

Transact More Online Business and Strengthen Customer Relationships



Differentiated e-Commerce Solutions for Everyone

With online sales hitting record levels and user adoption of online shopping a mainstream channel, businesses are viewing their e-commerce sites more strategically than ever before. At the same time, customer expectations continue to rise. Consumers want to be able to conduct all types of business online, and they always expect a fast, intuitive user experience that spans across interaction channels. For example, they want to see the same discounts and get the best deals regardless of how they do their shopping and where they complete their purchases – online or in a store.

In this environment, retailers and business-to-business sellers alike are looking carefully at how they can:

- ▶ **Capture** more sales from their e-commerce sites
- ▶ **Deliver** an excellent user experience
- ▶ **Seamlessly interact** across online and physical locations
- ▶ **Integrate** effectively with existing enterprise systems, for example point-of-sale, fulfillment or ERP systems
- ▶ **Maintain the flexibility** to change the site quickly as business conditions change

Meeting customer needs and staying ahead of the competition requires smart technology investments that deliver differentiation, business agility and lower costs. In particular, many organizations have suffered from high maintenance costs as their custom developed e-commerce sites have aged, and they want to be sure that new e-commerce solutions will keep these costs in check.

“The most mature organizations are working towards a customer-centric approach to e-commerce where there are consistent messages, product offers and discounts regardless of which channel a customer uses to interact with the organization. Creating such an environment requires e-commerce technology that handles unprecedented complexity in pricing and discounting and integrates seamlessly with existing systems across the enterprise.”

Gene Alvarez, Vice President Research, Gartner

BroadVision® Commerce Agility Suite (CAS) enables you to create a unique online environment where you can transact more business throughout the entire sales process, from lead generation to sales execution to customer support. CAS bring together configurable, robust, out-of-the-box B2B, B2C and B2B2C capabilities; easy-to-use tools for business users; advanced merchandising and personalization capabilities; cost-effective deployment options; and a comprehensive methodology derived from our 15 years of experience deploying e-commerce applications. With CAS, you can improve both top- and bottom-line e-business results.

Implement Quickly and Stay Agile

The BroadVision Commerce Agility Suite™ solution leverages the BroadVision e-business Framework—including the Kona™ platform and the Kukini™ developer toolsets—to combine the functional richness of a packaged e-commerce application with the flexibility of custom development. With CAS, you get all of the key features of an e-commerce site—including catalog management, pricing, shopping cart, checkout and order management capabilities—in a highly flexible structure. This allows you to get your site up and running in record time while tailoring site behavior to your business's unique requirements. The e-business framework enables you to extend the Commerce Agility Suite with custom development, without sacrificing the time-to-market and total cost of ownership benefits of a packaged e-commerce application. In addition, your business can manage B2B, B2C and B2B2C channels through a single solution.

Create the User Experience Your Customers Desire

One of the main shortcomings of other packaged e-commerce applications is that their pre-defined data models and application flows limit flexibility at the user experience level. Too often, creative teams find that they must force their designs to a pre-defined interaction paradigm, rather than being able to refine this paradigm to reflect the site's user demographics and goals. BroadVision has overcome this shortcoming with its Commerce Agility Suite by de-coupling application flows from user experience so that creative teams have complete freedom to design the user experience they want. ▣



Start With BroadVision's Sample Application or Create Your Own User Experience

The Kukini developer toolset is used to achieve this unique user experience. Developers use the Kukini Workbench, BroadVision's visual development environment, to bring the creative design to life. Additionally, Commerce Agility Suite provides a set of re-usable library services that can be easily incorporated rapidly into the new web pages and templates – saving development, QA testing and speeding time-to-market.

Business Users Can Now Manage the Site

CAS is designed to give business users maximum control over their sites. The web-based BroadVision Management Center provides your non-technical admin users with access to critical functions such as catalog management, pricing, eMerchandising, content management and staging. For example, they can use the Management Center to:

- ▶ Add and update site content
- ▶ Change the site navigation structure or page labels
- ▶ Create personalization rules
- ▶ Manage the product catalog and pricing
- ▶ Create product discounts and other offers
- ▶ Tailor content to the needs and interests of individual users
- ▶ Send content through required review and approval steps to ensure accuracy and meet policy or regulatory requirements
- ▶ Promote completed content from a staging environment onto the production site

Increase Sales With Personalization and Complex Discounting Schemes

BroadVision is a pioneer in implementing personalization to increase sales effectiveness and strengthen customer loyalty in B2C, B2B and B2B2C environments. All of these sophisticated personalization capabilities—including rules-based matching, profile- and community-based targeting, entitlement-based matching, and context-based matching—are available to incorporate relevant information into the buying experience, reduce shopping time with recommendations and support cross-sell/up-sell and ensemble selling opportunities.

An optional component of CAS, BroadVision's eMerchandising™ solution gives sellers an innovative tool to drive higher sales, differentiate their e-commerce sites and connect online and offline experiences. It enables merchandising teams to create, manage and implement complex, value-based incentive scenarios while maintaining overall profitability. Value-based selling is more than basic discounts applied at the order or item level. Value-based selling is the simultaneous application of exclusive and non-exclusive discounts and messaging of the incentives to the shopper and increase the cart size.

- ▶ 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 incentives
- ▶ Bonus discounts

BroadVision eMerchandising is 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. The patent-pending merchandising engine also arbitrates discounts across very complex schemes and provides a complete audit trail of calculations and arbitration processes. The system's discount hierarchy and role-based access also allows you to delegate responsibilities to your different department heads or product category managers.

Extend the Capabilities of Your e-Commerce Site

You can use BroadVision Process™ services to add new self-service capabilities to your e-commerce site. BroadVision Process extends workflow capabilities onto the web and transform costly, people-intensive processes and collaborations into web-based self-service applications. Using an Eclipse-based visual environment, your developers can quickly build services such as: service ticket management, warranty processing, Request for Quote (RFQ), rebates, returns, or special order fulfillment.

BroadVision's Content Services™ publishing brings sophisticated content management capabilities to your e-commerce site. You gain greater control over who manages site content, including product catalog and general information, and how that content is managed. From robust access control to workflow to versioning and audit trails, Content Services is the ideal way to manage the end-to-end content lifecycle of your e-commerce site content.

Capitalize on Real-World Expertise to Implement Your e-Commerce Solutions

Commerce Agility Suite reflects the experience gained during our 15 years of world-class e-commerce deployments. BroadVision powers some of the largest commerce sites on the Internet and handles a high volume of transactions and revenue. Our solutions incorporate unmatched knowledge about performance, reliability, availability and scalability as well as best practices for accelerating productivity for new developers and keeping site maintenance costs low. BroadVision Worldwide e-Business Solutions Organization's architects and K² Lab developers can work with your team to devise the best combination of out-of-the-box functionality and custom development that uniquely meets your business goals and budget.



The combination of Kona and Kukini dramatically speeds up development cycles, resulting in significant productivity improvements to customers. To help our customers harness these benefits, BroadVision has developed the K² Methodology. The methodology emphasizes a “time-boxed” approach, iterated throughout all phases of a project’s 4D (discovery, design, development, deployment) lifecycle. It further promotes the configuration and assembly of reusable Kona objects and Kukini patterns to reduce the amount of hard coding and delegate the maximum amount of work to junior developers. Field implementations of the K² Methodology have demonstrated substantial time to market gains and convincing cost savings across a wide spectrum of e-business initiatives.

In addition to the K² Methodology described above, BroadVision offers a number of specialty services designed specifically for e-commerce sites, including:

- ▶ **Site Merchandising Assessment** – provides a 13-point analysis of your current site’s merchandising capabilities and how your site compares to your competitors using industry, technology and user benchmarks. Scores are then compared and detailed to a progress report of capabilities to improve your site to become your industry’s leader. Recommendations can be incorporated into a project timeline.
- ▶ **Merchandising Strategy and Development** – provides expert consulting to help you develop your merchandising plan and guide you through the technical aspects of implementing them on your site.
- ▶ **Web Content Management** – plans and documents the creation process for critical site content such as the product catalog, supplemental product information and general content that keeps users on your site.
- ▶ **Development Architect and Staff Augmentation** – BroadVision’s Worldwide e-Business Solutions Organization’s architects can work alongside with your team in the development of your BroadVision implementation. Larger implementations have also utilized BroadVision’s K² Lab™ team based in Beijing, China to augment staff for a blended-shore delivery solution.
- ▶ **Post-GoLive and Performance Services** – ensure that the application is scaling to meet current and anticipated traffic.
- ▶ **Post-Production Support and Staff Augmentation** – control site maintenance costs by supporting in-house staff on specific projects or on a continuous basis.

Open Standards and Open Source for Cost Savings

BroadVision technologies rely extensively on Open Source technologies and Open Standards. Based on a J2EE service-oriented architecture (SOA), Commerce Agility Suite can run on a pre-tested, pre-integrated Open Source stack for the highest level of performance and lowest total cost of ownership (TCO). Web services support facilitates integration with external applications such as fulfillment or point-of-sale systems. In addition, the stack provides all of the basic software elements that you need to incorporate standards-based Web 2.0 technologies such as AJAX frameworks into the platform – without additional development efforts.

e-commerce Solutions Benefits

B2C Solutions	B2B Solutions
<ul style="list-style-type: none">▶ Drive higher sales with effective selling and merchandising▶ Increase customer loyalty and satisfaction with a personal, online environment tailored to the preferences, needs and requirements of each customer▶ Expand your customer base with new markets▶ Understand, leverage and dynamically incentivize buyer behavior information via comprehensive site visitor profiling	<ul style="list-style-type: none">▶ Drive higher sales with personalized pricing and discounting▶ Protect strategic buyer relationships with an effective channel to educate buyers and end customers▶ Expand your customer base by attracting new buyers and facilitating customer referrals▶ Understand buyer behaviors so that you can improve on your success
B2B2C Solutions	
<ul style="list-style-type: none">▶ Drive higher sales orders with effective selling and merchandising▶ Protect strategic buyer relationships with an effective channel to educate buyers and business channel customers▶ Create channel sites for your business customers to transact with their end customers▶ Increase customer loyalty and satisfaction with a personal, online environment tailored to the preferences, needs and requirements of each customer▶ Expand your customer base by attracting new buyers and facilitating customer referrals▶ Understand, leverage and dynamically incentivize buyer behavior information via comprehensive site visitor profiling	

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.

e-business for everyone

BroadVision Worldwide Headquarters

1600 Seaport Blvd.
Suite 550, North Bldg.
Redwood City, CA 94063

(650) 331-1000
(650) 364-3425 fax

www.broadvision.com

BroadVision®