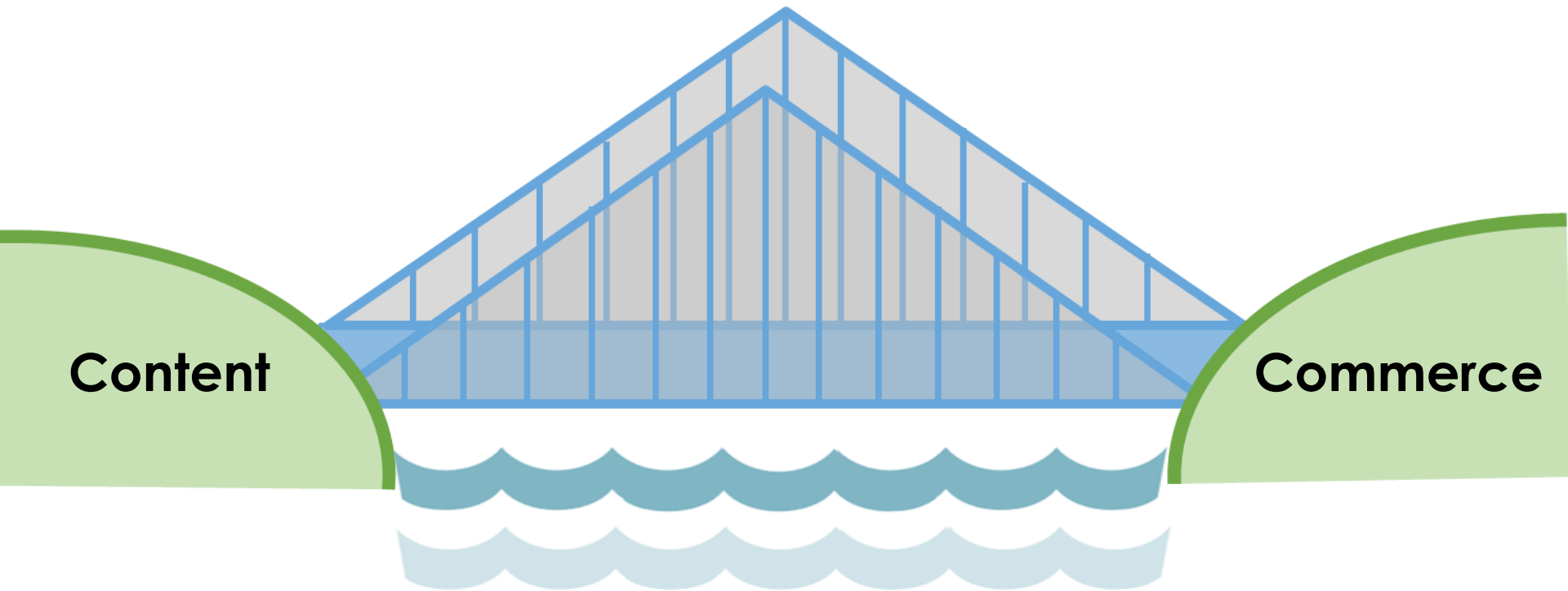


Bridging the Gap Between Content and Commerce



Be Competitive with Technology

The “Other” eCommerce



Web eCommerce

Marketing & Sales
Interactive
Massive Hype

Electronic Data Interchange

Supply Chain
Batch
Quiet Heavy Lifting

But.....

Business first, technology second
Radical re-thinking of business processes
Absolutely dependent on application integration
Redefine the role of IT in the organization

Competitive Computing



Company Profile

- **Founded: 1993**
- **Privately held ~ Original Founders**
- **Based in Vermont**
 - Staff of 85
 - U.S. Based Consultancy

Strategic Focus

- **Digital Strategy**
- **Enterprise eCommerce & CMS**
- **Complex Systems Integration**
- **Microsoft Gold Partner / .Net**



eCommerce Maturity



CRANE & CO.



HUSKY

First
Commerce
Site (1996)



COGNEX



“Online Catalog”

- Simple B2C eCommerce Sites
- Simple Brochure Brand Site
- Green-Screen B2B Systems
- Stand Alone Call Center Interfaces

“Integrated Business”

- Sophisticated / Interactive B2C
- Integrated Brand / Social Sites
- Integrated B2B
- Integrated Call Center Interfaces

“Connected Customer”

- Fully Integrated / 360 Experience
 - Multi-Channel ~ Online / Offline
 - B2C / B2B ~ Common Platform
 - Multi-Device ~ Mobile / Tablet
- Content / eCommerce Integration
- Global / International Integration

Bridging the Gap between Content and Commerce



What Gap?

Content

Marketing & Brand Management

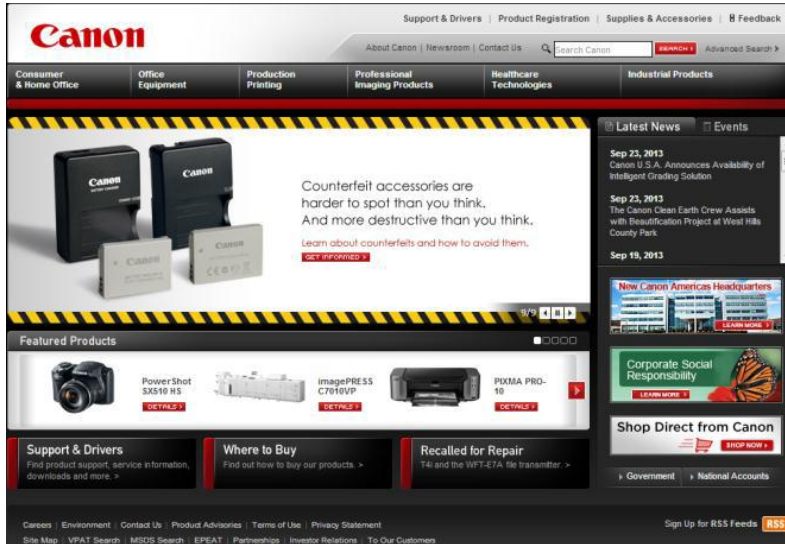
- Educate and connect with customers
- Unstructured content
- Fast, flexible web publishing
- Content Management Systems (CMS)



Commerce

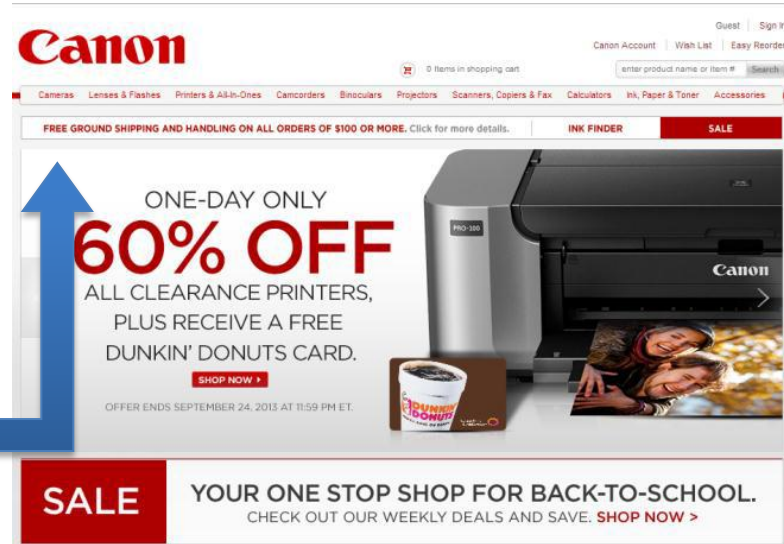
Sales & eCommerce

- Merchandising & promotion
- Structured catalog data
- ERP-like reliability, security & deployment constraints
- eCommerce systems



Content Management System

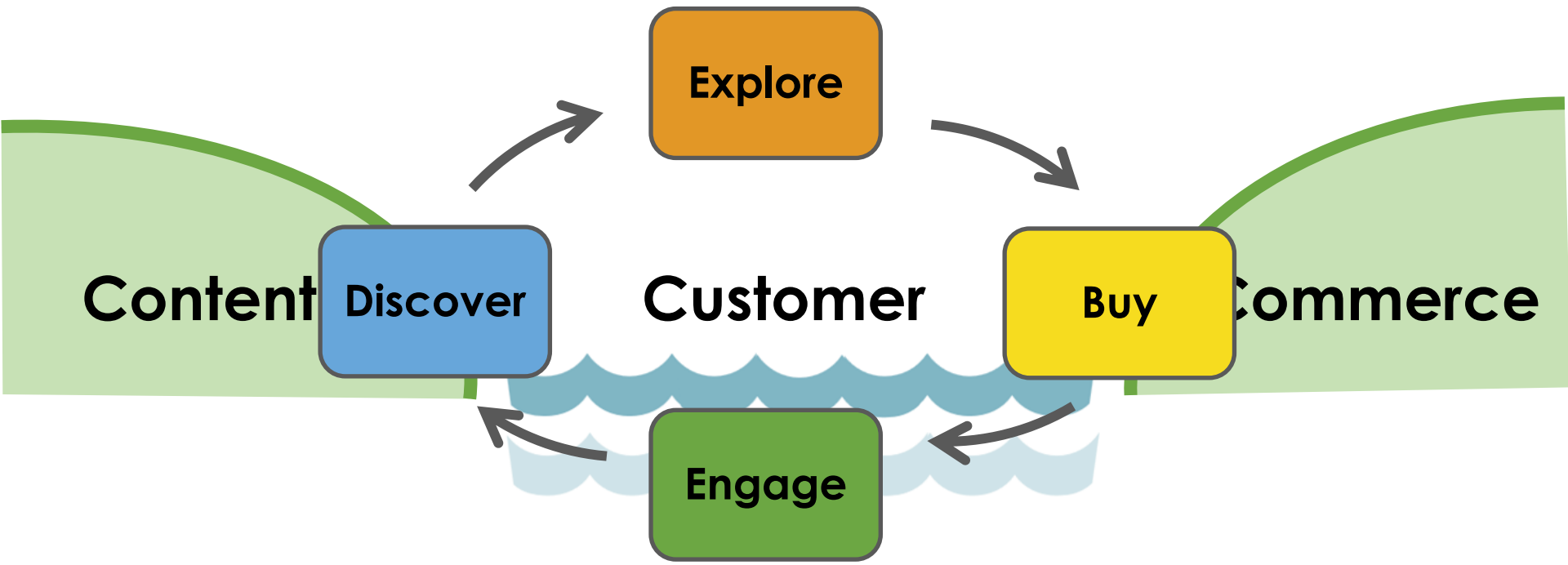
- Content authoring, workflow & approval
- Personalization
- Multi-device presentation management
- Social media management
- Analytics & reporting



eCommerce System

- Catalog / PIM
- Promotions
- Cart & checkout
- Payments / taxes
- Inventory / Fulfillment
- Order management

Bridging the Gap between Content and Commerce



Bridging The Gap



User Experience

- Consistent experience across all stages of the Customer lifecycle



Business & Organization

- Business first, then technology
- Cross functional



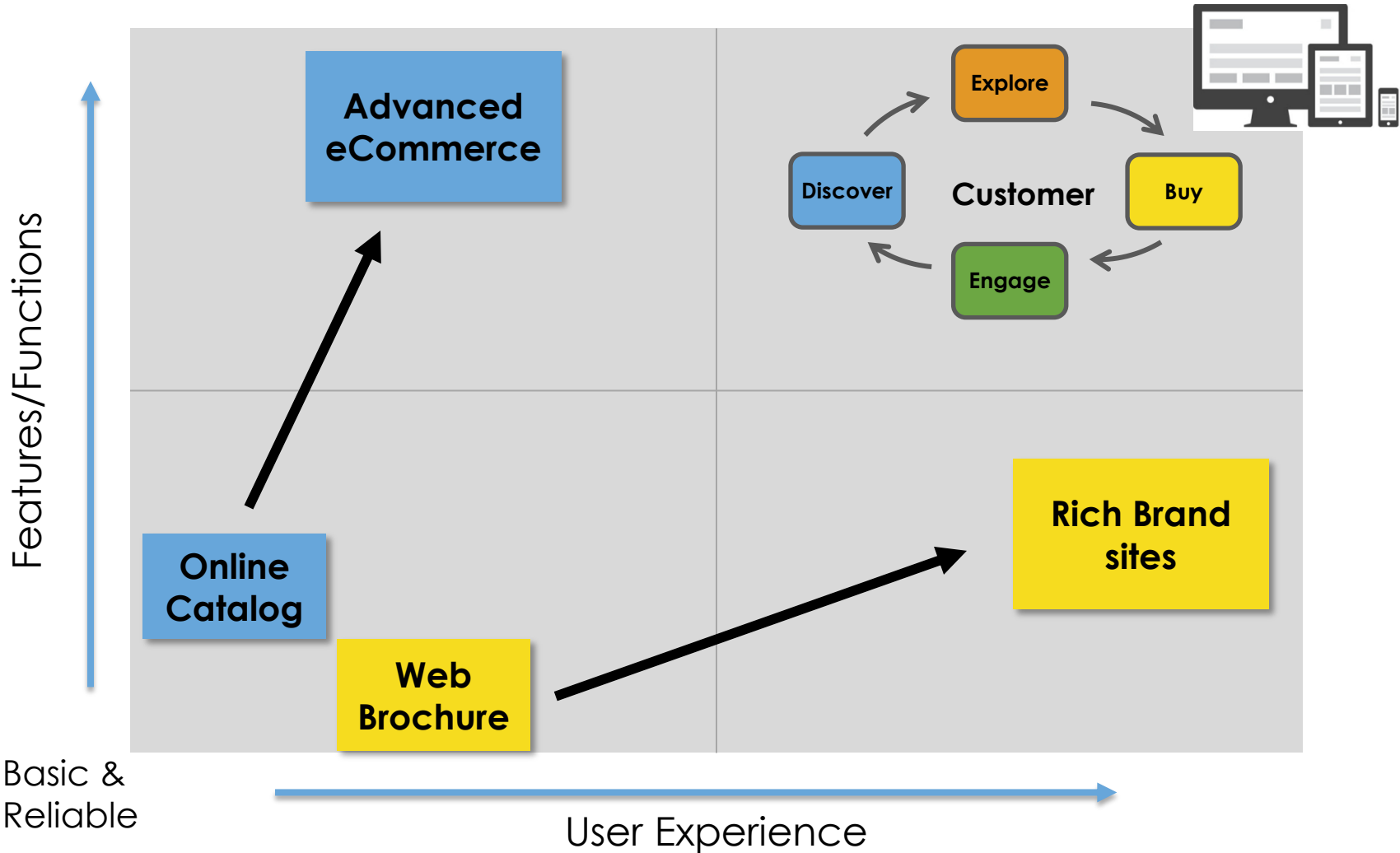
Technology

- Technology is improving fast
- Implementation strategy



User Experience

- Consistent experience across all stages of the Customer Lifecycle





User Experience

- Consistent experience across all stages of the Customer Lifecycle



Personalized Content – everything customers want and nothing more.

- Location
- Time of day
- Browsing behavior
- Buying History



Mobile first design

- 2015 tipping point
- Minimalist design



Business & Organization

- Business first, then technology
- Cross functional



Develop a strong business case

- Brand
- Customers
- Revenue (Visitors X Conversion X Average Order Value)
- Competitive threats

Plan for organization change

- Marketing
- Sales/Merchandising
- eCommerce
- Information Technology

Cultivate continuous improvement

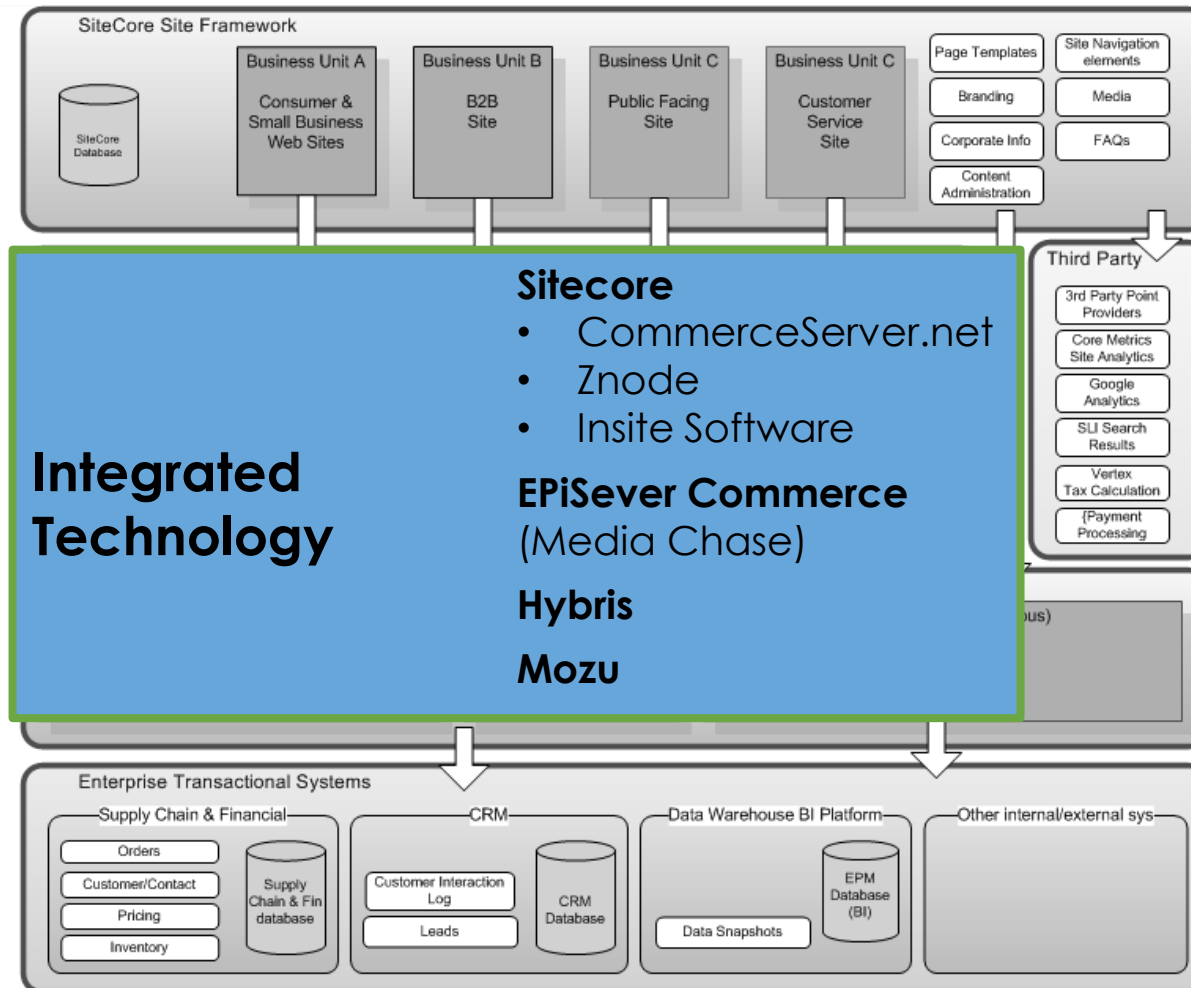


Technology

- Technology is improving fast
- Implementation strategy



Content-First Architecture





Technology

- Technology is improving fast
- Implementation strategy



Phased Implementation

Technical

Select CMS

Select/integrate
ecommerce

Analytics/optimization

Business

Organize/migrate
existing content

Develop
personas & new
content

Measure & manage to
strategic goals

Bridging The Gap



User Experience

- Consistent experience across all stages of the Customer lifecycle



Business & Organization

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Technology

- Technology is improving fast
- Implementation strategy

Questions??



Connect with us!



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