Accelerate Commerce with Cloud

Highlights

- IBM Cloud solutions for Commerce accelerate innovation with advanced, secure and always up-to-date eCommerce, order management, and web analytics solutions in the cloud
- The IBM cloud portfolio for commerce helps maximize online revenue potential by accelerating store implementation and optimize inventory with available to promise and flexible fulfillment options
- IBM offers best-in-class SaaS applications to accelerate innovation and focus on business goals instead of IT deploymentt

The number of companies using the cloud for significant innovation is projected to double between 2012 and 2015[1]. While the initial use of Software as a Service (SaaS) may have been driven by cost savings and reducing reliance on internal IT resources, many organizations are now turning to SaaS for even higher value benefits, such as achieving a shorter time to value, improving the customer experience and greater collaboration.

For commerce professionals, this trend represents an opportunity to create a more personalized and engaging buying experience to enable revenue growth and enhance their brand presence. Business-to-Consumer (B2C) and Business-to-Business (B2B) leaders can deliver omni-channel capabilities linking mobile, social, Web, and on-site locations, as well as manage quotes, negotiate contracts, and strengthen commerce analytics using technology services that may have previously been hard to implement or unavailable because of cost, skills, or dependencies on IT.

The Power to Innovate

IBM cloud solutions for Commerce accelerate innovation by giving teams access to best-in-class, secure and always up-to-date eCommerce, order management and web analytics solutions in the cloud. Whether a company has an established eCommerce presence or is looking to create a new presence, IBM and the cloud can deliver the most up-to-date capabilities—helping organizations fund new and innovative business projects.

IBM's cloud offerings can improve commerce and help:
- Enable companies to enter new markets and geos
- Drive revenue and margins by adopting new business models
- Deliver personalized and consistent brand experiences across all channels

1 Source: Berman, Saul J. Dr., et al. 2012, *The power of cloud-driving business model innovation.* IBM Institute for Business Value.

IBM Commerce on Cloud is a modular set of subscription-based SaaS solutions designed to transform the go to market strategies for B2C, B2B and B2B2C companies. These include:

- **IBM Commerce Service:** Deliver a seamless, consistent and engaging brand experience across all channels of customer interaction with powerful omni-channel commerce capabilities
- **IBM Order Management Service:** Coordinate and support omni-channel fulfillment with a centralized inventory, order promising and fulfillment hub
- **IBM Configure Price Quote Service:** Automate the configuration of complex products and services through self-service and guided selling while ensuring solution accuracy and consistency

Other IBM SaaS solutions for commerce include:
IBM Digital Analytics
IBM Mobile Web Push
IBM Social Media Analytics
IBM Customer Experience Management

Visit the IBM Cloud marketplace to explore SaaS solutions for Commerce at
ibm.com/saas

Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help Commerce teams accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:

- Visit: **ibm.com/saas**
- Call: 1-877-426-3287
- Follow **@ibmsaas** and **#ibmsaas**
- Speak with your IBM representative or business partner

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Somers, NY 10589
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