

ATG COMMERCE SUITE

*Powering the growth of the world's best brands,
across channels, with market-leading commerce solutions*

ATG Drives Commerce Success for Large and Mid-Sized Businesses

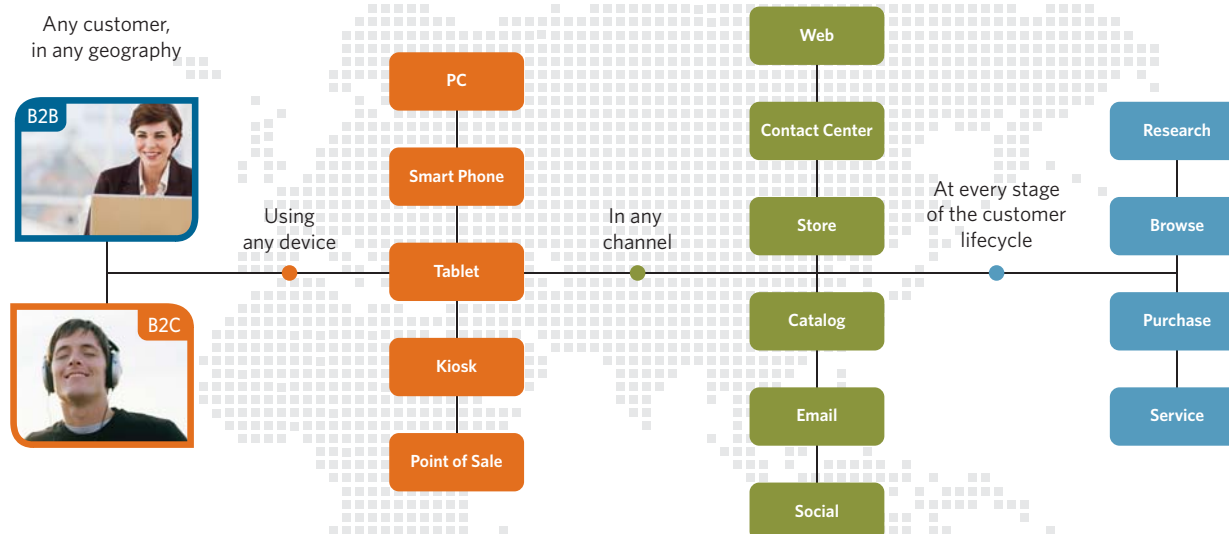
ATG provides the market-leading commerce software and services to power the growth of the world's best brands, be they large enterprises or mid-sized companies. Our customers drive sales by choreographing a personalized customer experience that unifies and optimizes interactions across the web, contact center, mobile devices, social media, physical stores, and other key channels.

A View of Commerce Anywhere

Today's well-informed, well-connected consumer interacts with merchants, peers, friends, and family across multiple channels before making a purchase decision. And they move quickly. The challenge for businesses is to intelligently connect with consumers wherever they are and however they prefer to research and purchase — and to work at the speed of digital commerce, with all the efficiency and control required for success. Commerce Anywhere represents ATG's view of how to effectively serve the "anytime, anywhere" consumer. With ATG, companies can move from a model of independent, siloed, multi-channel sales processes to a unified cross-channel sales model that creates a highly coordinated customer experience.

Commerce Anywhere

Efficiently create and manage a unified, personalized customer experience across all product categories, brands, and sites.



Leadership and Expertise in Online and Cross-Channel Commerce

Led by seasoned executives and technical experts, ATG has earned a reputation for enabling companies to grow with confidence. Industry analysts consistently rank ATG the top e-commerce provider and recognize us as the innovation leader. ATG's expertise in e-commerce is proven by our customers' consistent success. With an exclusive focus on online and cross-channel commerce, our deep commerce expertise is proven with more than 1,200 enterprise and mid-sized companies worldwide.

Solutions for Mid-Sized Businesses

Is your current e-commerce site struggling to support your company's growth plans? ATG works with many mid-sized companies to deliver all the power and capability of an enterprise-class commerce operation, with an easy-to-configure solution that delivers rapid time to value at an affordable cost.

Industries We Serve

- Consumer Product Manufacturing
- Consumer and Business Services
- Media and Entertainment
- Distribution/Wholesale
- Financial Services
- Retail
- Travel
- Telecom
- High Tech

Fuel Your Growth With a Strong Commerce Foundation and Quick-Hitting Optimization Solutions

The ATG Commerce Suite consists of ATG Commerce, the leading cross-channel commerce platform and applications; and ATG Optimization, an integrated set of on-demand commerce optimization solutions. By tapping into all the capabilities in our reliable, scalable, and highly flexible commerce suite, companies of all sizes can deliver an engaging, personal experience across all channels, and reap results that outperform industry norms.

B2C Commerce

Employ the richest, most proven B2C commerce functionality, including features that empower merchants to work the way they want, personalize the shopping experience, support multi-site requirements, and ensure low cost of ownership.

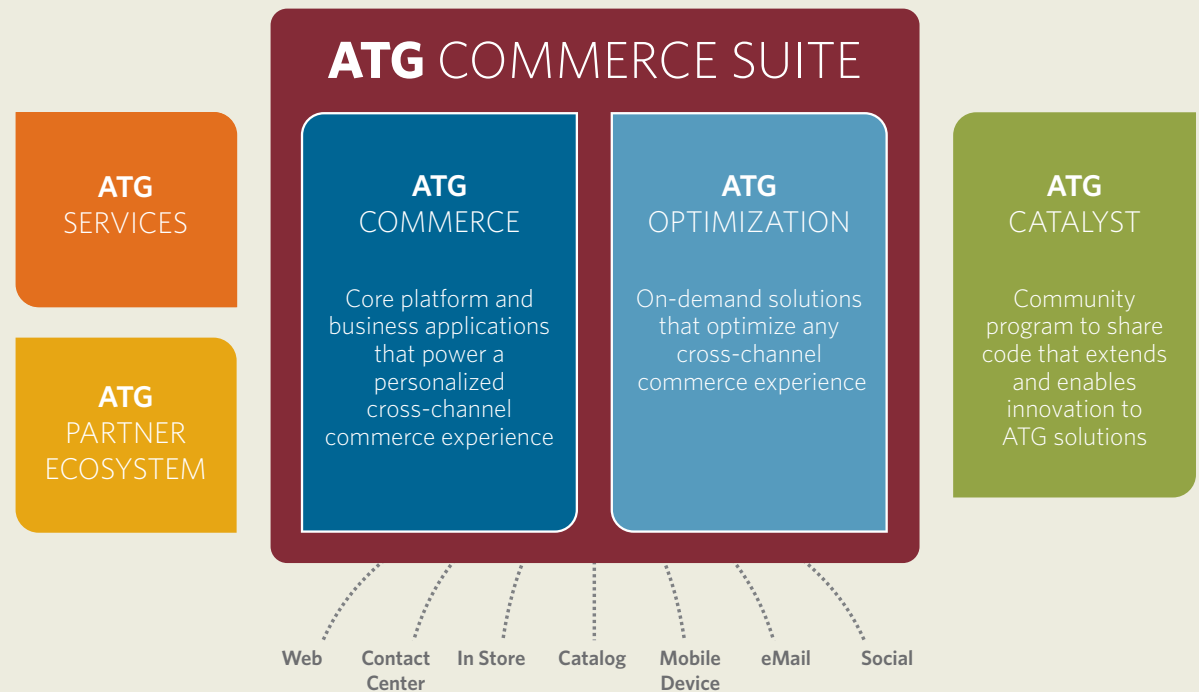
B2B Commerce

Satisfy expectations for an experience that rivals B2C commerce while meeting the unique demands of B2B. Drive cross-channel B2B sales and marketing from a single platform by automating order entry and processing, handling large catalogs, and supporting a high volume of transactions online — even across multiple brands and geographies.

Mobile Commerce

Enable comprehensive commerce and customer service functionality on different devices, leveraging marketing and merchandising tools. Enable mobile commerce research, browsing, and transactions. And provide live help with our industry-first mobile chat application.

With solutions for B2C and B2B, mobile commerce, social commerce, customer service, and lead capture, the ATG Commerce Suite powers the world's most innovative and successful cross-channel commerce initiatives.



Social Commerce

Take advantage of a broad range of powerful and unique social commerce functionality to tap into the influence of social networking to attain higher site traffic, conversions, and loyalty. Integrate marketing and selling with social networking sites and leverage user-generated content to improve the user experience and merchandising.

Automated, Predictive Merchandising

Quickly lift revenue by applying our predictive recommendations engine to present the most relevant products from the catalog across all channels — while matching each shopper's current interests with your business goals.

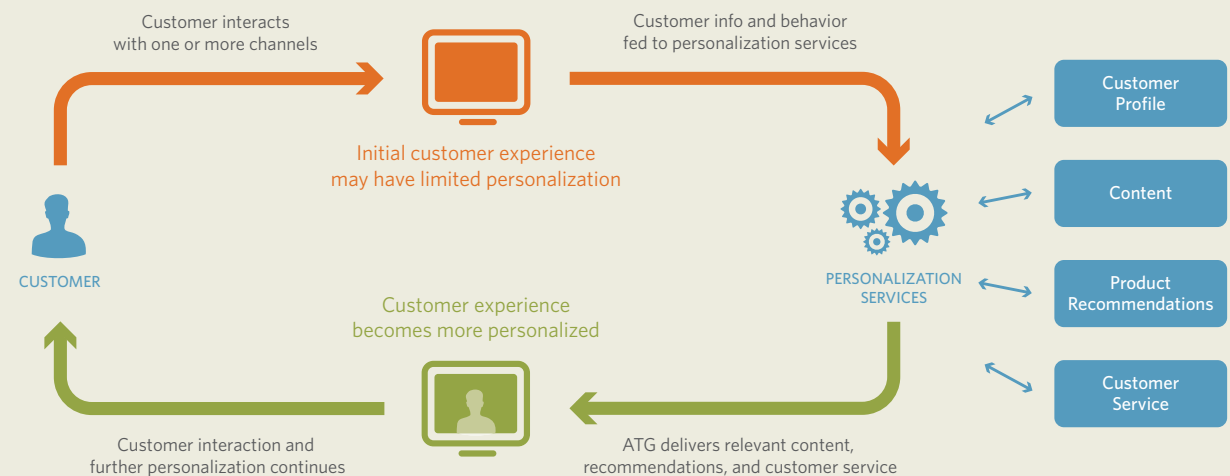
Cross-Channel Customer Service Including Live Help

Deliver just-in-time, personalized, interactive assistance to all customer touchpoints using integrated contact center solutions, self-service, a knowledgebase, and live voice, chat, and email response.



Personalize the Buying Experience

Personalization is critical to creating a relevant experience, engaging customers more effectively, and increasing sales. To deliver a personalized experience, businesses need to inject personalization throughout every interaction in every channel. That's why personalization permeates the entire ATG Commerce Suite — so you can tailor the buying experience and present relevant recommendations, promotions, and product information that increase sales, average order values, and customer satisfaction.



ATG Commerce: Take control. Get efficient. Move faster.

ATG Commerce empowers you to maximize sales across channels, and optimize the ability of contact center and in-store sales associates to deliver personalized service and close more sales.

ATG Commerce includes everything needed to drive your cross-channel commerce initiatives: shopping cart, catalog, promotion management, personalization engine, guided navigation, enterprise integration, and rich marketer and merchandiser interfaces. Plus, it provides powerful new multi-site architecture and administration tools, and a customizable pre-built storefront that make it easier than ever to speed commerce implementations, rapidly launch new sites, and expand internationally and into new segments.

Expand Your Business Quickly with Greater Efficiency and Control

ATG Commerce speeds and simplifies your ability to enter new markets, launch new brands and sites, and expand into new countries.

- Present appropriate site content for each country, language, and brand using dynamic personalization capabilities
- Easily address a variety of business models and country requirements using multi-site support for centralized management of multiple catalogs, price lists, and languages — and simple sharing of carts, catalogs, promotions, software components, and integrations across sites
- Make transitions between channels seamless and deliver a consistent and more holistic cross-channel buying experience

Empower Merchants to Work the Way They Want

Our merchant-inspired tools enable marketers and merchandisers to:

- Closely monitor commerce activities in all channels
- React flexibly and quickly to market conditions
- Easily present customers with relevant and attractive offers



ATG Commerce is a comprehensive, highly scalable e-commerce platform and application solution that automates and personalizes the online buying experience. With ATG Commerce, you'll gain the speed, efficiency, and control to maximize sales and ensure ongoing customer loyalty.



Proven Reliability and Performance

ATG Commerce offers near-100 percent uptime performance, and has supported over 10 million visits and over 100,000 completed orders per day, and over 300,000 concurrent users.

Flexible Delivery and Deployment Options

Access ATG's industry-leading e-commerce software and applications via software licensing, a managed service, Software-as-a-Service (SaaS), or as a partner-hosted, on demand solution.

Analysts Validate ATG's Leadership

The most highly regarded independent industry analysts consistently rank ATG as an e-commerce platform leader.

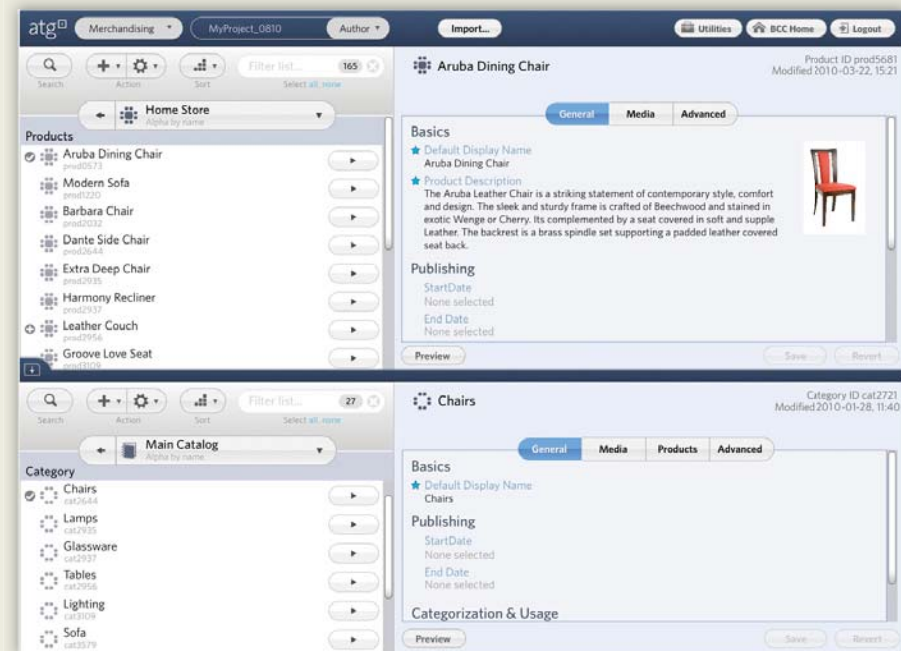
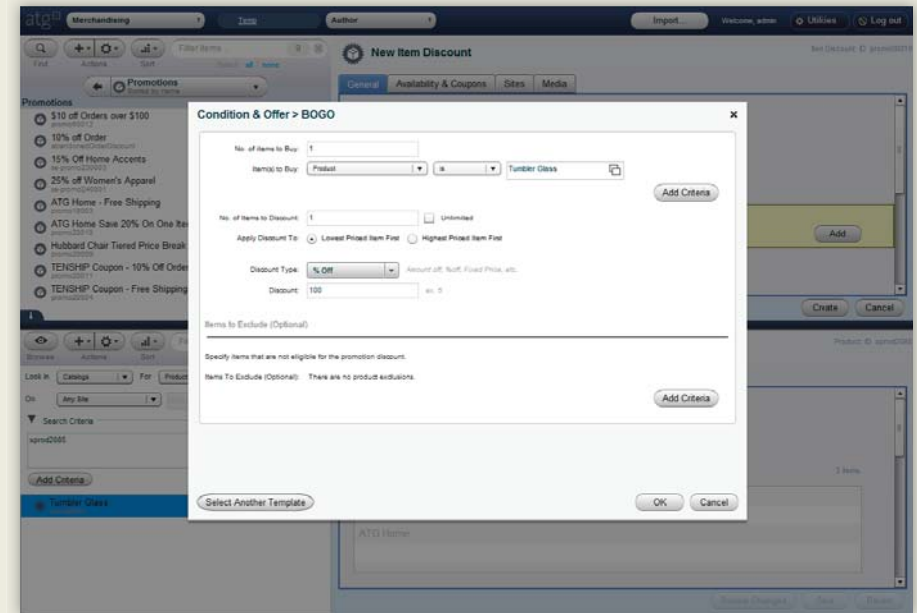
Gain All the Control and Flexibility You Need

Merchant-Inspired Tools

Developed with real-world knowledge of a merchandiser's typical day, and those atypical days, ATG Commerce enables merchandisers to quickly respond to business dynamics and take full control over campaigns, catalogs, promotions, up-sells, cross-sells, the presentation of search results, and more. Key features include:

- **Merchandiser interface** – streamline common tasks and speed time to market
 - » Ergonomic, intuitive design including drag and drop, split-screen, and rich media
 - » Enhanced search, sort, filtering, and product categorization
 - » Central management of catalog, content, and personalization rules reduces the number of clicks and time it takes to complete common tasks
- **Promotions engine and templates** – simplify promotion management
 - » Simplified creation of the most common promotions
 - » Support for custom and complex promotions
- **Search and campaign management** – convert browsers to buyers
 - » Dynamic, integrated commerce search incorporates searchandising and guided navigation into your storefront
 - » Campaign management tools empower you to create relevant, personalized outbound marketing and service campaigns
- **Personalization tools** – deliver a more relevant experience
 - » Segmentation and content targeting present the most compelling messages to each buyer
 - » ATG Adaptive Scenario Engine empowers you to treat site visitors uniquely and consistently across interactions

Simplify promotion creation with easy-to-use templates.



Streamline common tasks in ATG Merchandising using split panes, drag and drop, advanced search, sorting and filtering.

Unified Multi-site Capabilities for Commerce Anywhere

ATG Commerce includes ATG Sites™, a multi-site administration tool for quickly launching and managing multiple sites including microsites, mobile sites, social sites, affiliate sites, international stores, and in-store applications.

- Easily share resources like carts, catalogs, and promotions across sites with the power of ATG's new Unified Multi-site Architecture™
- Power innovative deal-of-the-day sites, private clubs, marketing microsites, and in-store applications

Features to Rapidly Reduce Cost of Ownership

Our pre-built customizable web storefront; flexible, modular, highly scalable platform; and high-performance integration framework make it possible to deliver industry-leading commerce experiences at lower cost.

- Jumpstart the implementation of new sites based on best practices
- Configure and extend the platform and applications to suit your specific requirements, and easily integrate them with back-end and third-party enterprise systems

Customer Service Applications

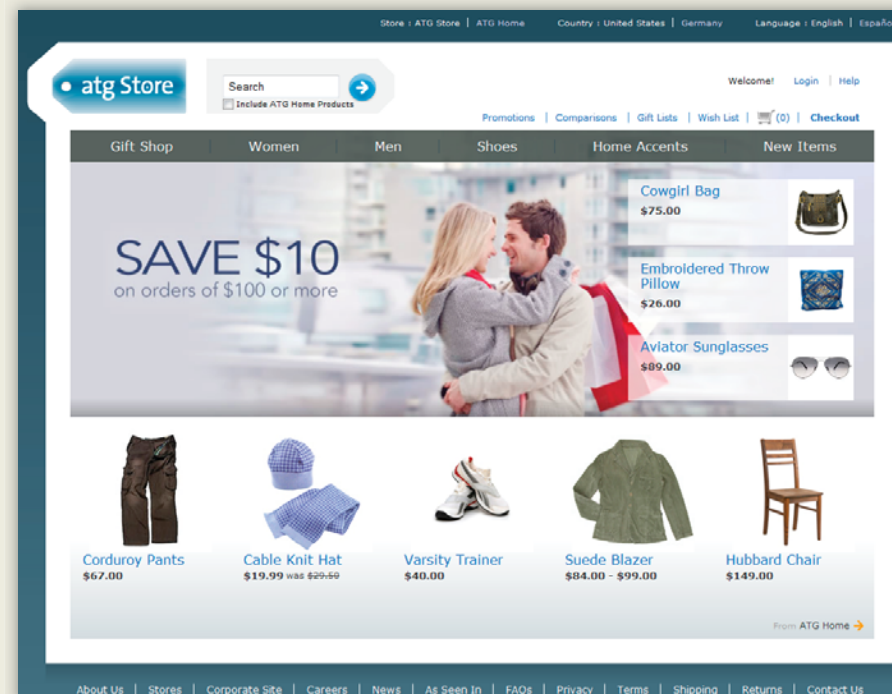
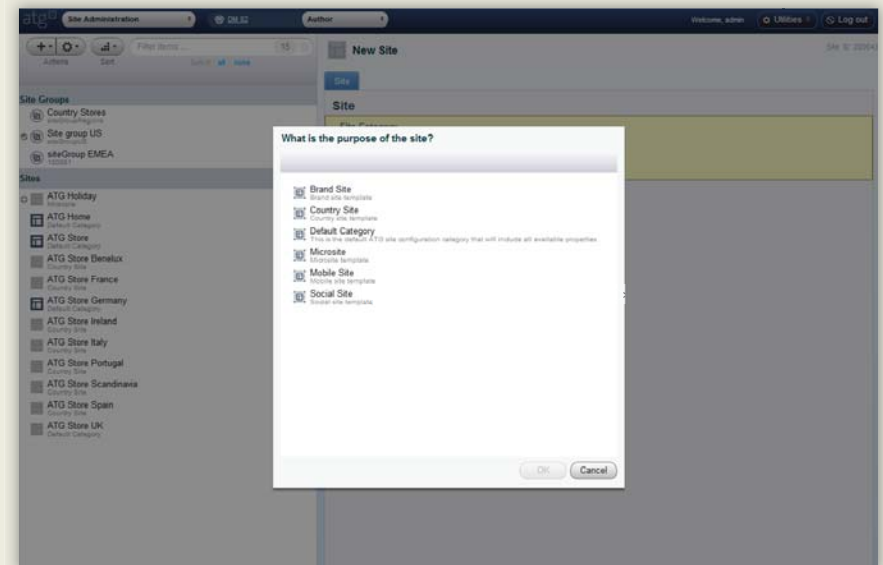
A range of tools – including integrated customer service, knowledge and incident management, and web self-service – empower both contact center agents and site visitors to resolve issues and complete transactions.

Analytics and Testing Tools

Make smart decisions about how to best attract, retain, and satisfy customers.

- Centrally monitor and analyze e-commerce and customer care demographics and behavior across sites using an integrated set of datamart and reporting capabilities that provide insight into data from ATG Commerce combined with demographic data and behavioral data
- Leverage the multi-site framework to view site-specific data and reports
- Evaluate and improve site performance and e-commerce initiatives by A/B or split testing of promotions, products, and website design

Easily launch and centrally manage sites. Share carts, products, promotions, software components, and integrations across sites.



Jumpstart new sites and apply best practices with a customizable pre-built web storefront.

ATG Optimization: Make the Most of Every Interaction

ATG Optimization is a set of on demand commerce optimization solutions that help you confidently grow revenue, boost loyalty, and unlock profits and insight by optimizing your cross-channel experience — even if it is not powered by ATG Commerce. Unlike other solutions, ATG Optimization provides the flexibility and intelligence to target the right visitors at the right time with the right offer in the right channel to drive high-value sales and profitable service.

Achieve Fast Time to Value on Any Website

With deployment in as little as a few weeks to a month, your company can use ATG Optimization to realize an immediate improvement in key performance indicators (KPIs) such as online abandonment, conversion rates, average order or subscription value, customer satisfaction rates, and the cost of customer service channels.

Optimize Every Channel

ATG Optimization starts with the web channel but extends to touch points across other online channels, including the contact center, email messages, mobile devices, and in-store kiosks, allowing you to optimize interactions with customers across multiple channels.

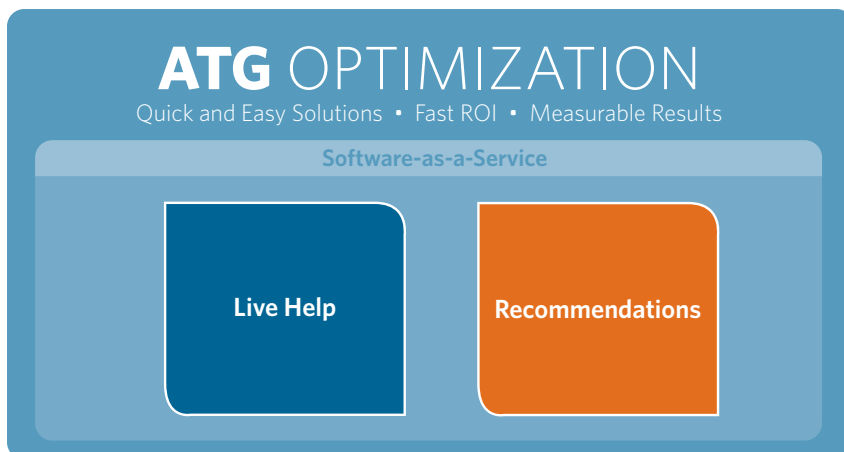
Harness Proactive Intelligence

Using intelligent online behavioral tracking, ATG Optimization “listens” to the inputs of each and every site visitor and responds proactively and intelligently with the right optimization service at the right time. This can include dynamic marketing messages, personalized recommendations, invitations to use live help, or re-marketing offers to complete abandoned carts or forms.

Deliver Immediate, Measurable ROI

Designed with ROI and measurement in mind, our optimization services enable ATG customers to realize an average 300 to 400 percent return on their investment, and payback in as little as one month.

ATG Optimization offers SaaS-based live help, recommendations, and lead performance solutions that work on any website or commerce platform to drive high-value sales and profitable service.



Measurable Impact

ATG Live Help

- Reduce abandonment by 40 percent
- Convert up to 50 percent of live interactions into sales
- Grow assisted sales values up to 30 percent

ATG Recommendations

- Lift top-line revenue by up to 5 percent
- Lift conversion rates for ATG Recommendations-impacted sessions by up to 400 percent
- Lift average order values for ATG Recommendations-impacted sessions by up to 30 percent



Quickly Deploy Live Help and Recommendations

ATG Live Help

Increase online sales and customer acquisition, improve customer satisfaction and retention, and reduce customer service costs with best-in-class click to call, click to chat, and email response applications that can be added quickly and easily to any website as an integrated, affordable SaaS solution.

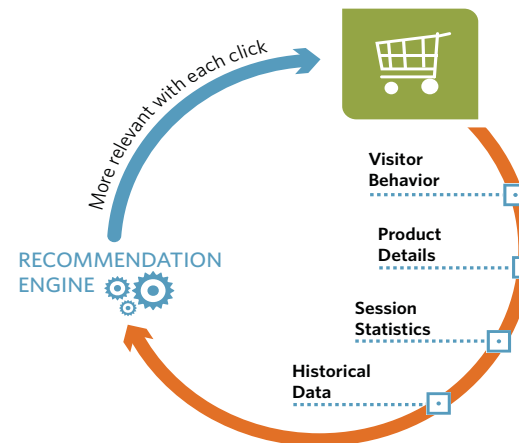
- **Click to Call** – Connect site visitors with live voice agents using the industry's most deployed, most tested, and most scalable click to call solution.
- **Click to Chat** – Connect site visitors with live chat agents via the best-in-class live chat solution featuring integrated email response, FAQs, and mobile chat.
- **Email Response** – Ensure secure, prompt, and professional responses to all inbound email inquiries, without compromising quality of service.
- **Dynamic Rules** – Utilize proactive, self-service business rules to “right channel” each live help interaction based on customer value and behavior.
- **Actionable Analytics** – Measure the impact of ATG Live Help on KPIs including conversion rates, average order values, and service handle times.



ATG Recommendations

Quickly lift revenue by recommending the most relevant products from the catalog to each shopper, at the right time in the right channel. ATG Recommendations offers the industry's most advanced product catalog analysis, predictive behavioral tracking, and a configurable recommendations engine to automate merchandising strategies that raise conversion rates and average order values.

- **Website Recommendations** – Automate cross-sells and up-sells across the site, and personalize other merchandising including top-sellers, what's new sections, online gift guides, and more.
- **Email Recommendations** – Maximize revenue from marketing by delivering personalized product recommendations into any HTML email as it is opened.
- **Cross-Channel Recommendations** – Extend ATG Recommendations' behavioral tracking and recommendations delivery to other channels including call centers, in-store kiosks, social networks, and more.
- **Revenue and Merchandising Analytics** – View ATG Recommendations' impact on KPIs including conversion rates and average order values, and gain insights into shopper behavior and product affinities to make more actionable merchandising decisions.



Secure Your Commerce Success

Take Advantage of Our Expertise to Gain Maximum Results

By tapping into the range of offerings and best-in-class resources we make available to our customers — from our Commerce Business Consulting Practice, Professional Services, and Customer Support to Education — ATG's business experts drive the most value from your commerce initiatives.

Online Business, Technical, and Partner Communities

The ATG online community offers participants the opportunity to collaborate, access ATG personnel for quick responses, and tap into helpful resources. While the Business Community is geared toward helping extract the best business results from ATG products and services, the Technical Community provides guidance on how to implement, customize, and operate ATG-based sites.

Join a Community of Visionaries

ATG offers many opportunities to interact with and learn from ATG and their cross-industry peers. In addition to our online communities, we also invite our customers to participate in product advisory and business advisory councils to establish a framework for ongoing dialogue.

Customer Conferences

Our annual conference provides customers with an opportunity to share and learn business and technical best practices, hear from and interact with ATG experts and industry analysts, and network in real time with other ATG customers and ATG partners. By building a community and professional network of ATG peers, customers can share experiences and ideas, learn from the insights of others, and gain inspiration for commerce innovation.

Global Partner Ecosystem

Our extensive worldwide partner ecosystem helps ensure our customers' success, in everything from cross-channel commerce strategy and business consulting to website development for implementations around the globe.

As an ATG customer, you have access to a broad set of expert implementation partners fully trained and equipped to design, implement, and extend ATG's solutions to address your needs. You can also take advantage of the innovative capabilities integrated into ATG Commerce by complementary software providers, including dynamic imaging, ratings and reviews, and payment.

ATG and our partners are in constant collaboration to identify and implement the best possible online commerce and self-service solutions for our customers. Together, we help our customers realize greater quality, efficiency, and return on investment.

ATG Catalyst Program

Through the ATG Catalyst program, ATG employees, partners, and customers can access code, share insights, and exchange innovative and useful extensions to ATG Commerce and integrations with partner technologies. Members can even access sample uses of emerging technologies, such as mobile and social commerce tools.



Ready to Take Your Business to the Next Level?

Visit atg.com or call us to schedule a demo:

North America:

1-800-RING-ATG

Europe:

+44 (0) 118-956-5000



ATG (Nasdaq: ARTG) provides the most advanced cross-channel commerce software and services to fuel the growth of the world's best brands. Offering the industry's leading commerce solution, ATG enables its clients to drive sales via a personalized customer experience — unifying and optimizing interactions across the Web, contact center, mobile devices, social media, physical stores, and other key channels. ATG powers the most innovative and successful commerce experiences, with results that outperform industry norms.

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