# e-commerce solutions

PowerVision Corporation
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## Agenda

- e-Business overview
  - ► What is e-Business?
  - ► What is the e-commerce opportunity?
  - ► Trends and statistics
- How do you start?
  - ► Tasks
  - ► Usability
- Example and Demo
  - ► E F Bailey Company Overview
  - ► Net.commerce Integration with Acclaim
  - ► Demo

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## What is e-Business?

It's about Business, not just technology

- Conduct business on the web
  - ► Sales, Customer Service, Support, Documentation
- Transform the way you do business
  - ► Open 24/7, Collaboration
- Use what you already have
  - ► Existing Sales Collateral
  - ► Existing Applications
  - ► Existing Data

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## e-Business Challenges

- Customer Expectations
  - ► Ease of use
  - ► 24/7 access
  - ► Responsiveness
- Security
  - ► Safeguarded information
  - ► Identities guarded

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## Possible e-commerce Strategies

- Create new DOT COM storefront
- Create B2B e-marketplace
- Develop dynamic database-driven online catalog for established company
- Develop secure website for customers to pay bills

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## The Benefits of e-business

- Improve margins by lowering cost channel
- Improve customer satisfaction
- Reduce cycle times
- Increase customer reach

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## Core transformation areas

**Customer Relationship Management**
Identify, select, acquire, develop and retain your most profitable customers
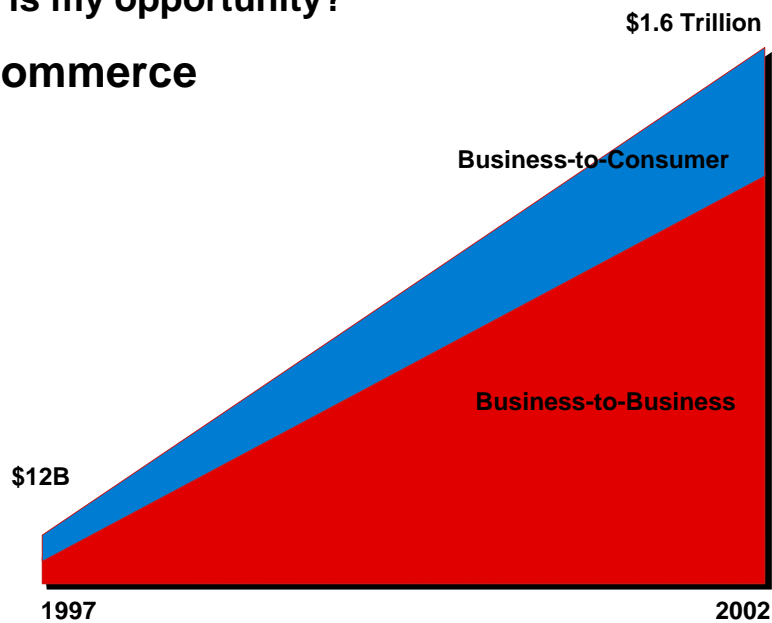
**Supply Chain Management**
Deliver the right product to the right place, at the right time, at the lowest cost

**E-commerce**
Deliver a more personalized higher-quality experience to suppliers, distributors and customers

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## What is my opportunity?

### e-commerce

$1.6 Trillion

Business-to-Consumer

Business-to-Business

$12B

1997

2002

*Source: IDC*

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## Maximizing your ROI

| | |
|---|---|
| Publishing | 27% |
| Order Management | 39% |
| Collaboration | 40% |
| Commerce | 44% |
| Customer Service | 47% |
| Inventory Management | 53% |
| Database Access | 68% |

Though publishing applications were the most widespread, the closer the application came to mission-critical LOB applications, the greater the return

*Source: Meta Group Consulting*

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## Business-to-Business

- What do the experts say?

| Forrester Research | $2.7 Trillion in 2004 |
|---|---|
| IDC | $1.5 Trillion by 2002 |

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## What you need for Business-to-Business

- Support internal business processes
- Provide customer specific catalogs
- Multiple payment types: EDI, credit, procurement cards and POs
- Integration with business processes: both buyers and sellers
- Handle taxes and shipping
- Integrate legacy systems
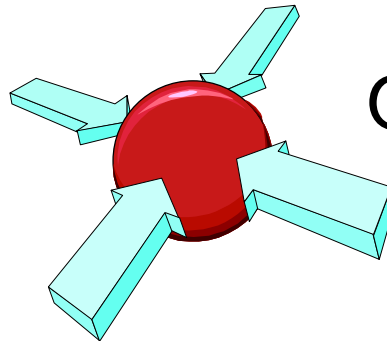
Selling to Business

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## How do I start?

- Start Simple
  - ► Evaluate business goals
  - ► Narrow scope
  - ► Execute quickly
  - ► Build a pilot site

- Grow Fast
  - ► Integrate with existing back-end
  - ► Broaden functionality
  - ► Incorporate advanced catalog tools
  - ► Size to handle growth

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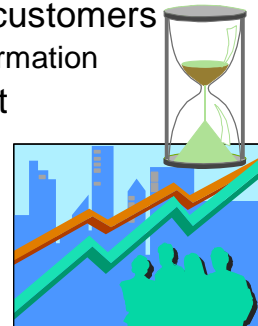## Things to do while embarking on your e-commerce site development?

- Identify the purpose of the site
- Know the end users/customers
- Analyze the Tasks to be performed
- Design the Site
- Identify the Usability goals

Ok, how?

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## Identify the purpose of the site

- To provide more information to existing customers
  - ► Quicker access to catalogs and product information
- To capture a totally new market segment
  - ► Provide marketing and sales support
- To change your sales/distribution model
  - ► Fix problems with the current model
  - ► Enhance the successful practices
- Identify the specific key success factors
  - ► How will you know if it works?

**Align with business goals from
the management perspective**

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## Know the users

- Identify the target audience of your site
  - ► How many different users groups are there?
  - ► What are their goals, needs and values?
  - ► What environment are they using the site in?
    - – Home connection
    - – LAN or other High-speed access
  - ► What are their experience levels?
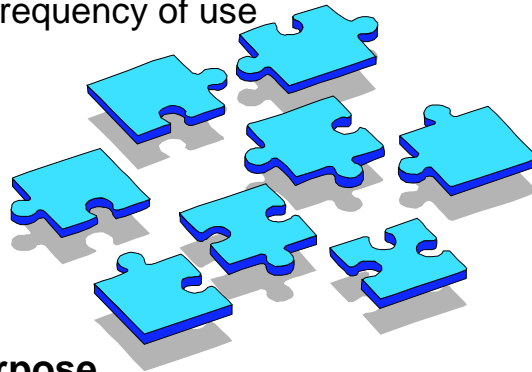- Prioritize the user groups
- Rank them in order of frequency of use

**Hint:**

**Get customers to
serve as reviewers.**

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## Analyze the Tasks to be performed

- Identify all tasks to be performed using the site
- Rank them in order of criticality
- Rank them in order of frequency of use

**Gain agreement on Purpose,
Users and Tasks**

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**Design the Site**

**"Look and feel" is critical!!!**

- Where does the site fit in your overall business?
  - ► If it supports marketing and sales it should be somewhat consistent with marketing and sales information
- Enlist a professional graphic artist
  - ► Ensure it projects your company's established "image"
  - ► People are not likely to trust a site that looks "homemade" or amateur with monetary transactions
- Use language that is meaningful to the end users

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Let's talk

# USABILITY

**"...an e-commerce site will sell** *nothing* **unless the users can find the products"** (J. Neilson, 8/22/99)

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## Set Usability Goals

- How good or "usable" does the site have to be?
  - ► Average is not good enough
  - ► At *least* as good as your strongest competitor's site
  - ► Preferably 50% better!!!
- Revisit the purpose of the site
  - ► If replacing a current process - does it need improving?
  - ► Are there any artifacts that can be used to help design intuitive pages?

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## Factors that affect usability

- Conflicting requirements
  - ► Novice users
  - ► Experienced users
- What is more important?
  - ► Task performance and success - how long and done right
  - ► Subjective satisfaction - how happy was the user
- Remember - The Web is not customer-*oriented,* it is customer-*dominated* -they have the Back button

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## How are you going to get buyers to your site?

- Between 9/97 and 10/98 banner ad click through rates dropped from 1% to less than .05% (NetRatings)
- Of buying customers:
  - ► 12% came from click throughs on banner ads
  - ► 88% came from search engines, hyperlinks, press releases and URLs in marketing and other print ads
- Hyperlink through partnerships or complementary product sites
- Add your URL to current materials
- Send an announcement to customers

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## E F Bailey Company

- Vision
  - ► To be the leading on-line site for Industrial supplies
  - ► Grow Internet business and reduce cycle time and order cost
- Challenge
  - ► Customer finding right products in large catalog
  - ► High costs for customer support staff

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## EF Bailey Company

- Solution
  - ► Net.Commerce - creates user-friendly on-line shopping experience for customers
  - ► Acclaim - defines relationships between products, manufacturers and product numbers and allows for real-time price and inventory checking
- Value
  - ► Increase in Internet orders
  - ► Customer satisfaction, repeat orders
  - ► Market intelligence for competitive advantage
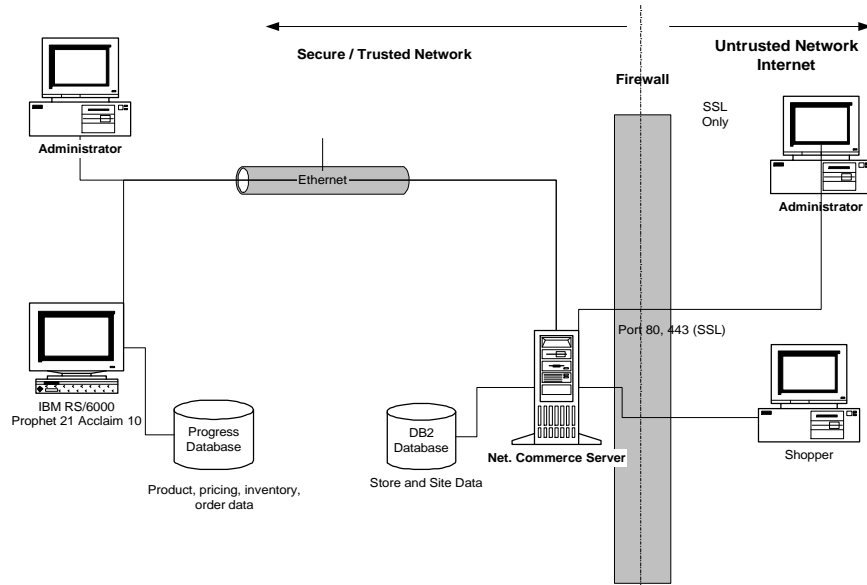
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## The Net.Commerce/Acclaim 10 Solution

- Start Simple, Grow Fast
- Scaleable and Open Solution
- Front-end on NT or AIX
- Create innovative and versatile web pages
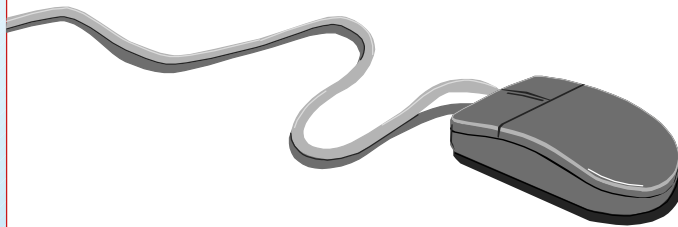- Real time access to pricing and inventory levels

*"Those looking for an easy-to-use, rock-solid, and scaleable solution will find Net.Commerce attractive"*

*--PC Magazine, 11/97*

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## Net.commerce and Acclaim Architecture Diagram

Secure / Trusted Network

Untrusted Network
Internet

Firewall

Administrator

SSL
Only

Administrator

Ethernet

Port 80, 443 (SSL)

IBM RS/6000
Prophet 21 Acclaim 10

Progress
Database

DB2
Database

Net. Commerce Server

Shopper

Product, pricing, inventory,
order data

Store and Site Data

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Demo

IBM