

Solution Brief

IBM Digital Commerce

*SaaS commerce that gives you
the best of both worlds*

**Watson
Customer
Engagement**

IBM

Highlights

- The best of both worlds, control & customizability with the speed & simplicity of a SaaS solution
- Lower cost of ownership, faster time to value with a multi-tenant SaaS architecture
- Artificial intelligence enabled tools and services for commerce practitioners
- Headless commerce to support all the ways your customers engage.
- Reduced dependency on IT with easy-to-use business user tools, analytics, and insight
- Personalized omnichannel experiences across all customer touchpoints.
- Advantage of broad ecosystem of IBM

Power to the customer – are you ready?

Organizations face the opportunities and challenges of digital disruption – a shift that has changed the customer–brand relationship in favor of customers. Customers now expect and demand a seamless buying experience across channels, engaging anytime, anywhere. To deliver on this promise, organizations must bring rapid innovation, speed and flexibility to their business model, people, process, and technologies to meet the expectation of today's digital customers.

How will you keep up?

To keep up with today's customer, organizations need a commerce platform that reduces the time spent managing the platform, and augments your team's decision making with artificial intelligence (AI), leaving time to innovate a differentiated customer experience that is personalized, relevant, and content-rich on a secure, fast, reliable and scalable platform.

IBM Digital Commerce – The SaaS e-commerce platform for business growth

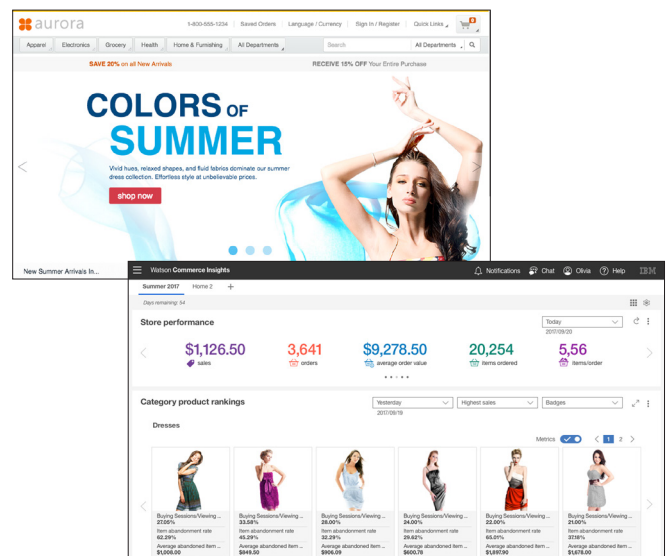
IBM Digital Commerce is a flexible SaaS commerce platform that gives brands the best of both worlds by combining SaaS convenience, ease of use and low cost of ownership with the ability to customize and continuously innovate the brand experience. Embedded Watson artificial intelligence delivers insights about your customers and business, and easy integration with the full suite of IBM Watson Commerce solutions enables omnichannel experiences that shoppers want and value across the entire customer journey. Since IBM maintains the service, you are free to focus on optimizing the customer experience using the included online marketing and promotional tools.

Control & Customizability

Deliver a superior customer experience to drive stronger business results.

Brands are unique and need to cultivate emotionally loyal customers and support complex customer interactions. IBM Digital Commerce enables you to break-away from a standard and templated approach, making it easier, faster and cheaper for you to design, customize and manage a differentiated brand experience based on the growing needs of your customers.

- Externalized customizations (xC) enable you to easily create and manage a customer experience as unique as your brand. With IBM Digital Commerce you can customize the brand experience and still get the benefit of seamless upgrades.
- Headless commerce helps you serve your customers as they demand new ways to engage. With a robust REST API layer you can create experiences to engage customers whenever and wherever they want – mobile apps, social buying, wearable devices and voice driven experiences. You can also easily plug in your favorite CMS to deliver the experience your customers want and value.
- AI is built into the platform to drive real-time personalization and create seamless experience by self-assessing customer journeys and the checkout funnel to remove points of friction and optimize the customer experience.



Speed & Simplicity

Leverage the speed and simplicity of SaaS to innovate faster and execute better than your competitors

Stay ahead of fast moving markets, changing customer expectations and rapidly evolving patterns of engagement to increase conversions and grow sales. IBM Digital Commerce is infused with AI that enables business users to work more efficiently and effectively by automating tasks, making recommendations, and simplify marketing and merchandising operations while keeping resources and cost in check.

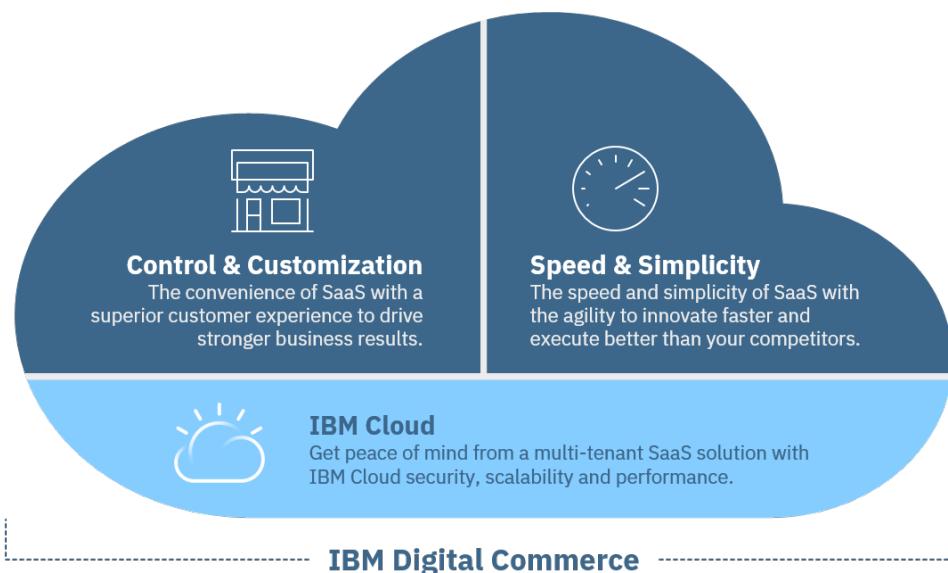
- Self-service tools give you the ability to easily set up and manage multiple sites, deploy customizations and manage users and their entitlements.
- Business user tools are thoughtfully designed to help you merchandise the store, optimize site search, create and manage promotions and personalize customer engagement without IT.
- AI for the professional improves your ability to execute while keeping cost and resources in check.
- Content management is infused with AI to automatically tag and help find content most relevant for each moment of customer engagement.
- Merchandising insights and automation help you uncover opportunities to drive your business and reduce time spent on low value tasks.
- Customer experience analytics help you visualize customer journeys, detect areas of customer struggle and get the insights you need to create frictionless customer experiences.
- Retarget customers and cross and up-sell products and services with transactional emails.

Secure to the Core

Get the Peace of mind of a multi-tenant SaaS solution with IBM Cloud security, scalability and performance.

Minimize risk and security concerns so you can focus on the things that matter most, your customers and continuously innovating on the customer experience. The IBM Cloud removes risk by protecting you with a security immune system using advanced AI that supports more than 12,000 customers in 133 countries.

- Deploy and scale your commerce application without configuring and managing servers.
- Automatically grow or shrink your cloud environment based on demand.
- Enjoy seamless commerce application upgrades applied with no impact to you or your customer.
- IBM proactively responds to alerts about failures and health issues.



Why IBM?

Only IBM Watson Commerce delivers a modern SaaS commerce platform and architecture that powers more innovation with less overhead, blending unmatched commerce functionality for delighting customers, embedded with AI that augments commerce professionals' decision making, creating unfair advantages in highly competitive markets.

IBM is a proven leader with more than 20 years of digital commerce experience and expertise, having helped thousands of brands become essential parts of their customers' lives, grow revenue across their business and build customer loyalty.

IBM Watson Commerce spans the sales lifecycle — from opportunity to order fulfillment — and includes an open architecture that facilitates integration with commerce solutions from business partners to help extend and enhance the customer experience and deliver value faster. And it's all backed by a trusted industry leader with a successful track record of deploying high-value commerce solutions across industries.

For More Information

To learn how IBM Digital Commerce software can help you develop and drive your electronic commerce strategy, contact your IBM representative or IBM Business Partner, or visit: ibm.com/digitalcommerce.

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