerce integration framework to accelerate deployment and integration with existing solutions. By bringing focus on Adobe as a strategic partner and a top-tier solutions provider, the partners also quickly won the client's confidence, helping to gain buy-in from stakeholders across business units and brands, and reducing friction throughout the sales cycle.

Conclusion

Through the Rosetta Connector, Adobe Experience Manager brings experience-driven commerce to the world of IBM WebSphere Commerce. The Rosetta Connector provides unmatched flexibility and agility to WebSphere Commerce customers, allowing marketers to create a highly personalized online consumer experience without sacrificing the robust capabilities of WebSphere Commerce. Marketers no longer have to wait weeks to implement content changes, including promotions, pricing, and up-sell or cross-sell strategies. Experience Manager offers best-of-breed WCM capabilities that allow marketers to deliver immersive digital content across every channel—including Web, mobile platforms, and social media—providing a single environment to modify personalized content in real-time

Adobe and Rosetta share a common goal in delivering a personalized buying experience that empowers WebSphere Commerce marketers to be agile, adaptive, and innovative. Rosetta deeply understands how to best leverage Adobe technology to build content-rich, interactive customer experiences, while Adobe provides a market-leading, integrated platform that brings differentiated buying experiences to life at enterprise-scale and real-time speed. This partnership enables all stakeholders to sell more products and services, improve customer satisfaction, and speed time-to-value. Today, many of the world's leading WebSphere Commerce retailers are able to leverage the unique strengths of the Adobe Marketing Cloud and Rosetta to deliver differentiated, experience-driven commerce solutions.

Now's the time to fully realize your IBM WebSphere Commerce platform investment by merging it with the industry leading content management and data analysis of Adobe Experience Manager and the Adobe Marketing Cloud.

For more information, talk to Adobe today.

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San Jose, CA 95110-2704
USA
www.adobe.com

APPENDIX A:

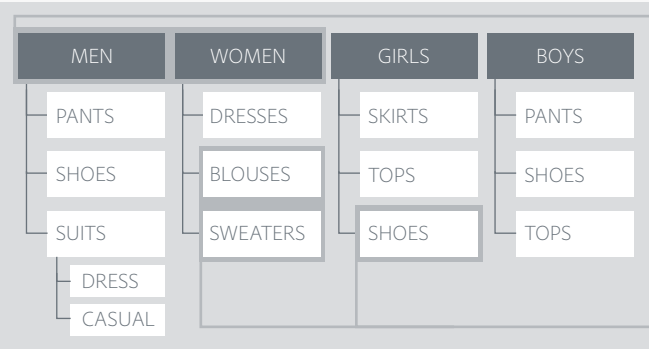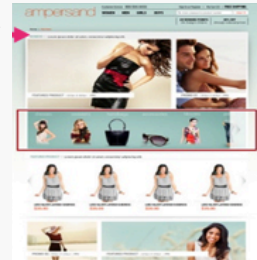## OVERRIDE TEMPLATES FOR CATEGORY

CATEGORIES

Figure [#]: Connector Sample Data Flow

Standard Template

DEPARTMENT TEMPLATE

- Sub-category carousel
- Product recommendations
- Image teasers
- Used only for specific categories

PRODUCT LIST TEMPLATE

- Sub-categories
- Facets
- Product List
- Used only for specific categories
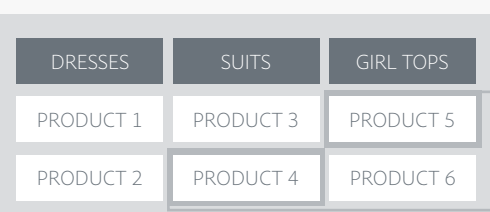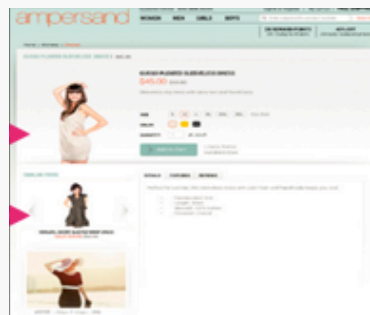
OVERRIDE TEMPLATES FOR PRODUCTS

PRODUCTS

Figure [#]: Override Template for Products

Standard Template

PRODUCT OVERRIDE

- Product Image
- Color swatches
- Inventory
- Cross/Up sells
- Cart functions
- Scene 7
- Used only for specific products