**IBM WebSphere Commerce**

IBM WebSphere Commerce is a comprehensive and powerful ecommerce solution designed to support virtually all of a company’s business models while delivering a personalized and relevant customer experience on a single platform

IBM Digital Commerce was designed with a focus on three key themes:

**Give customers the Omni-channel service and experiences they expect**

IBM WebSphere Commerce enables you to create experiences that are as unique as your business and give customers the flexibility to seamlessly move between channels to interact with you when, where and how it’s most convenient for them

A set of open, standards-based interfaces make it easy to integrate with supply chain solutions such as enterprise resource planning (ERP) and distributed order management (DOM) applications so you can provide inventory visibility and the flexible fulfillment options your customers expect.

**Deliver personalized and relevant customer experiences**

IBM WebSphere Commerce includes a complete set of commerce services that help you become essential to your customers by creating personalized, customer centric experiences

The integration of search capabilities with WebSphere Commerce starter stores helps organizations reduce the total cost of implementation while increasing functionality in their storefront.

IBM WebSphere Commerce comes with responsive design which helps to deliver a common experience across mobile, tablet, and desktop while helping to lower the total cost of implementation and speeding time to deployment

**Support for business and IT**

IBM WebSphere Commerce is designed to meet the needs of business and IT constituents to enable more agile and responsive commerce operations

IBM Management Center for WebSphere Commerce empowers online marketers and merchandisers with easy to use tools and virtually eliminates the need for IT. Business users have more control over content, product catalogs, price lists, promotions and the overall customer experience.

IBM Commerce Composer for WebSphere Commerce is a web page design and layout tool that enables merchandisers to quickly create and manage digital customer experiences without the need for IT.

**IBM Sterling Order Management System (IBM Sterling OMS)**

IBM Sterling Order Management System (OMS) v9.5 is a comprehensive software solution that brokers orders across many disparate systems, orchestrates and automates cross-channel selling and fulfilment processes, and provides a global view of supply and demand across the supply chain. Product capabilities include:

**IBM Sterling Distributed Order Management**  
The IBM Sterling Distributed Order Management (DOM) increases your fill rates, lowers buffer inventory, and reduces your manual processes. OOB configurable processes give you control over the entire fulfilment lifecycle – from order capture, to source and fulfil, to returns and settlement.

**IBM Global Inventory Visibility**  
Global Inventory Visibility module provides a single aggregate view of all your inventory information from both internal and external locations.

**IBM Sterling Delivery and Service Scheduling**  
The IBM Sterling Delivery and Service Scheduling module enables scheduling of delivery, installation, and other add-on services when the order is placed.

**IBM Sterling Drop Ship**  
IBM Sterling Drop Ship module provides tools to manage and automate the fulfilment of orders directly from your trading partners throughout the order-to-cash process.

**IBM Sterling Reverse Logistics**  
The IBM Sterling Reverse Logistics module provides effective tracking of items throughout the return-and-repair process, and automates returning items to stock.

**SAP Hybris**

SAP Hybris Commerce drives digital transformation and enables you to become an Omni-channel business, delivering contextual customer experiences and unifying customer processes. It helps you integrate all digital and physical customer touchpoints onto a single, robust platform – including online, mobile, point-of-sale, call center, social media and print – empowering you to deliver exceptional, seamless customer experiences, in any industry, anywhere in the world.

Its single-stack architecture ensures a fast time to innovation, drives the best total cost of ownership and offers the maximum flexibility for extension and customization. Built for the enterprise and applicable to B2B, B2C and B2B2C cases, it combine world-class capabilities that can be deployed flexibly – on-premise, in a private cloud, or through SaaS.

Key Capabilities of SAP Hybris Commerce:

* **Product Content Management (PCM)**
* **Web Content Management (requires SAP Hybris Customer Experience)**
* **Order Management for Commerce**
* **Search and Merchandising**
* **Advanced Personalization**
* **Mobile**
* **Customer Service**
* **Data Integration**
* **Bundling**

It comes bundled with loads of features including –

* Superior data management to ensure consistent, high-quality information across all channels
* Flexible, modular platform built on a modern, standards-based architecture
* Easy to extend, customize, integrate and maintain
* Intuitive, easy-to-use business tools
* Commerce Accelerators offer quick implementations of industry-tailored omni-channel experiences
* Omni-channel order management for commerce
* Fully responsive web design pages for desktop, wide desktop and mobile
* User-friendly business tools and analytics reporting to drive strategic growth across all channels and regions
* Advanced personalization tools
* Provide flexible fulfillment options like Buy Online Pick Up In-Store, or Buy Online Return In-Store
* Reduce time to market by more than half with best practice storefront design, straightforward cod­ing, high quality sample data and precise technical documentation
* Real-time, continuous event-driven product mix that can be used to drive a 1-to-1 commerce experience via email, SMS, CRM and other points of interaction using APIs
* Friendly, easy-to-use drag and drop interface designed for business users to deliver sophisticated logic

**Magento**

Magento Enterprise Edition 2.1 provides unmatched flexibility to quickly and cost-effectively deliver engaging shopping experiences tailored precisely to your brand and business, and it puts you in control with all new capabilities to drive sustainable growth, improve business efficiency, and perform and adapt at scale.

Key features of Magento include:

**Shopping Experience**

* Responsive design reference themes
* One-click account creation and auto-recognition of registered customers
* Staging and Preview feature
* Enriched product merchandising
* Faster checkouts with easier PCI compliance with PayPal, Braintree, Authorize.net, WorldPay, and CyberSource integrations

**Business User Tools**

* Intuitive, easy to use Magento Admin experience
* Drag-and-drop tools
* High quality search results with Elasticsearch
* Step-by-step product creation tool
* Improved product importing and exporting

**Performance and Scalability**

* Pre-integrated Varnish page caching
* Minifying JavaScript and compressing images
* Job queuing based on Rabbit MQ
* Extensive backend improvements
* Master databases for key subsystems like order management, product management, and checkout
* Support for multiple slave databases and MySQL Cluster data sharding

**Open and Flexible Development**

* Modern tech stack based on popular PHP frameworks and coding patterns
* Modular code base allowing for fine-grain customizations
* Extensive and more efficient APIs
* Enhanced theming and layout framework
* Automated testing support
* Easier upgrades for new releases