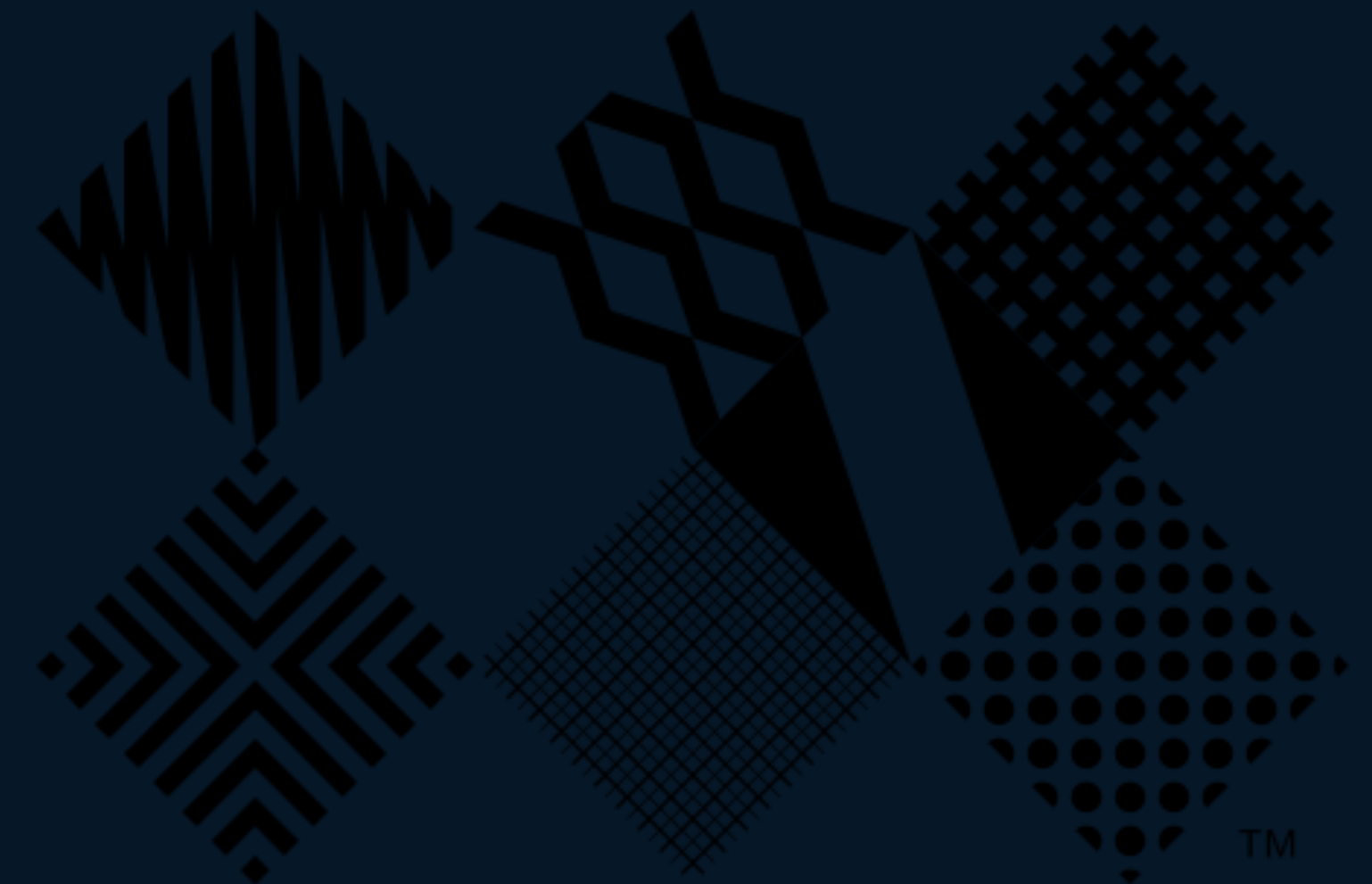


Customer Experience Transformation with IBM Intelligent Commerce





2022 is another wild ride

How do you strategize growth in a chaotic world?

By focus on creating customer experiences that matter.

Your CX
transformation
success depends
on getting
commerce right

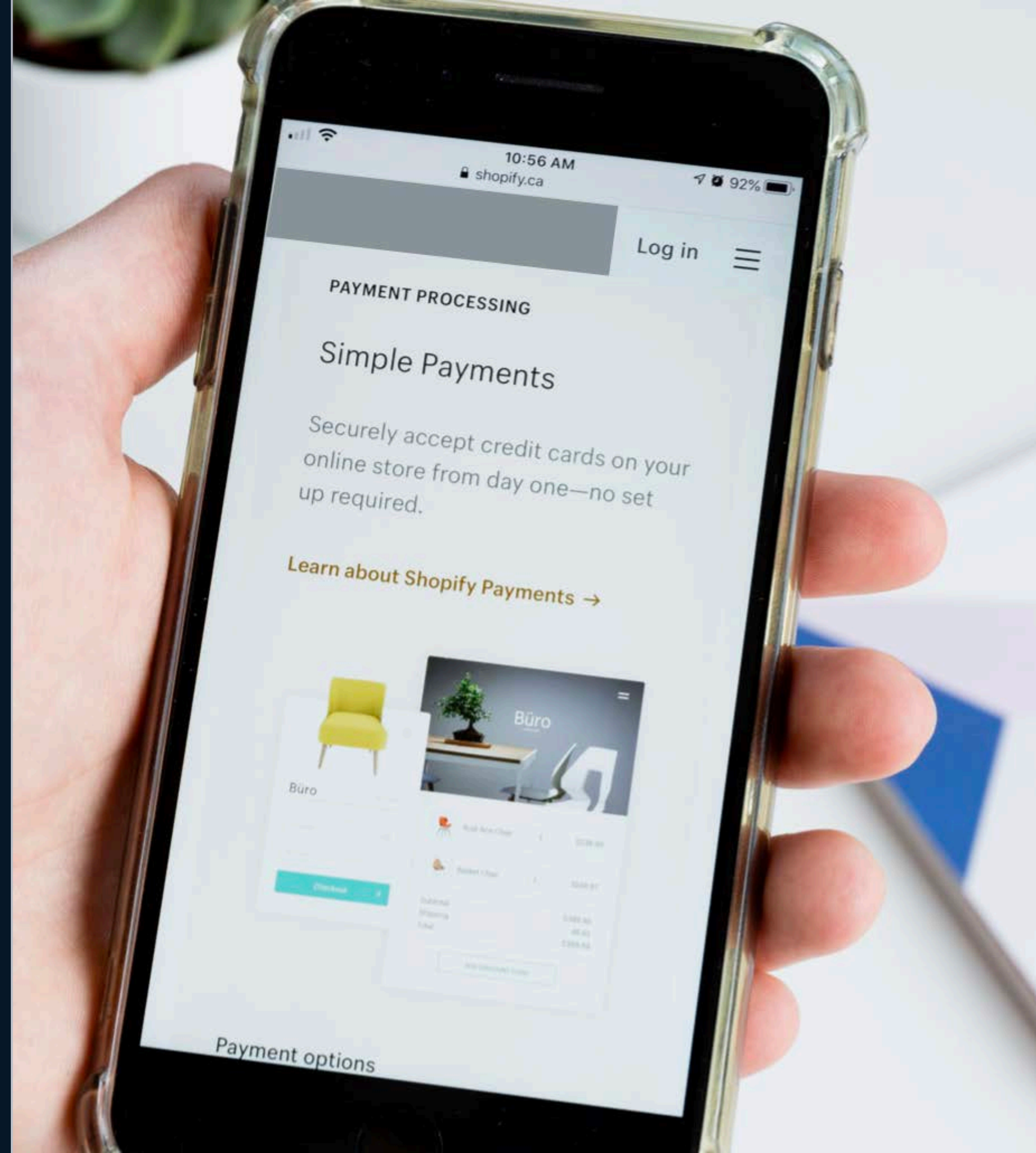
“New enterprise
“**experience**”
architectures will
evolve to deliver
**Anywhere
Commerce**”

– Forrester, Predictions
2022: Digital Commerce
November 2021

Our mission

It's simple...

we design and deploy great
buying experiences which
deliver **significant** and
sustained growth for our
clients.



Intelligent is **strategic**

tactical digital commerce connects **capabilities**

Digital commerce provides commerce capabilities by connecting platforms providing functionality around:

- Dynamic Pricing & CPQ
- Product Content Management
- Catalog Management
- Search & Recommendations
- Merchandising
- Order Management
- Experience Management
- Context Driven Services

strategic intelligent commerce orchestrates **experiences**

IBM Intelligent Commerce is a transformational offering which enables our clients to orchestrate ecosystems to deliver best in class customer experiences. By harnessing the power of AI, smart data, and analytics, customer insights are harvested to design contextually personalized interactions. Modern architecture enables deployment of seamless omni-channel experiences by keeping the focus on customers.

What makes our commerce intelligent?

1

Experience
orchestration

Everybody says
“experience.”

We know what **experience** means,
how to **orchestrate** great
commerce experiences,
and how to use them to
deliver significant and
sustained growth for
our clients.

2

Data insights
driven interactions

Everybody says
“personalized.”

We go deeper with
personalization to use **AI**,
smart data, and **analytics**
to gain the **insights**
necessary to design
commerce experiences
which drive client growth.

3

Ecosystem
evolution

Everybody says
“ecosystem.”

We transform powerful
commerce platforms
into strategic growth
ecosystems which **evolve**
to activate new revenue
sources, increase
efficiency, and enrich the
customer experience

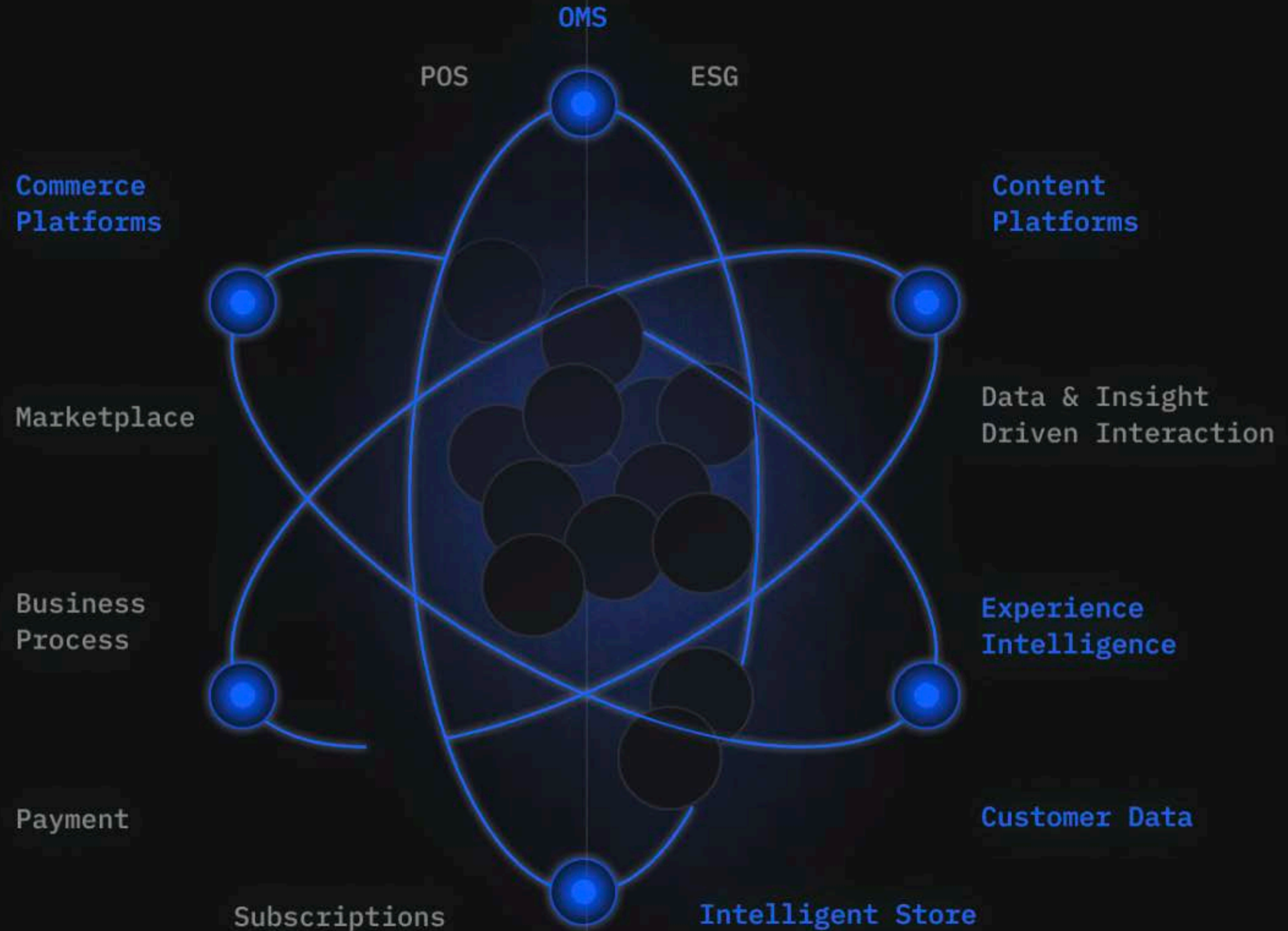
Orchestrated ecosystems

The **IBM iX Experience**

Orchestrator, our groundbreaking accelerator, powers our **IBM Intelligent Commerce** solutions, turning best in class commerce platforms into beautifully orchestrated ecosystems.

It activates AI and analytics, enables personalization and curation, and accelerates with the speed and efficiency of automation.

In short, it enables us to bring intelligence to customer experiences.



Our speed

The **IBM iX Experience Orchestrator** provides our client with an essential key to growth - the ability to quickly launch new experiences, products and business models with reduced development costs and risk.

We deliver with the **fastest time to value on the market**

30%

increased revenue

30-50%

decreased cost

3X

reduced time to value

Simplifies the Complex:

easily create and refine customer experiences by leveraging decoupled architecture and microservices

De-risks & Accelerates:

pre-built connectors and resolvers seamlessly integrate best in class commerce platforms on any cloud.

Agnostic & Holistic:

agnostic to work with the best platforms for our clients and activates commerce ecosystem to enable experience transformation.