



# CoreMedia LiveContext for IBM® WebSphere® Commerce

## Experiential Commerce: Bringing Content and Commerce Together

### The Era of the Experience-Driven Shopper

As e-Commerce expands in both scope and importance, it creates new challenges for companies hoping to provide unified customer experiences that differentiate, generate revenue, and improve customer loyalty. E-Commerce is shifting from an era dominated by Transactional Commerce to one harnessing Experiential Commerce. Transactional commerce is focused on price and efficiency—prioritizing tools that help shoppers zero in on a specific product and convert quickly.

In contrast, experiential commerce is more immersive, attempting to understand the shopper throughout their journey and develop an emotional connection that delights, inspires, and informs.

Unfortunately, most companies are not prepared to cater to experiential commerce. CoreMedia and IBM WebSphere Commerce address this challenge by helping companies to incrementally transform their traditional, transactional e-Commerce approach and usher in this next-generation of experiential shopping.

### Transform the e-Commerce Experience with CoreMedia LiveContext

CoreMedia LiveContext is a next-generation digital engagement application that empowers e-Commerce and marketing professionals (business users) to incrementally transform their online stores by infusing them with visually engaging experiences and immersive content.

Based on a deep, real-time IBM WebSphere Commerce integration, it allows them to create and manage blended, content-rich shopping experiences.

### AT A GLANCE

IBM WebSphere Commerce customers can rapidly augment their existing IBM stores without disrupting your business.

- Fully productized and IBM validated offering
- Access to IBM WebSphere Commerce workspaces and related tasks
- Seamless integration with the IBM Marketing Cloud
- Proven fixed-price, fixed-scope Express Deployment Solution aligned delivers tangible business value in as little as 10 weeks
- Support for advanced B2B Commerce features including contract-based pricing and personalization

## CoreMedia LiveContext provides companies with the following capabilities to transform their online stores:

### 1 Stunning Design Elements and Exciting Layouts

CoreMedia LiveContext provides business users with a catalog of visually appealing design elements—including slide shows, carousel views, tabs, and more, in addition to a variety of layout options. And, because CoreMedia LiveContext separates content from presentation, content can be re-used and quickly reformatted in a variety of styles and layouts.

### 2 Inherently Omni-Channel

Because its modular architecture separates content from layout and business rules, CoreMedia can deliver unified and consistent digital experiences to any digital channel or mobile device. CoreMedia LiveContext provides built-in responsive and adaptive web capabilities as a foundation for building modern, effective user experiences.

### 3 Personalized Product Storytelling

Content created and managed in CoreMedia LiveContext can be combined with real-time product information to enhance every aspect of the shopping experience. Stories can be constructed around virtually any product or collection of products. CoreMedia LiveContext also allows customers to define sophisticated business rules to show different products or branded content to each user.

### 4 Digital Asset Management

Built-in digital asset management makes it easy for shop owners to manage and integrate digital content to make their web stores aesthetically appealing and visually engaging. CoreMedia LiveContext makes it easy to manage, edit, and integrate a wide variety of rich media content types including images, videos, PDFs, binary files, style sheets, and sophisticated page layouts.

### 5 Incremental Approach and Validated Application

CoreMedia partners with companies to minimize their level of risk with an evolutionary “grow-as-you-go” approach that lays a sustainable foundation for future growth. Companies also benefit from a fully productized, deeply integrated, and officially IBM-validated application and the option of a fixed-price, fixed-scope deployment offering.

### 6 Flexible, Intuitive Design Environment

CoreMedia LiveContext empowers business users with an innovative design environment—the CoreMedia Studio. CoreMedia Studio is a dynamic, web-based interface for the design, creation, and delivery of content driven experiences that can be seamlessly integrated into IBM WebSphere Commerce stores.

## IBM and CoreMedia: A Unique Combination

CoreMedia LiveContext is the result of a deep integration between two exceptional enterprise technology providers: CoreMedia and IBM. CoreMedia's fully productized and IBM-validated offering ensures that IBM WebSphere Commerce customers can innovate quickly, reduce their implementation costs, and protect their existing investments while getting the most out of both platforms. Each system is utilized for its strengths. IBM WebSphere Commerce provides a powerful customer interaction platform for cross-channel commerce. CoreMedia is an expert at delivering engaging, contextual customer experiences across all touchpoints. Working together, CoreMedia LiveContext customers can reduce production costs, accelerate time-to-web, and increase the quality of the shopping experience, leading to higher average revenue per visitor, more repeat customers, and enhanced organic web traffic from search engines.

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