



# Smarter Commerce Consulting

The architects of customer experience



IBM



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Redefining commerce in the age of the customer

## The digital, social and mobile consumer is reshaping business

Technology has reshaped customer expectations. We are experiencing dramatic shifts in commerce brought on by empowered customers – mobile, social, and digital technologies are changing not just the way that our customers interact with us and with each other, but they are redefining business models and the global commerce landscape.

These customers are empowered by technology and transparency. They expect to engage with companies when and how they want, through physical, digital, and mobile technologies. They demand a consistent experience across touchpoints. They compare notes, instantly share, and can champion a brand or move to a competitor with the swipe of a finger across a screen.

Together, these forces of digital transformation and consumerism have created a new world that is more complex and demanding than ever before. Digital transformation and consumerism pose new challenges:

- **Location aware:** The ability to understand your customers' physical location and the associated implications for your business model.
- **Speed:** The pace of innovation is accelerating and everyone needs to move faster to keep up.
- **Control and influence:** You have less of it than ever before; new models that engage consumers have to be applied.
- **Always-on:** Digital channels have transformed your business to being open 24x7, 365 days a year.

But with these new challenges, comes new opportunities:

- By personalizing the customer experience, you can now develop stronger customer relationships than ever before.
- With the multiple ways you can now engage customers, the barriers to entry have been lowered and switching costs have shrunk.
- Your customers can be an extension of your enterprise through being advocates for the businesses they trust, and they are willing to share that information with others through social networks.

No matter what industry you are in – banking, consumer products, telecommunications, retail, insurance, or manufacturing– and whether you are a B2B or B2C business, these dramatic changes affect you. Businesses have a choice – to embrace and capitalize on these changes now and thrive, or to wait and be left behind.

The empowered customer presents enormous opportunities but also significant challenges – how do you connect with them and deliver the value they expect – how do you know when and how they want to interact with your business?

It takes a collaborative ecosystem, all connected seamlessly to deliver exceptional customer experiences to build their trust and keep them coming back. You need to work collaboratively with your ecosystem – business partners, supply chain partners and marketing agency partners to deliver value in our digital age.

## Adapting your business for empowered consumers

The impact of the changes in digital, social and mobile technologies is profound, not just in the front office, but also in the back office. The explosion in customer touch points has dramatically increased the complexity of serving customers through those touch points and being able to innovate throughout the enterprise when it comes to delivering value.

We believe that meeting the needs of empowered consumers requires focus on four dimensions:

- **Interact:** How you engage and interact with your customers in an omni-channel world.
- **Inform:** How you apply analytics to inform your customer engagement model.
- **Integrate:** How you integrate to synchronize supply with changes in demand to meet customer needs.
- **Innovate:** Applying how you interact, inform and integrate to rethink your value proposition or business model.

## IBM Smarter Commerce

Smarter Commerce is a unique approach that focuses on these dimensions and increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world. It is designed to help companies better integrate and more effectively manage their value chain, including buy, market, sell, and service processes to put the customer at the center of decisions and actions leading to greater customer loyalty, revenue and margin growth, and agility. Smarter Commerce addresses all phases of the commerce cycle:

- **Buy:** Smarter Commerce optimizes supplier and partner interactions based on changes in shopping/buying behavior across the supply chain and reconsiders partner roles and relationships to generate new and differentiating customer value.

- **Market:** Smarter Commerce uses customer insight - deep insights about customers – gleaned in large part from the global conversations taking place online– to deliver timely and personalized engagement across multiple touch points.
- **Sell:** Smarter Commerce enables customer and partner engagement so they can shop, exchange information, and collaborate across all touch points, spanning human, digital, social, and mobile modes of access that are optimized according to their preferences.
- **Service:** Smarter commerce enables flawless customer service across all customer interactions, anticipates their behavior, and takes action to keep them loyal.

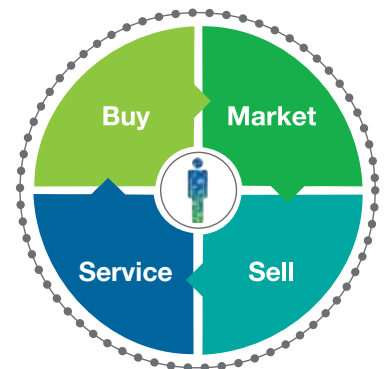
IBM Smarter Commerce drives measurable business outcomes, allowing you to deliver more compelling customer experiences in order to grow. It is a strategic approach that places the customer at the center of business operations and uses enhanced insight to optimize execution through the complete commerce lifecycle.

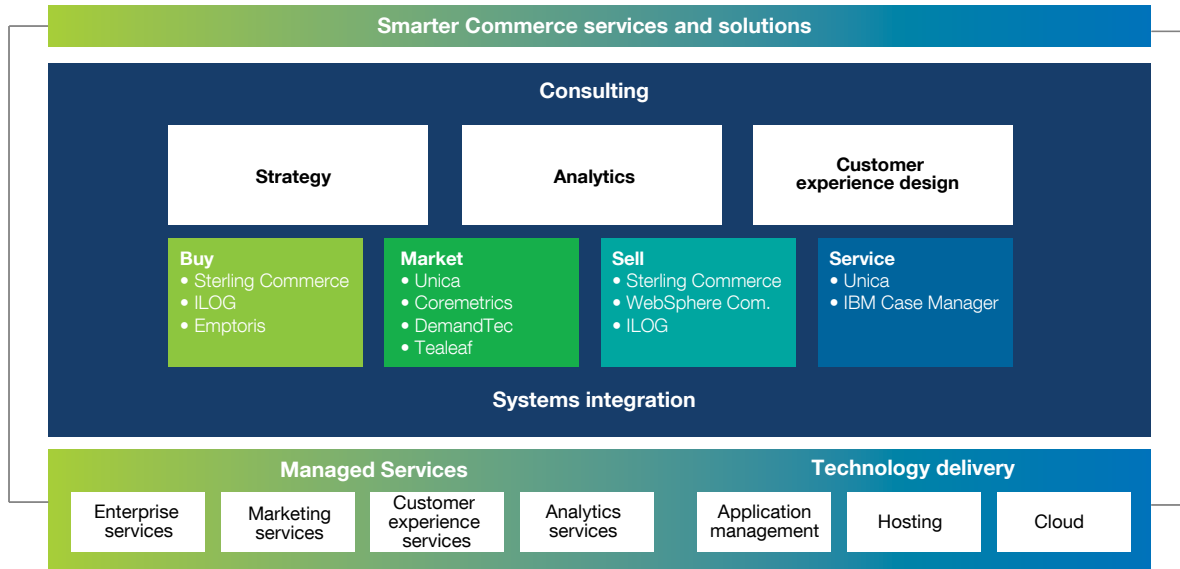
## Global Business Services for Smarter Commerce

Our Smarter Commerce consulting practice can go broad and deep to accelerate business outcomes. Our services portfolio is the most complete in the market.

Within the IBM portfolio, our services capabilities include strategy, analytics, customer experience design from IBM Interactive, as well as delivering a full solutions portfolio tied together by deep systems integration capabilities.

Beyond our consulting and systems integration services, we can run the processes based on business outcomes through our BPO business, IBM Global Process Services, as well as deliver application maintenance, hosting or infrastructure through a traditional deployment or cloud delivery model.





## Why IBM consulting for commerce?

IBM Global Business Services helps you navigate the complexity brought on by the empowered consumer and deliver measurable business outcomes.

Working collaboratively with clients, we provide solutions to many of the most difficult customer-facing challenges your organization is confronted with, providing expert business strategy and vision development, solution implementation, business case creation, and ultimately linking strategy to execution in ways that build continuous improvement and a foundation for ongoing innovation.

Using the IBM Smarter Commerce Center of Competence (CoC), we apply global expertise to solve challenging client requirements anywhere in the world. The IBM CoC for Smarter Commerce is a global team of experts that helps clients identify and develop leading solutions tied to key performance indicators (KPIs).

We can deploy these capabilities to help clients work through the complexity of Smarter Commerce, making client impact quickly through both functional and industry experience.

## Our clients

Our clients are applying these approaches for better, faster business outcomes.

### Interact

- Air Canada
- Fabregé
- Merlin

### Inform

- First Tennessee
- Elie Tahari

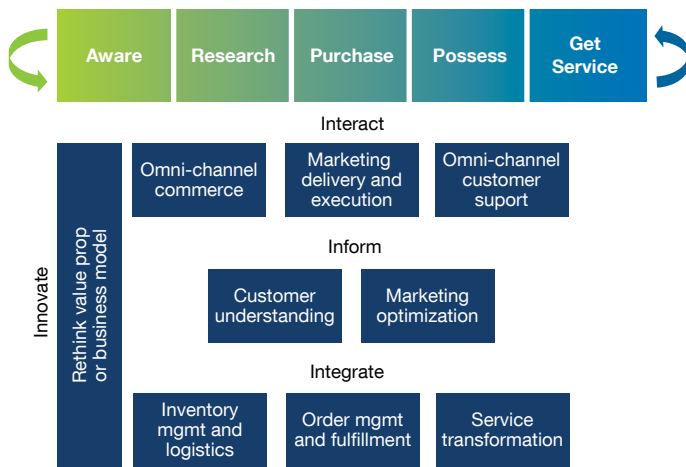
### Integrate

- El Corte Inglés
- BMW

### Innovate

- Suning
- Visa

Based on our extensive application of smarter commerce with clients, we believe that the key to achieving customer engagement, customer insight and intelligence and value chain optimization involves focusing on 8 key areas, underneath which there are over 50 discreet capabilities that enable transformation.



## Getting started

Having a Smarter Commerce vision is the first step; then comes the hard work of applying it to your business. We have developed a portfolio of accelerators that can help you get started and accelerate your journey to embracing Smarter Commerce. Based on numerous client engagements, we can help you get started and determine how to prioritize initiatives and identify the associated business outcomes. Each of these accelerators delivers four key elements:

- We define and clearly articulate your vision for Smarter Commerce and the value it will provide your customers.
- We create a blueprint of future state capabilities required to deliver greater value to your customers.
- We organize and prioritize all the work to be done into an executable roadmap.
- We develop a business case with expected outcomes.

## Our portfolio

### Interact

#### Smarter Commerce – Omni-channel Experience

**Assessment:** Rapidly develop a cross-channel strategy that reflects current customer trends and priorities. This channel strategy initiative focuses on defining key characteristics of target customer experience, revised channel mix, role of each channel, and key capabilities.

**Social Business Enterprise Strategy Accelerator:** Analyze how social media accelerates and challenges your current business strategy and build a roadmap for people, organizational, and technological change. This assessment analyses your adoption of social media for both internal and external purposes, and can help you capitalize on collective intelligence (internal & external) for faster innovation and increase customer insight and responsiveness.

**Smarter Marketing Accelerator:** The accelerator begins by helping you develop a new target vision for smarter marketing across your organization based on best practices. By infusing leading practice with peer-to-peer engagement and learning sessions, we determine the business opportunities for value creation and ensure the customer centric agenda aligns with the overall growth objectives. The result is a ‘future story’ that describes the change to be implemented and the path forward based on prioritization of business capabilities and return on investment.

**Mobile Strategy Accelerator:** Develop an enterprise level mobile business vision and supporting rationale as well as a portfolio of mobile capabilities/applications. This accelerator results in an actionable roadmap that optimizes mobile opportunities and accelerates time to market.

### Inform

**BAO Jumpstart for Customer Insight:** Receive new customer insight using time-boxed data analytics designed to provide actionable insights that prove the concept and the value of moving your organization in this direction. This assessment delivers a comprehensive vision and roadmap for a data driven marketing and sales organization as well as short term, problem focused data analysis to prove fast value and help you evaluate possibilities.

## Integrate

### Smarter Commerce – Customer Value Strategy

**Accelerator:** Incorporate the possibilities of digital into your enterprise with value-propositions for growth. This customer value strategy accelerator is focused on identifying new, breakthrough, business models that are made possible by the new and evolving needs of the social, digital, and mobile consumer.

**Supply Chain Optimization Assessment:** Reduce cycle time and cost for external business partners by automating transactions. This engagement defines a roadmap to implement a visibility implementation plan based on benefits realization, and leveraging a proven approach based on analytical tools and deep supply chain management expertise.

## Innovate

**Smarter Commerce Maturity Assessment:** Assess your end to end capabilities against leading practices across the supply chain, marketing, sales and service functions creating a holistic view of your existing and desired Smarter Commerce capabilities. This approach allows us to rapidly benchmark your capabilities against your competition and to identify the key initiatives required to innovate and gain competitive advantage.

### IBM Smarter Commerce Center of Competence

IBM's global scale allows us to capture best practices and apply our expertise globally for our clients. The Smarter Commerce Center of Competence consists of subject matter experts with deep business and technical knowledge that are focused on accelerating the sales, solutioning, and delivery of Smarter Commerce solutions around the world for better, faster business outcomes. This unique capability allows IBM to accelerate Smarter Commerce initiatives for clients anywhere in the world, no matter where they reside.

### IBM Interactive: Energy & rigor, combined

IBM Interactive is a leading interactive agency with a unique ability to imagine, discover, and deliver compelling user experiences. We leverage the full spectrum of IBM's global capabilities – strategy, creative, technology, accessibility, and business transformation – to implement solutions that strengthen relationships between organizations and their users. Integrating customer experience visions and strategic frameworks, we help clients create brand differentiation, enhance business value, and improve key customer interactions across all channels. Our holistic method uses information and insight to yield unparalleled outcomes.

	Physical	Digital	Social	Mobile	Contact center	Broad-cast
Plan, align, envision		Business strategy, digital brand and marketing strategy				
Design, create, implement		Creative & experience design, interactive user experience, implementation of solutions				
Ensure, predict		User research & measurement; business, web, & social analytics				
Maintain, enhance, operate		Campaign management, digital production and maintenance services				
Communications • Distribution • Financial services • Industrial • Public • SMB						

## For more information

To get started and learn more about Smarter Commerce from IBM Global Business Services, please contact your IBM representative, or visit the following website:

[ibm.com/services/commerce](http://ibm.com/services/commerce)



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September 2012  
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