



Sirius eCommerce for Retail solutions have received multiple awards, including IBM's Best Customer-Centric eCommerce Implementation, Multichannel Merchant Awards, and Internet Retailer Top 100.



SIRIUS ECOMMERCE FOR RETAIL DRIVE LARGER SALES AND REACH MORE CUSTOMERS WITH COMMERCE SOLUTIONS

For decades, marketers—and retail marketers in particular—have believed that word of mouth is the highest valued form of company and product messaging. Today, word of mouth comes in most cases from the keystrokes of customers. Through social media sites, blogs and ratings/review listings, consumers are talking with other customers, friends and strangers about price, service, selection and satisfaction.

The Sirius eCommerce for Retail solution aims to intelligently address the growing social implications in online retail. A retail Web site's business value equates directly to its revenue, profit, and return on investment. The Sirius eCommerce for Retail solution is a model for driving revenue and profit on your retail Web site using a best-of-breed eCommerce toolset augmented by best-of-breed social technologies. The solution optimizes online shopper/brower conversion rates and easily integrates with legacy business systems including inventory and ERP systems.

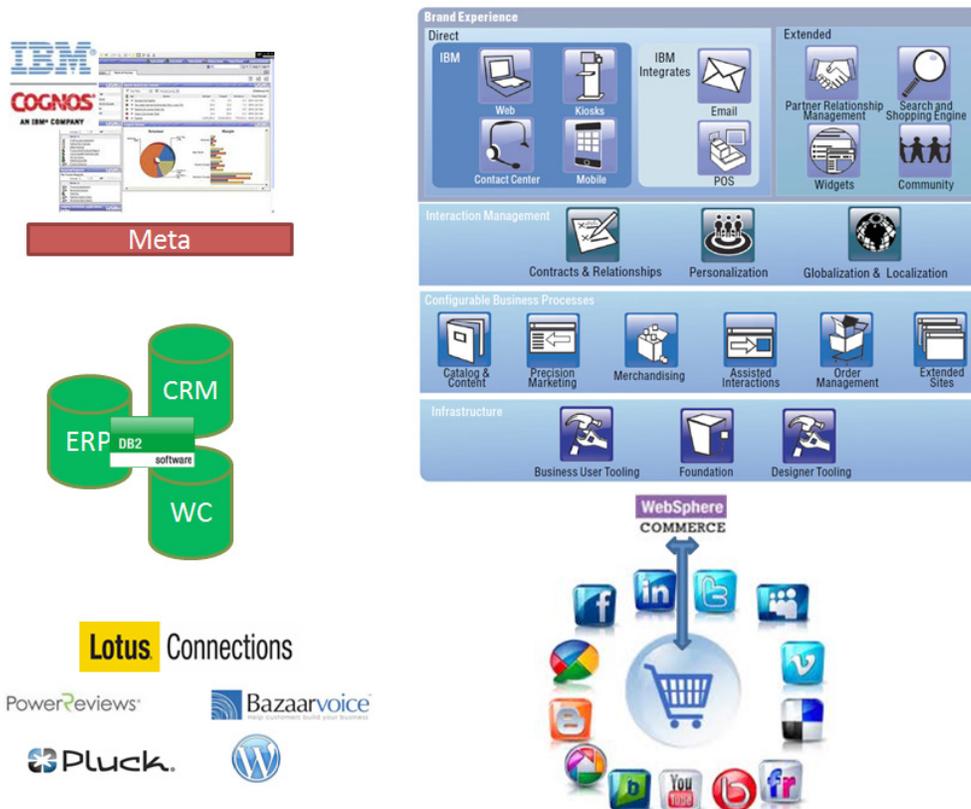


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The Sirius eCommerce for Retail solution is based on IBM® WebSphere® Commerce, which has been consistently rated by third-party analysts as the best and most robust eCommerce platform on the planet. Additional IBM components may include Commerce Insights, Journey Analytics, Tealeaf®, Cognos® and PureData® for Analytics for insightful diagnostic, predictive, prescriptive analysis on shopper behavior, campaign effectiveness and purchase conversion. The solution may also include IBM Portal, Connections, MQ and WebSphere ESB, and various third-party social solutions such as Bazaarvoice®, Facebook®, Twitter® and more.

The critical components are a world-class catalog; a robust marketing toolset that is easy to use by line-of-business marketing stakeholders without programmer intervention; community integration; and aggressive utilization of data gathered about your consumers and how they respond to your marketing tactics.



Implementing the Sirius eCommerce Solution for Retail solution will let you market and encourage customer advocacy using on-site tools such as Bazaarvoice and Connections, and integrate with community sites such as Facebook and Twitter to drive purchase decisions on your retail Web site. By analyzing the adaptation and conversion rates of these tactics and deploying continuous improvements, the more successful tactics can then be applied to a larger customer base.