

# Who does e-commerce apply to?

Here are a few examples of how and where e-commerce is expanding the online experience. From traditional to non-traditional markets, all sorts of organizations are using e-commerce in a variety of ways to make their business more efficient.

## TRADITIONAL MARKETS

- Business to Consumers retailers selling consumer goods such as electronics and books.
- Business to Business organizations from commodities and manufactured parts to office supplies and market reports.

## NEW MARKETS AND MEDIA

- Digital media distribution selling digital assets like music and video online.
- Unit sales and trading carbon emission allotments and other virtual goods.

## NON-TRADITIONAL

- Non-profit agencies receiving and managing donations online through fundraisers and sponsorships.
- Membership associations receiving and managing membership fees, selling exclusive offers and discounts on products to members.
- Government payments such as paying for taxes online, buying parking and permits, parking fines.

# EPiSERVER COMMERCE



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## » Priority #1 for e-tailers in 2009: To redesign their checkout process

Forrester: The State of Retailing Online 2009: Merchandising and Web Optimization

## Are you ready for your e-Commerce future?

Buying goods and services on the web has become second nature to Internet users in both the B2C and B2B markets. However, with high rates of shopping cart abandonment from lengthy payment processes to static content, companies are eager to learn how to better engage visitors and simplify online checkout. To ignore it, they may miss out on important sales and a loss of brand loyalty.

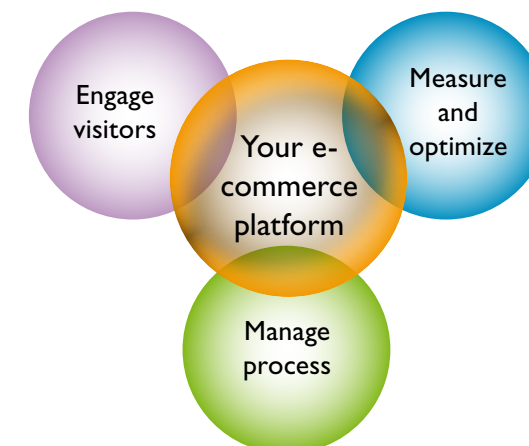
EPiServer Commerce can help you to engage visitors, manage the transaction processes and measure activities to deliver an effective online presence that harnesses content, community and commerce. If you have an existing e-commerce platform, you may want to consider how to take it to the next level, or, if you don't have a platform or have outsourced to a hosted commerce site, you may prefer to now take control and be empowered to make the necessary changes.

With EPiServer Commerce you get a future-proof e-commerce framework and a best-of-breed content management solution, which makes it easy and fast for you to change, add or remove content to enhance your online presence. The strength of the combined product gives you the agility you need to be competitive in an ever-changing market and the flexibility to make immediate changes to your online presence.

### Flexibility and scalability to match your business growth

You need to bear in mind how you will develop your business. Are your existing processes able to take you to the next level of promotion, with increased traffic, improved integration (with your back-end processes) to manage the entire transaction as well as deliver greater social engagement on your site? What do you need to scale to the goals of your business?

As EPiServer Commerce is a scalable and future proof solution, it puts you in control of all aspects of your commerce site so it can grow from your needs today to those that come in the future. It integrates seamlessly with all aspects of a company's web presence as well as other existing business systems and focuses on the user experience so web visitors remain engaged throughout the buying process.





## Your choice needs to account for three important aspects:

### ENGAGE VISITORS

How do you engage visitors and drive traffic to your site, and then help them find what they need once they are there? Are you taking advantage of the latest visitor trends to tag and rate your content and products, letting visitors share their experience with others? You know this happens on other social sites, and your platform should help you keep such traffic on your site instead of letting your visitors disappear elsewhere. EPiServer Commerce features faceted search, an important search technology that engages visitors and streamlines the shopping process. Faceted search lets visitors search for what they are looking for, for example, if they are looking for a particular book, they could search by author, title, publishing date, publisher etc.

### MANAGE PROCESSES

You can manage the e-commerce processes from promotion and shopping to checkout and fulfillment as well as the interfaces necessary to control the transactions, and improve your internal efficiencies. Customize the components you need or integrate with existing systems to provide complete control over the visitor experience.

### MEASURE AND OPTIMIZE

You can tune and adjust your site endlessly, but you have to measure to know which changes produce results. It's important to measure effectiveness of specific pages or offers, and conversions through the entire process to learn how to improve your business results.

Looking at the whole commerce cycle, from the point where users research options and review other visitors' opinions through to the purchase, delivery and ongoing customer care, EPiServer Commerce supports a wide variety of transaction types, and is flexible to integrate with existing back-end systems. This way, organizations can stay in control of the online visitor experience, without being constrained by system-specific limitations.

**>> Priority #2 for e-tailers in 2009:  
To improve content on product detail pages**

Forrester: The State of Retailing Online 2009: Merchandising and Web Optimization

## Making your online presence magnetic, measureable and easy to manage

The powerful fusion of social media and e-commerce is where you can engage the community and they engage with (and buy from) you. All touch points that consumers have with your brand will influence their decision to buy and this link between social media and e-commerce is perhaps obvious; consumers want information about the goods and services they buy and their knowledge is enhanced significantly through peer referral. Social media creates brand exposure, improves brand loyalty and effectively engages visitors. The emerging trend of Social Commerce is where organizations are embracing social media technologies to create niche communities and combine e-commerce to fully monetize their online initiatives.

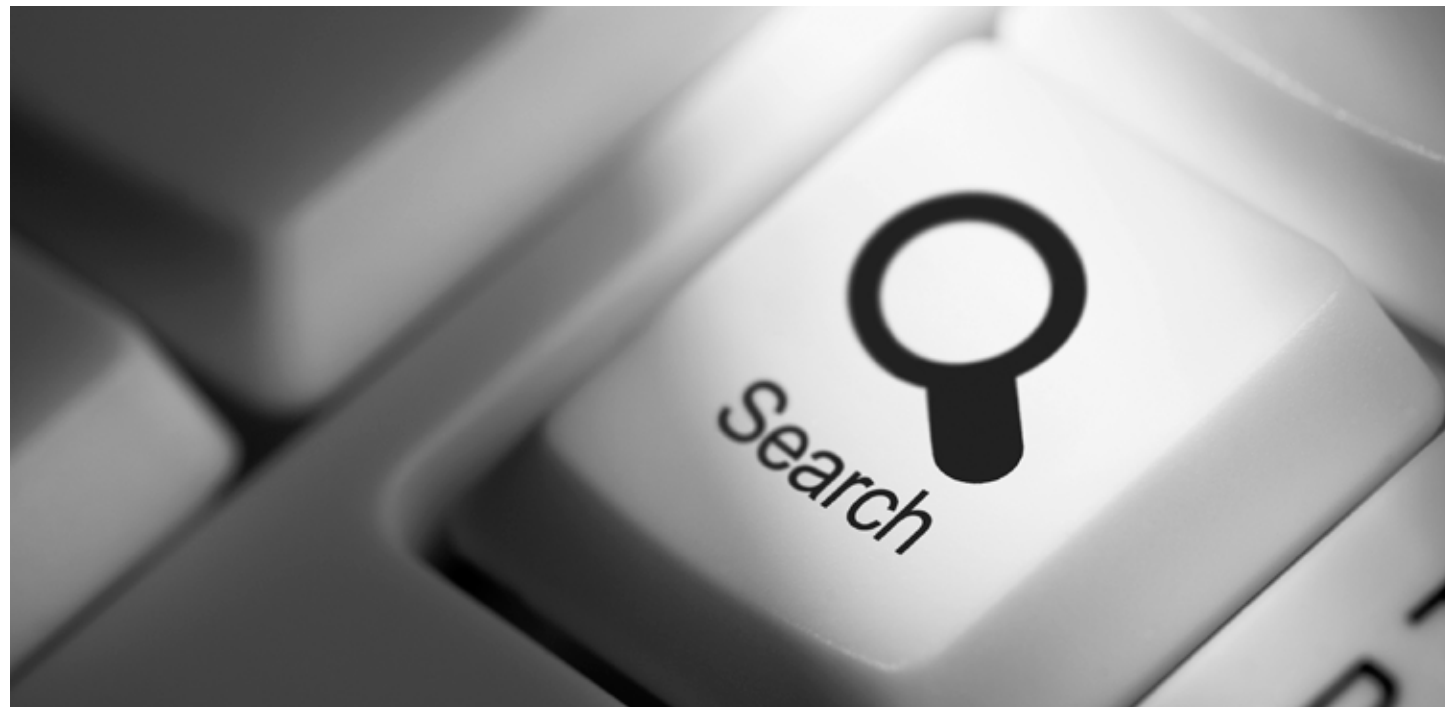
The EPiServer Commerce platform is uniquely positioned to power commerce, content and community. Combined with EPiServer CMS, editors are presented with the same user interface for content development and catalog management. Its intuitive editing environment allows editors to create, maintain and update content, text, images, pages and workflows in an instant. Creating engaging and interactive sites has never been so easy and fast. By including social media capabilities and tracking and monitoring usage, all dimensions of user generated content (ratings, tagging, etc.) and marketing automation can also be incorporated into your e-commerce site.

### Easy integration with other technologies

EPiServer Commerce is designed for website owners who want to increase the volume and value of online transactions. Whether re-platforming an existing website or launching an e-commerce site for the first time, EPiServer Commerce platform provides a complete set of .NET commerce components that can be customized or combined with legacy components such as existing ERP or CRM systems to provide complete control over the visitor experience:

- Catalog and user management
- Shopping cart and checkout
- Order management
- Payment processing and shipping (or digital delivery)
- Marketing promotions (coupons and discounts)
- Measurement and reporting (for customer care).

Your online presence is easily managed through EPiServer OnlineCenter, a unified dashboard that has a customizable workspace for day-to-day work. It provides an aggregated view where you can track and monitor different online activities, for example, a summary gadget that shows in real time the numbers of orders placed and products in stock. There are standard gadgets that ship with EPiServer Commerce, however you can develop your own to give you a complete picture of the effectiveness of your site in one simple view.



**Priority #3 for e-tailers in 2009:  
To improve on-site search functionality**

Forrester: The State of Retailing Online 2009: Merchandising and Web Optimization





## » Priority #4 for e-tailers in 2009: Focus on all consumer entry points within a site

Forrester: The State of Retailing Online 2009: Merchandising and Web Optimization

## EPI Server Commerce portfolio and benefits

**Accelerate your time to market with an array of built-in features.** EPI Server Commerce ships with a fully functional sample website. With this starting point, you can use pre-built sub-systems which not only accelerate your time to market but reduce costs. You can adapt pages and set them up to reflect your company's own branding and look and feel. Designed and developed using best practice, EPI Server Commerce allows companies to quickly create powerful and integrated multi-channel sales websites. The underlying architecture and catalog with integrated search allows customization of the end user interface. Additionally EPI Server Commerce has native support for different product types and controls to manage multi-languages and multi-currencies.

**Localization.** Site content and features are customizable for multiple audiences. EPI Server Commerce handles multi-language, multi-product support as well as different payment and shipment methods for each country. It also includes functionality to take account of local tax jurisdictions, as there are diverse rules and regulations for every country. You can configure payment options and the tax applicable for each country in which you are present. Promotions too can be localized for specific markets.

**Flexible Product Catalog Feature.** EPI Server Commerce can handle multiple product catalogs in parallel for separate products lines or for an expanding product range. With this feature you can choose to change the structure or add more to it,

even after an initial catalog structure is created. For companies that may launch new products or develop a much wider product portfolio than initially planned, it is easy to adapt the structure for such future developments and have unlimited, multiple product catalogs running in parallel on the same platform.

**Campaigns and Promotions.** Store promotions and discounts create buzz for your customers. Discounts and incentives will boost traffic to your site and give reasons for your customers to keep coming back, increasing your sales and revenue in the process. EPI Server Commerce comes with preset types of promotions as well as the ability to easily set your own. You can segment your market and have different promotions for different audiences; they can be set for different regions, sales seasons, or for specific amounts of time. Sales and marketing personnel or web editors can be given control over the creation and management of these promotions and campaigns which they can publish to the site immediately or for a specified future date.

**Native support for different product types.** From single SKUs (items), to bundles, packages and dynamic packages, EPI Server Commerce platform can handle all variables and these extended capabilities can be customized to fit your requirements in displaying your products online. Single SKUs can vary, as is often the case in clothing where a catalog may have a range of items in different sizes and color ways. Bundles compose a number of single items bundled together. Packages are different SKUs bundled together in such a way that a combined price is offered (often at a discount). And a dynamic package allows visitors to configure their own package from preset number of variables (for example, in configuring your personal computer you choose different components depending on your requirements).



## EPI Server Commerce portfolio and benefits:

**Customizable checkout wizard.** Checkout is not preset but flexible and customizable. One of the major challenges for a company is to lower the rate of shopping cart abandonment. Here you can benefit from best practice to convert more sales. You can choose from developing a one page checkout to deploying just a few pages for completing a purchase. You can make it really simple so buyers can even remain 'anonymous', here customers may only want to buy something from a company once and prefer not to register all their details for future purchasing. Giving your customers the choice removes a barrier to buy as they don't have to waste time in creating an account.

**Different payment and shipment methods.** This is a modular system and can be applied differently in each market as you can set payment gateways for different countries. The solution supports multiple payment types in multiple currencies and more than one currency can be displayed. EPI Server Commerce supports a number of different shipment methods, this modular system creates shipment and tax gateways so that shipping and purchase taxes can be configured separately for each country.

**Develops rich visitor experience.** Best-of-breed functionality lets you create your storefront as you wish. You can easily upload rich media and video, images, or other downloadable content such as user guides for items purchased. Or you may wish to develop an engaging online experience for your visitors. Completely integrated, EPI Server Commerce and EPI Server CMS 6 empower sales and marketing, or editors to manage their content online and have the ability to make immediate changes to a site.

**Multilanguage administrative interface.** The easy-to-use administrative interface works in six languages – English, Swedish, Norwegian, Danish, Finnish and Dutch – which will be extended in the future. And of course, you can easily add your own language. The solution handles multiple languages for end user websites as well as multiple currencies to suit the markets in which the products are sold.

**Reporting and Monitoring:** EPI Server Commerce has comprehensive tools for performance monitoring to easily configure and manage the content for increased sales levels. It includes summary gadgets showing numbers of orders, products, and sales. There are rich reporting capabilities for SQL, reporting services to make customized reports as well as the ability to build other gadgets for the OnlineCenter to meet your specific business requirements. You can also combine a bundle of marketing modules (EPI Server Marketing Arena) that help you deploy more relevant campaigns, track their effectiveness in real time, personalize content, capture lead generation data, and benchmark your digital visibility, all with the goal to improve sales. And, because all this is integrated with your EPI Server Platform via a single login, you never find yourself exporting data to and from 'silo' applications or using out-of-date data to track progress.

**Social Commerce capabilities.** EPI Server Community and EPI Server Relate+ are optional add-ons to the platform to provide social commerce capability. EPI Server Relate+ contains a template package in the form of a ready-to-use community that can be adapted to customer-specific needs. This means that your online social community can be up and running very quickly. Online stores can allow users to support product ratings, tagging and add reviews with administrative capability to manage the content.

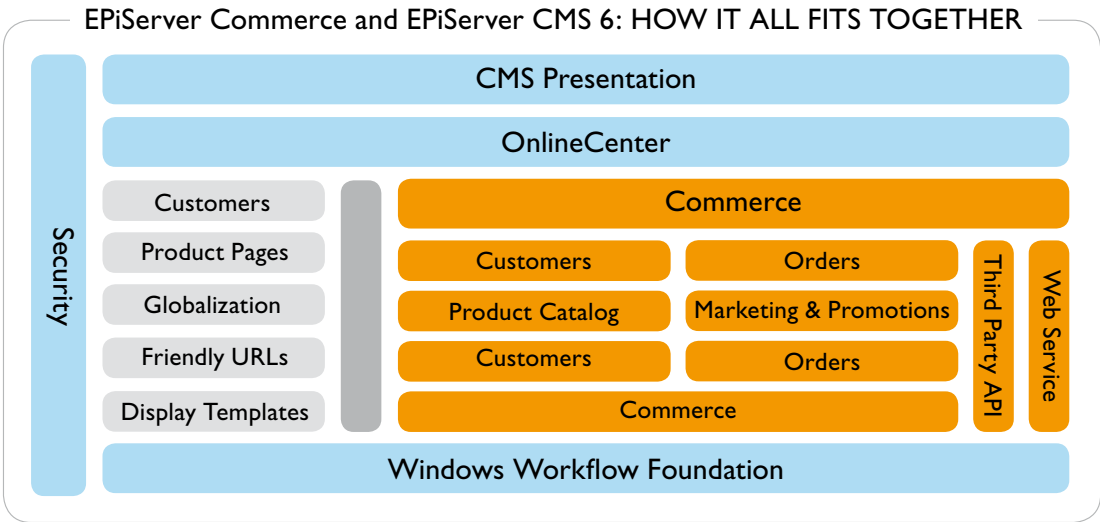
# Boost the value of your e-commerce site

EPiServer Commerce allows you to combine content, community and commerce to engage visitors across the lifecycle of the transaction and optimize their experience.

- Combine commerce with community – EPiServer platform includes Relate+ to build social communities that engage visitors with user generated content such as product reviews, ratings, and tagging
- Combine commerce with content – EPiServer platform includes a content management system to create a seamless experience for the visitor. It empowers users to create promotions and campaigns on the fly and simplifies daily operations with a consistent interface and single log in.
- Measure and optimize – EPiServer platform includes OnlineCenter to measure and optimize the visitor experience in real time.

## Stay in control of the visitor experience

Select only the components you need and configure them to meet your requirements without any built-in limitations



- Flexible and open integration interfaces – allows integration with any existing or new systems (CRM, ERP, payment, warehouse) as needed to create the right visitor experience.
- Full control – build the look and feel and transaction process that best meets your needs without compromising your own branding or being restricted from cross-selling or upselling.
- Start simple, grow over time – out-of-the-box sample site makes getting started easy, you can add or modify additional functional components as business needs drive more sophisticated operation.

## Efficient Implementation

- Loosely coupled subsystems – you can pick and choose the subsystems you need to integrate with your existing systems or you can choose the complete set if you don't have integration requirements.
- Sample site contains a rich set of business controls – reduces development cost because they already work together (component list) and can also be customized and extended to enhance functionality.
- Reduce cost of future changes – due to its openness and flexibility, the EPiServer platform has the modules you need today and allows you to add additional functionality tomorrow

## Scales to need

- Basic to advanced – loosely coupled subsystem of components means you can pick and choose the elements that meet today's requirements and expand in the future as your online business grows.
- Small to large – the EPiServer architecture is proven in cost effective, small scale operations or in enterprise scale sites spanning multiple countries, languages, currencies and tax rates



EPiServer Commerce features and functions\*

PRODUCTS AND CATALOG FEATURES

- Catalog upload
- SEO support
- Product Bundle of products
- Product Package of products
- Dynamic Package of products
- Inventory tracking
- Support for product variation with different SKUs
- Product associations
- Asset Management

MERCHANDISING

- Product associations (for “You may also like,” upselling, cross-selling, accessory recommendations etc.)
- Top Sellers
- Recently Viewed Products

INTELLIGENT SEARCH, NAVIGATION AND BROWSING

- Multiple Search Capabilities
- Extensive Filtering and Narrowing by ANY Field Type
- Support for Full-Text Search AND
- Lucine Based Indexing
- Ultra Fast Responsiveness
- Extended Product Comparison Capabilities
- Advanced Product Comparison

PRICING

- Free Shipping
- Set Starting and Ending Dates and Time
- Set minimum purchase requirements
- Set product exclusions from certain promotions
- Setup customer requirements (e.g. Discount Assigned to Customer)
- Customize promotions and campaigns
- Tiered Pricing - Buy between 1 and 5, get price x, buy 6 or more get price y, etc
- Assigned prices based on individual customers, customer groups, quantity
- Multi-currency

BOOST SITE TRAFFIC AND SALES WITH CAMPAIGNS AND PROMOTIONS

- Promotions Engine
- Straight Discounts (Fixed amount of percentage)
- Buy n of Product X and get a discount
- Buy n of Product X and get one free
- Buy Product X and get discount on Product Y
- Can easily develop your own promotions
- Customer segments for targeted marketing campaigns or promotions

MULTI-STORE AND MULTI-LANGUAGE

- Localize to any language
- Multi-language support for shipping and payment gateways
- Each store can have its own language configuration
- Multiple languages supported on a single site
- Manage your stores from a single Commerce Manager backend
- Create as many storefronts as you need
- Each store/site can support multiple languages and currencies
- Configurable tax and shipping segments/jurisdictions for various rules for different countries, regions, states, etc.

SHOPPING AND CHECKOUT HIGHLIGHTS

- Create or sign into existing customer accounts from the store
- Support for multiple payment and shipping gateways
- Supports anonymous guest checkouts
- Support for wish lists, cross-sells, and recently viewed products
- Customize shopping cart and checkout wizard and workflows however you want

ORDER MANAGEMENT

- Shipping to multiple addresses in one order
- Multiple Payment Methods
- Integrated with virtually an unlimited number of payment gateways
- Add/edit/remove line items from existing orders
- Support for flat-rate shipping per order and item
- Table rates for weight and destination
- Modify shipping and payment details
- Multiple addresses per order and per line item
- Built-in shipping and tax management features
- Leverage Windows Workflow Foundation (WWF) to create workflows and automate these processes

CUSTOMER MANAGEMENT

- E-mail notifications
- Checkout without account/Guest Checkout
- Restrict catalogs or price structures a given user can see
- Define customer roles, groups, and organizations
- Control access of both customers and administrators

ASSET MANAGEMENT

- Upload PDFs, user guides, videos, MP3s, Word documents, virtually any file for use and download from your site
- Support for Amazon S3 cloud storage services for a cost-effective method to storing files and assets
- Utilize assets to market and up sell your product pages and increase shopping cart conversion

ADMIN FEATURES

- Catalog upload
- Easy to use and intuitive user interface
- Customer and user management capabilities
- Create and control promotions and discounts
- Process and view orders
- Create and manage multiple catalogs with a large number of products
- View reports
- Forgot Password Email from front-end and administration panel

SYSTEM REQUIREMENTS

System Requirements for production environments:

- EPiServer CMS 6 or later versions
- Microsoft Windows Server 2008 SP2 64 bit or later versions
- Microsoft SQL Server 2008 SPI 64 bit or later versions
- Microsoft Internet Information Services (IIS) 7.0 or 7.5
- Microsoft .NET Framework 3.5 SPI

For solutions with a single storefront EPiServer CMS 6 Professional or Enterprise can be used. For solutions with multiple storefronts using the same commerce system, multiple CMS 6 Enterprise licenses are required for a “Multi Site” configuration.

\*Many features are available as built-in functions in the EPiServer Commerce core application but need to be integrated when the front end website is built during project implementation.

