**FLUID.**<sub>SM</sub>

**Overview**
**Fluid**
**www.fluid.com**

**Solution Components**

• IBM® Watson®
• IBM® POWER7® systems

*"We're putting the best possible sales associate in the hands of every customer, every time. Fluid XPS<sub>SM</sub> is the ultimate shopper GPS."*

*•Brooke Aguilar, VP, Global Business Development, Fluid*

**Powered by IBM WATSON.**<sub>TM</sub>

# Fluid, Inc.

*Fluid's Expert Personal Shopper - XPS<sub>SM</sub> powered by IBM Watson seeks to transform filter-dependent e-commerce into a dialogue-based customer-driven shopping experience.*

Fluid Inc., founded in 1999, lives at the heart of digital shopping.  Their core competencies – strategy, design & technology – fuse together to help create commerce experiences and software that turn shoppers into buyers.  From mass-market retailers to luxury goods merchants, brands such as The NorthFace, Reebok, Google, Sears, The Clorox Company, Puma, Elie Tahari, Vans, Brooks Brothers, and Levi's turn to Fluid to drive conversion, customer satisfaction, and brand loyalty.

## The need

Nearly a generation since it's inception, online retail continues to transform the way we shop. Despite consistent industry efforts, advancements in personalized shopping, including recommendation engines and targeted ads, E-commerce still lacks the soul of that quintessential in-store shopping experience. With just a few questions, knowledgeable in-store sales associates build rapport, navigate the conversation and draw insights.  This can result in unexpected outcomes, but ultimately delivers on consumers desires…even when the consumer didn't know what questions to ask.  By contrast, the current state of online retailing relies on a combination of searches bound by retailer-optimized keywords and limited website filtering to fulfill the consumer's request. A proper balance of the interplay between customer empowerment and retailer control has been elusive, until now.

## The solution

Fluid is developing an expert personal shopping app powered by IBM Watson to offer consumers natural dialogue-driven assistance to help arrive at the best possible purchase. The app is expected to draw data from underlying sources like product information, customer loyalty data, sales histories, user reviews, blogs, relevant magazines and publications and travel documents to give users a highly unified, enhanced, enriched and personalized shopping experience.

Imagine buying technical gear, like a tent, online today.  You would visit a retailer or marketplace website and search for tents by narrowing down factors like size, style, and a pre-determined list of features. Compare that to the in-store experience of saying "I am taking my family camping in upstate NY in October and I need a tent.  What should I consider?" Fluid's Watson-enabled app is expected to help consumers make this same query online in plain English to find the perfect tent as well as unexpected items needed to complete the experience.

## The benefit

By empowering consumers to shop as they choose, Fluid XPS$_{SM}$ powered by IBM Watson aims to help retailers foster a more consumer led, non-linear, ubiquitous shopping experience that turns shoppers into buyers.  Replicating the best of the in-store experience online is like putting an expert sales associate in the hands of every consumer, every time.

## For more information

To learn more about IBM Watson and its Ecosystem Program, contact your IBM sales representative or visit ibm.com/watson.  To learn more about Fluid and its software solutions and services, visit fluid.com