

Gain Greater Share of Wallet with Dynamic Value-Based Selling



The Power of Value-Based Selling

Today's tightening economy and a savvy, price-hunting shopper create a situation where online sellers are looking for new and unique ways to increase revenues from their e-commerce sites and to differentiate their businesses from competitors that are only a click away. They need to be able to implement promotions and incentive programs that drive higher conversion rates and strengthen valuable customer relationships. Up-selling and cross-selling techniques have proven to be effective in increasing revenue for many businesses, but it's not enough. Today's online seller needs to be able to create value-based merchandising, while still keeping their margins.

Another winning strategy is to create an online experience that mimics the customer experience in physical settings such as stores or face-to-face selling. An online environment that not only anticipates the customer's needs with cross-selling but also makes sense of overlapping discounts and promotions supports this connected online and offline paradigm.

BroadVision® eMerchandising gives sellers an innovative tool to drive sales, differentiate their e-commerce sites and connect online and offline experiences. It enables merchandising teams to create, manage and implement complex sales discounts while maintaining overall profitability. With its robust discount structure, flexible management interface, openness and high performance and scalability, BroadVision's eMerchandising™ solution delivers a number of benefits to both BroadVision and non-BroadVision e-commerce sites, including:

- ▶ **Higher conversion rates**
- ▶ **Larger transaction sizes, averaging 15%***
- ▶ **Seamless experiences to foster customer loyalty**
- ▶ **Lower administration and support costs**

"Organizations today are focusing their e-commerce investments on driving sales and improving the customer experience. They need affordable sophisticated technologies that can make their sites more profitable and connect online and offline experiences effectively."

Gene Alvarez, Vice President, Gartner, Inc.

Enable Business Users to Create and Implement the Right Sales Discounts

eMerchandising supports the simultaneous application of a large number of discounts with a wide range of complexity, including:

- ▶ **Order-, Product- and Shipping-based discounts** that are triggered by the purchase of a single product
- ▶ **Ensemble and companion discounts**
- ▶ **Step and Tiered discounts**, by quantity or purchase amount
- ▶ **Targeted discounts** and navigation to drive value-based sales
- ▶ **Bonus discounts**

eMerchandising has been designed to be extremely flexible so that it can support the most creative discount schemes; it does not assume a specific merchandising or selling model. It supports both exclusive and non-exclusive.

eMerchandising puts power in the hands of business users, who create their discounts using a Web-based interface in the familiar BroadVision Management Center™ admin tool or, when using the product with non-BroadVision e-commerce solutions, integrated into their own e-commerce system/platform. IT does not need to get involved in on-going operations support.

Ensure that Your Customers Get the Most From Complex Discount Structures

As you employ more discounts and promotions on your site, the complexity of managing and applying them profitably grows at an exponential rate. eMerchandising includes a comprehensive management interface to make this task easier. You simply build a hierarchy that incorporates all of your discounts so that the system can "arbitrate" between related discounts, determining which ones will apply to a particular purchase and in what order. eMerchandising automatically reconciles the discount structure at the point of sale. eMerchandising's dynamic messaging allows you to target selling messages to incentivize the shopper to add products to attain the next discount level.

Streamline Processes Across Your Merchandising Teams

The discount hierarchy and the system's role-based access also allow you to delegate responsibilities to your different department heads or product category managers. You can segregate discounts so that they only apply to specific areas of your business. ▶

With the addition of BroadVision's Process Services, you can incorporate workflow into your discount management processes. By doing so, you can ensure that the right people see and approve all discounts before they go live on the site—supporting your overall policies and standards and maintaining profit margins.

Provide Complete Visibility to Customers and Merchandisers

eMerchandising provides a complete audit trail of its calculations and arbitration processes, creating visibility and transparency across your discount hierarchy. The information is stored in XML format and is available through APIs so that you can access and integrate it in different ways, to:

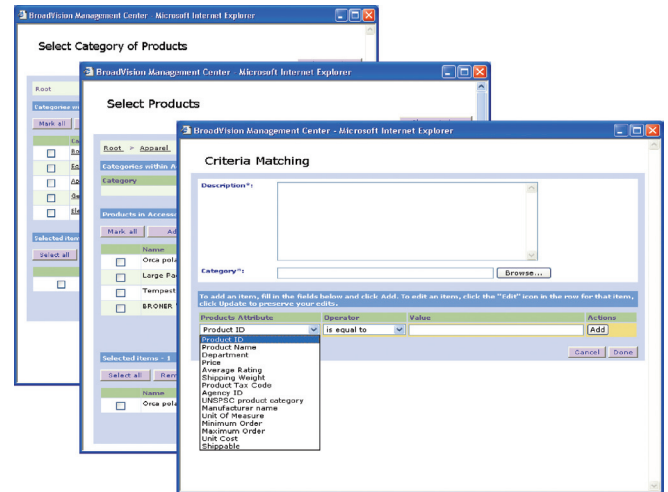
- ▶ **Provide direct feedback to customers** on which discounts are applied to a particular order
- ▶ **Employ discount messaging** that informs shoppers about particular offers
- ▶ **Create "threshold messaging"** that alerts shoppers when they are close to qualifying for a particular discount
- ▶ **Supply the discount calculations** to your customer support staff
- ▶ **Integrate the complete transaction history** with your back-end systems, including point-of-sale systems, pricing engines, ERP systems, or inventory management applications
- ▶ **Export the information** to reporting or analytics tools to drive improvements in future merchandising activities

Extend Complex Discount Structures to Non-BroadVision E-Commerce Sites

eMerchandising has been designed to work seamlessly as part of BroadVision's Commerce Agility Suite™ e-commerce solution. At the same time, it has an open adapter architecture that allows it to work with any e-commerce engine. Merchandisers on every e-commerce site can take advantage of the unique business value that eMerchandising delivers, no matter what system you have in place.

High Performance and Scalability

In e-commerce, speed is critical. The shopper who must wait for price calculations is often the shopper you lose. eMerchandising has been developed with the needs of industrial-strength e-commerce sites in mind, yet it is light and nimble. Its patent-pending engine is designed to incorporate high-performance algorithms that carefully avoid the computations that would slow down the site, even when managing large numbers of discounts across large product catalogs. It can scale to the operations of BroadVision's major customers, which include some of the largest e-commerce sites in the world.



Select products and categories to which you want discounts applied. Stack or make incentives exclusive to create unique, dynamic promotions, while keeping your margins.

If you want to drive higher conversion rates, strengthen customer loyalty and increase your share of wallet with value-based selling, contact us to learn more about eMerchandising.

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Driving innovation since 1993, BroadVision is a global provider of strategic e-business solutions. Our modular applications and agile toolsets, built on a robust framework for personalization and self-service, power mission-critical web initiatives that deliver unparalleled value to diverse customers worldwide. Hundreds of organizations, serving over 50 million registered users worldwide – including Audible.com, Baker Hughes, Canon, Citibank, DPD Geopost, EFG Bank, Epson America, Hilti, Japan Airlines, Sony, Verifone, Vodafone, U.S. Air Force, and Xerox – rely on BroadVision as their platform of choice for e-business.