

way forward ▾

Emeldi Commerce[®]

Omni-channel Platform

Emeldi Commerce® Omni-channel Platform

Key Features

- Increases business agility by allowing rich and versatile e-commerce functionality, product catalogue features, and order management capabilities shared across all channels and user activities
- Offers a highly scalable and fully modularized plug & play architecture providing powerful, true-fit, and on-demand functionality tailored to your e-commerce and self-service needs and lines of business
- Boosts customer loyalty by consolidating your brand and providing a consistent experience across all customer touch points including mobile, online, and in-store points of sale allowing your organization to achieve the full potential of its commerce vision
- Increases shopping volumes by seamlessly driving dynamic, contextual, and personalized content to your consumers optimized to maximize your cross-sale & up-sale conversion rates
- Provides advanced marketing, business, and management tools allowing to easily configure, extend and monitor all aspects of your commerce environment
- Improves system and business process integration and reduces lead times for the introduction of new product lines and technologies, & services, by seamlessly integrating into enterprise technology environments (such as CRMs and ordering fulfilment applications)

Intelligently Engage Your Customers

The e-commerce game is evolving rapidly and in today's portal environment it is simply not enough to rely upon product innovation to achieve a competitive advantage. Increasingly, we are seeing the e-commerce platform upon which the products are offered having growing effects on an organization's online success over more conventional factors such as new product lines and technologies. In the competitive arena, product differentiation has now become a mere commodity and has made way for the prioritization of smarter and more engaging e-commerce applications able to directly tap into the vast amount of knowledge and past experiences gained with the individual customer to anticipate their needs and drive their online experience forward quickly with precisely targeted value propositions.

Additionally, with the ever-present need to maximize business agility while minimizing operational and maintenance costs, a consolidated and centralized platform has become a requisite for providing IT departments with the manoeuvrability they require and Business with the freedom they demand in order to acquire new revenue streams while retaining and maximizing the full potential of existing sources of income.

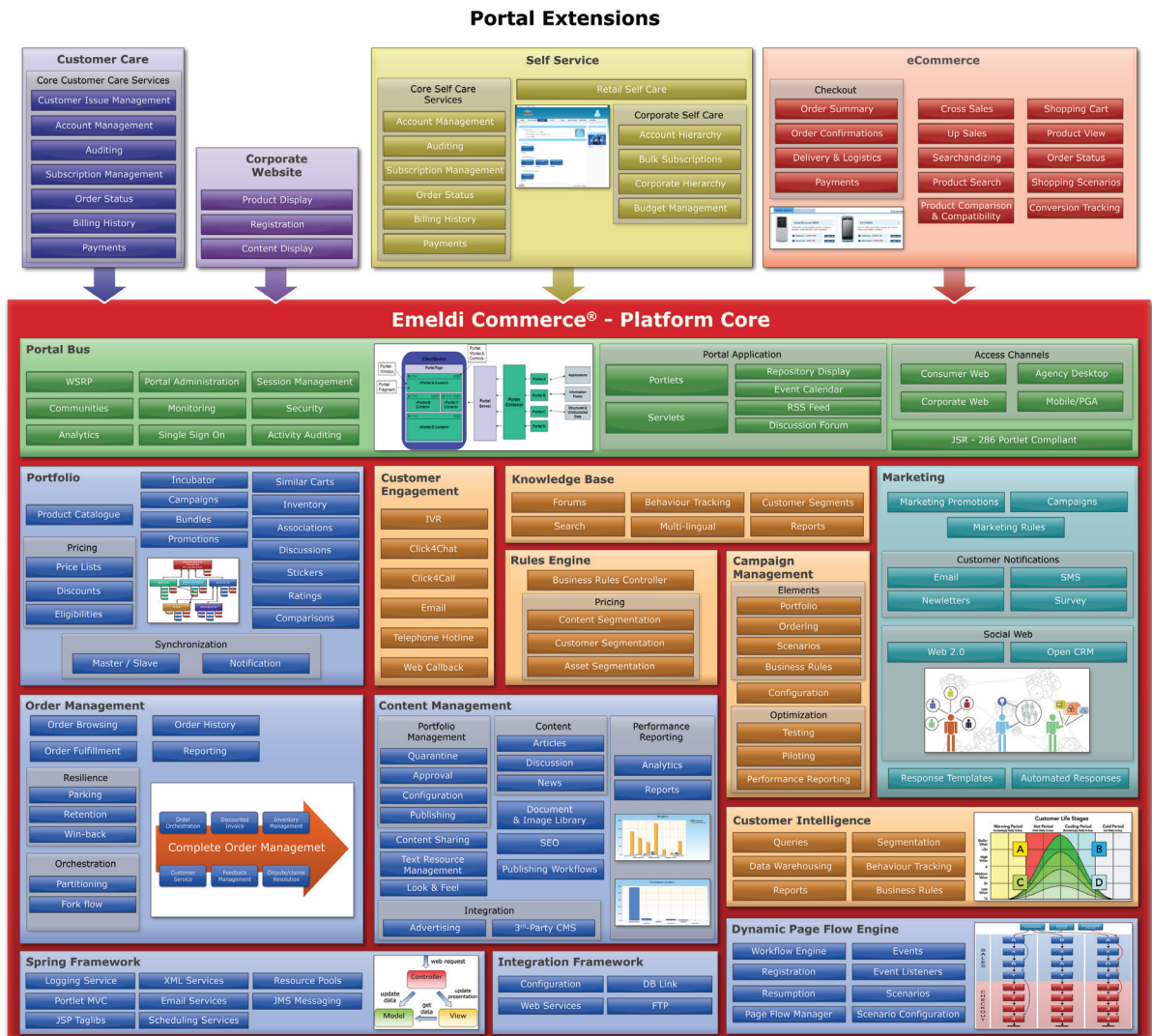
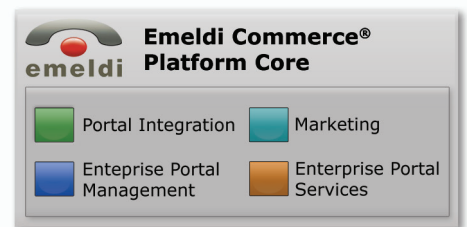
Enterprises require more out of their portal application and are looking for more robust, cross-channel solutions with an increased emphasis on personalization, order management, product catalogue and content management across multiple B2C verticals.

This is the new emerging key brand differentiator and **Emeldi Commerce®** is here to help you overcome these new online challenges facing your enterprise.

Emeldi Commerce® Omni-channel Platform

Functional Overview

The **Emeldi Commerce® Omni-channel Platform** delivers the full range of functionality demanded by today's enterprise portal applications through a set of highly advanced inter-connectable e-commerce software components. Comprising of a highly modular application core and a set of plug-in-able portal extensions for various e-commerce verticals, enterprises are able to build their online landscape as they see fit in and achieve a perfect fit to their e-commerce vision.



Emeldi Commerce® Platform Core | Plug & Play Architecture

At the heart of **Emeldi Commerce®** sits the highly modularized **Emeldi Commerce® Platform Core**; a powerful set of modules designed to empower your organization with tools and software components to better understand and manage its customer-base, optimize sales strategies, promotions & campaigns, and drive value propositions to the market with increased agility and control. The **Emeldi Commerce® Platform Core** provides a unified, feature-rich set of cross-channel enterprise portal services such as marketing, portfolio management, customer intelligence, content management, order fulfilment, business reporting, and campaign management delivering its features through a highly modularized architecture allowing for tight-fit functionally tailored to your organization's portal requirements.

Enterprise Portal Management

The **Enterprise Portal Management** module offers a highly scalable, full-featured out-of-the-box solution for management of core enterprise portal entities; product portfolio, orders, and page flows. **Enterprise Portal Management** provides a consolidated and shared platform on which portal services and plug-ins can communicate and interact in a common environment.

Order Management – Manage orders across all channels with the *Order Management* sub-module. *Order Management* provides a single point of management for all products and services orders.

- **Order Browsing** – Browse, filter, and group orders, view their attributes, statuses, composite products & services.
- **Order Fulfilment** – Administer and ensure proper order fulfilment of automated and manual provisioning tasks.
- **Order Resilience** – Take advantage of the powerful order resilience mechanism of **Emeldi Commerce®** utilizing order parking, retention and win-back functionality ensuring that no orders slip through the cracks. Orders are never lost or turned away due to failures in external or internal back-end systems as **Emeldi Commerce®** provides a potent means to intelligently continue ordering workflows even while critical back-end systems are not responding. From the online customer's perspective, **Emeldi Commerce®** provides 100% availability regardless of the situation behind the middle layer.
- **Back Office Integration** – **Emeldi Commerce®** effectively leverages back office resources for ensuring customer retention by forwarding comprehensive fault information to back offices where human intervention can take place. Empirical studies show that back office proactive efforts yield an up to 70% conversion rate on business retention when this practice is successfully employed by e-commerce providers.
- **Order Orchestration** – Orchestrate complex orders to multiple order management systems and logistics applications allowing for automated ordering of any and all products & services.
- **Reporting** – View detailed reports on order fulfilment, volume, conversion rates, and statuses with *Order Management's* extensible reporting engine.

Portfolio – Offer a highly adaptive and robust product catalogue to your customer-base with the *Portfolio* sub-module. *Portfolio's* product catalogue is designed to allow modelling of complex yet highly flexible pricing schemes enabling organizations to offer a wide range of sales options to customers.

- **Campaigns & Promotions** – Link your products to marketing campaigns & promotions delivering highly dynamic campaigns with fast time-to-market turnovers. New campaigns can be configured for direct advertising on the public sales portal effortlessly.
- **Product Bundles** – Offer products in easily configurable bundles.
- **Pricing Rules** – Configure price lists, discounts and eligibilities for different customer segments, activation types, and promotions.

- **Enhanced Product Components and Attributes** – Link your products with various services such as product comparisons, discussions, ratings, stickers, and similar carts.
- **Synchronize with Back-ends** – The *Portfolio* sub-module's product catalogue follows a master/slave paradigm, however offers the flexibility to assign itself a role of either master or slave (or both, for specified attributes). In slave mode, the product catalogue intelligently synchronizes the data only necessary to carry out its ordering functions. This perfect-fit modelling translates to reduced efforts in harmonizing product catalogue structures between the product catalogue and its master. As an added feature, the product catalogue can assume both master and slave modes simultaneously; some sections of the product catalogue may act as master while others may import their data from various other external systems.
- **Incubator** – Product-lines can be configured and deployed safely ahead of the desired launch dates without the worry of prematurely publishing its contents. **Emeldi Commerce®** quarantines new products and only publishes them when they are explicitly scheduled for release to market.

Content Management – Manage your content across all channels and portal verticals in a single location with the *Content Management* sub-module.

- **Portfolio Management** – Quarantine, configure, schedule, approve & publish products in your product catalogue across all channels.
- **Content Staging** – Stage, schedule, review, and approve content before publishing it to the world.
- **Text Resource Management** – Manage text resources across all applications and channels in one place allowing for fully localized and manageable labels and texts.
- **Web Content Administration** – Manage all web components, articles, news, discussions, and page structures, taking advantage of versioning and approval flows.
- **Document & Image Library** – Use the *Content Management* sub-module's document and image library as a single repository to store, version and maintain documents, media, and image files across all channels.
- **Publishing Workflows** – Ensure all content is approved by all stakeholders (including business and legal departments), through the use of configurable *publishing workflow* approval processes.
- **Look & Feel** – Transmit common graphical standards and a unified visual language across all channels through configuration of consolidated look & feel themes.
- **SEO** – Take control how search engines crawl and index your site through SEO optimization functionality such as portal structuring and URL management.
- **Integrate to 3rd parties** – Enhance your content integrating your favourite 3rd-party advertising and CMS applications with the *Content Management* sub-module.
- **Performance Reporting** – Track events, integrate with analytics, and review page performances through the performance reporting functionality.

Dynamic Page Flow Engine – The *Dynamic Page Flow Engine* sits at the heart of the customer's online experience. Through a configurable and extendible GUI, **Emeldi Commerce®** supports the ability to define complex business rules which manage the behaviour and page flows of content driven to the online customer. Administrators can easily model sophisticated cross-sale, up-sale and *searchandizing* business rules and incorporate them into page flows, thus providing customers with more purchasing options and a richer online experience; ultimately increasing revenue.

- **Workflow Engine** – Intelligently drive dynamic content and page flows to your customers with the workflow engine and define page flows across all channels.
- **Business Events** – Register and listen to specially defined business events which can dynamically alter page flows for your customers.
- **Scenario Configurations** – Through an intuitive graphical user interface, design page flows and business rules for driving targeted value propositions and content to your customers.
- **Resumption** – Increase your overall conversion rate and performance by allowing your customer to resume past unfinished or interrupted ordering scenarios from past browsing events.

Integration Framework – Accelerate implementations and time-to-market deployments of new technologies, products, and services with the **Emeldi Commerce®** out-of-the-box integration framework. As a truly vertical enterprise portal platform, the power of **Emeldi Commerce®** stems from a fully configurable, cross-technology integration framework supporting the complex front-end and back-end interfaces typical of a large organizations SOA environment.

- **Highly Configurable** – Dynamically configure your integration points, fine-tune and optimize your network traffic, and seamlessly plug-in and communicate with external applications.
- **Cross Technology** – Integrate using all standard integration technologies (web services, JMS, database links, FTP, ...)

Enterprise Portal Services

Unlock the power of the features provided by **Emeldi Commerce® Enterprise Portal Services** and boost customer loyalty and conversion rates by providing a fully personalized & engaging online experience to your online visitors. Through powerful business intelligence software, customer segmentation allows you to define business rules and make inferences about your customers and drive truly unique and targeted content across all channels. *Enterprise Portal Services* completely revolutionizes the concept of customer personalization across all your direct channels. Through its highly advanced personalization services, customer intimacy is now more at your finger tips than ever before. The paradigm is simple: the better you know your customers' objectives and goals, the better able you will be to provide optimal and successful value propositions.

Customer Intelligence – At the core of *Enterprise Portal Services* sits *Customer Intelligence*, powerful customer profiling and content delivery software designed to communicate with your customer as the individual – with individual tastes and tendencies – that they truly are. *Customer Intelligence's* personalization technology delivers a vivid personalized customer experience through delivery of content custom tailored for each customer's personal attributes, current and past browsing history, and preferences. Through its configurable rules engine, administrators can design robust and narrowly targeted marketing campaigns, promotions, eligibilities, content, page flows, sales processes, and overviews each designed to maximize the customer's experience and productivity while interfacing with the online enterprise.

- **Data Warehousing** – Aggregate your customer attributes from multiple data sources across your enterprise. Learn as much as you can from as many sources as possible.
- **Behaviour Tracking** – Track your individual customers' online activities and understand their interests through their searches, browsing history, and clicks.
- **Customer Segmentation** – Define segments into which your customers can be classified based on their attributes, history, products, & behaviour.
- **Business Rules** – Design and deliver personalized content, page flows, marketing campaigns, and promotions to your customers in order to maximize their productivity and your revenue.

- **Reports** – Know your customer-base, understand their interests and identify product trends through the extensible reporting engine. Use reports to identify which customer segments are performing well and, more importantly, the segments which require improvement.

Campaign Management – With the ability to deliver highly dynamic campaigns with fast time-to-market turnovers, new targeted campaigns can be configured for direct advertising on the public sales portal effortlessly.

- **Comprehensive Campaigns** – Manage campaigns across all elements of your portfolio and business rules definitions.
- **Highly Configurable** – Configure a multitude of campaign attributes & entities, business rules, and customer personalization relationships and unleash the true power of an enterprise-grade campaign management system upon your market share.
- **Optimization** – Fine-tune and optimize your campaigns through testing, piloting, and performance reporting. Learn what works, what doesn't, and adapt both before publishing and after commercial releases.

Rules Engine – Connect your customer intelligence business rules to the *Dynamic Page Flow Engine* to bring customer personalization to life across all of your channels. Create relationships between customer segmentation, content segmentation, & asset segmentation, and take full control of the content and page flows being driven towards your customers.

- **Business Rules Controller** – Define how to listen to events, evaluate rules, and dispatch actions across all channels with the business rules controller.
- **Personalization** – Leverage *Customer Intelligence* and its underlying customer data to ensure highly-targeted personalized content is driven to your visitors.

Customer Engagements – Provide a communications line for your customers to interact directly to your organization's operators in real-time. *The Enterprise Portal Services* module offers multiple integration and communications options to your customers eliminating barriers for managing their own account settings, ordering products, and achieving their desired productivity online.

- **Click-4-Chat** – Users can chat directly to call centre operations via online chat across all portal channels.
- **Click-4-Call** – Provide your users with the ability to initiate VOIP conversations with call centre operations across all portal channels.
- **Web Call-back** – Operators can return call requests over standard telephone lines to address customer inquiries.

Marketing

Engage your customers directly with promotions and campaigns through the *Marketing* module by leveraging the power of personalization to deliver optimized messages to your segmented customer groups. The *Marketing* module delivers powerful software and tools which enable your business to identify trends among your customers, apply customized business rules, and outreach to them with specialized value propositions designed to increase value-added sales to your customers & prospects.

Marketing promotions & personalization – Create specialized direct marketing promotions with a wide range of configurations for your various customer segments and increase cross-sales, up-sales and customer retention revenue.

Customer Notifications – Integrated with numerous customer notification gateways, *Marketing* allows your business to reach out to customers across multiple marketing channels and maximize the coverage of your promotions and key corporate messages:

- **Publish Newsletters** – Reach thousands of your customers with personalized and relevant promotions.
- **Personalized Email & SMS** – Provide your customers with information about interesting new offers and product vouchers.

Social Web – Leverage the awesome power of social media to carry your campaigns across all reaches of the online world:

- Campaigns integration with Facebook/Twitter/Google+

Emeldi Commerce® Portal Extensions

The **Emeldi Commerce® Platform Core** provides a core set of out-of-the-box software upon which enterprises can assemble and integrate a full suite of interconnected online commerce applications. **Emeldi Commerce®** empowers your organization to communicate to its clientele across all access channels and touch-points by simply plugging-in portal extensions into the **Emeldi Commerce® Platform Core** and taking advantage of the full feature set shared across the entire portal landscape. **Emeldi Commerce®** will reduce your lead-times to market by greatly reducing your implementation/customization times allowing your organization to rapidly expand into new product lines and market segments. This modular architecture enables for a solution configuration aligned with your organization's lines of business. **Emeldi Commerce®** was designed to provide a perfect-fit for online verticals to meet the commercial needs of any serious enterprise portal provider.

Emeldi Commerce® Omni-channel Platform offers the following easy to install front-end portal extensions all unified under a common portal umbrella.

eCommerce – Fully automated online ecommerce portal for online purchasing of products & services

- KEY FEATURES**
- Personalized shopping experiences and dynamic shopping scenarios
 - Resilient order fulfilment and win-back functionality
 - Fully integrated into back-end enterprise environments (CRM, SIEBEL, SAP, etc...)
 - Intelligent shopping carts and comprehensive product catalogue describing bundles, campaigns, price rules, and complex product relationships

Self Service – Account, billing, payment, and product management portal. Available in two flavors each driven to satisfy the specific requirements and usage of customers from different segments:

Retail Segment	Business Segment
SELF SERVICE HOME	SELF SERVICE PRO

Self Service Core Features

- KEY FEATURES**
- **Customer Account Management** – Management of customer account settings and attributes, fully integrated with **Emeldi Commerce®** customer intelligence services and back-end CRM systems
 - **Service and Subscription Management** – Self service administration functionality, fully integrated ordering channel for value-added products and services
 - **Activity Auditing** – Auditing functionality designed to provide the highest level of transparency between you and your customers providing comprehensive account history of:

- › Product or services orders
- › Changes to billing settings and customer data
- › Service management tasks
- › Access to invoices

Self Service Extended Features

KEY FEATURES

- › Customer Issue Management – Integrate self-service with your favourite trouble tracking software and effectively manage customer issues
- › User Access Management – Provide control over access rights and privileges for multiple-subscriber accounts such as family or corporate accounts
- › Mobile Access Channel Management – 24/7 access *anywhere, anytime* (configurable mobile & online channels)
- › Campaigns and Promotions Management – Interface with **Emeldi Commerce® Campaign Management** module and deliver your value-added campaign to the self-service dashboard
- › Payments Management – **Emeldi Commerce®** brings the flexibility to enterprise customers to properly manage invoicing within a corporate context. Supporting various billing decomposition schemes, businesses can define the manner in which payments are reconciled between employer and employee for business and private usage
- › Anywhere, anytime access – multi-channel access channel support (mobile & online)
- › Billing Management – The *Billing Management* extension reduces the operator's billing costs, improves flexibility and convenience for customers, all while helping to reduce an organization's environmental carbon footprint
 - › Facilitates business customers' drive to reduce internal staff and overall effort dedicated to invoicing and reconciliation
 - › Caters to customers' need for a simple and convenient means to decompose and distribute itemized billing elements
 - › Provides customers with comprehensive support for reporting and analyzing their billing data

Corporate web site – With the wide range of portal services at your finger tips, **Emeldi Commerce®** allows your business to leverage its wide range of functionality to drive intelligent, contextual information to its corporate informational website fully integrated to core product portfolio, marketing, and customer intelligence services.

KEY FEATURES

- › Take advantage of the feature-rich content management software of **Emeldi Commerce®** to edit, approve, and publish your corporate web content
- › Leverage **Emeldi Commerce® Marketing** to promote your pre-configured campaigns to both anonymous and signed-in customers
- › Engage your signed-in customers with personalized content in key areas throughout your site

Customer Care – Extend your portal objectives and audience from an informational touch-point for external customers to also include an administration console for internal operational users. **Emeldi Commerce® Customer Care** provides your business with a fully integrated, multi-channel call centre solution allowing it to provide the highest level of service to its customers with exceptionally fast customer issue management engendering a drastic reduction in call centre costs.

- KEY FEATURES**
- Integrated call centre support for live communications across multiple different channels
 - Allows operators to quickly call-up relevant customer information and view/manage account details, payment history, order fulfilment statuses for fast and effective customer service, and high call turn-around rates
 - Fully integrated to **Emeldi Commerce®** order management software, Customer Care also turns your call centre into an alternative ordering channel for value-added services

Unified Online Presence Across the Entire Portal Landscape

With **Emeldi Commerce®** your enterprise's multiple online services and channels now speak a common language through integration to a singular core. The **Emeldi Commerce®** shared enterprise core services offer a unified model representing all business entities and rules in a common to all services thus eliminating the need for integration and normalization between numerous disparate B2C portals in multiple silos architectures. Challenges such as unifying the customer online experience no longer apply:



With all your portals and channels driven by a singular platform, and interacting with a common set of defined business entities and rules sets you can ensure a common vision for your enterprise is portrayed across all customer relationship channels.

Emeldi Commerce® | Fully Compliant with Industry-Leading Standards

Utilizing industry-standard portal technologies, **Emeldi Commerce® Omni-channel Platform** provides a full implementation of the Java™ Portlet Specification 2.0 (supporting JSR-286 compliant JAVA portlets), allowing for seamless deployment into today's leading enterprise portals:



IBM WebSphere Portal



Liferay Portal



Oracle WebLogic Portal



JBoss Enterprise Portal Platform



eXo Portal/Platform



Apache Jetspeed

Emeldi Professional Services

Emeldi is committed to your organization's online success and is ready to help you excel in your **Emeldi Commerce®** driven sites and applications. With a large pool of application engineers on hand, we can bring together the best-in-class commerce software and industry experts, tools, processes and applications helping your organization fully achieve its commerce vision.

Support Services

Ensure your application is in good hands. With over 5 years of experience on the market providing support level 1, 2, & 3 to leading enterprises in Telecom, Banking, Media, and Service Providers industries, Emeldi offers unparalleled quality and peace of mind ensuring maximal operational integrity of your application around the clock.

- **24/7 Support** – Emeldi 24-hour support hotline lets your operations department sleep at night while your application runs smoothly.
- **Support Levels** – Get the support you need, be it level 1, 2, 3 and select the appropriate SLAs which best suit your organization's requirements (silver, gold, platinum).

Training

Transfer our leading technology experts' knowledge into your organization through the **Emeldi Commerce®** training program. Our training courses cover a range of audiences, from users to administrators. You will find a course which fits your enterprise's needs and budget.

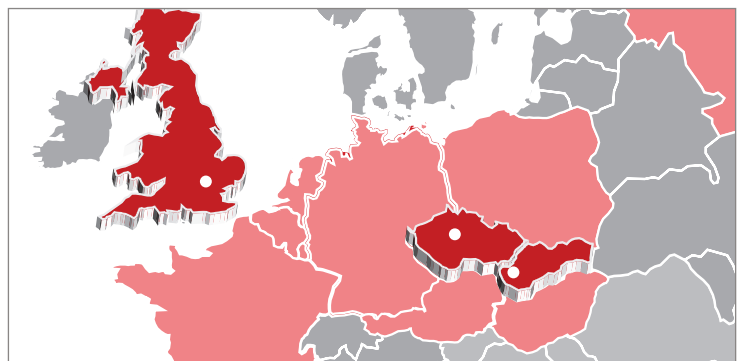
- **Web-based training** – Using web-conferencing technology, Emeldi offers web-based training translating to significant savings in travel costs for your technical resources.
- **On-site training** – Emeldi offers face-to-face on-site training which can be held at your company's site. These on-site training courses provide you with the knowledge to make the most out of the **Emeldi Commerce® Omni-channel Platform** and its many features.

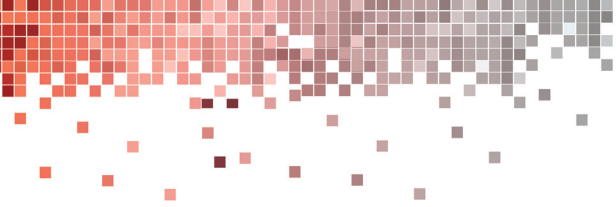
System Integration

Whether you require a full **Emeldi Commerce®** implementation, customization, or system integration, Emeldi can help. With a highly versatile resource pool, and drawing on years of industry experience in numerous implementation projects, Emeldi can provide flexible delivery options for your project needs.

About Emeldi Group

The Emeldi Group is a specialist provider of value-added business and IT services centred on its integrated software products for the communications, financial, and media sectors & service provider industries. With offices in London, UK, Prague, Czech Republic, and Bratislava, Slovakia, the group comprises 4 distinct companies, each offering a high level of synergy with the others, and all dedicated to enhancing and developing the Emeldi Brand and the experience of its customers.





White Paper

Emeldi Commerce® | Omni-channel Platform

Making it easy to ensure both giving and getting the most out of your customers in today's online world

Business Areas

Emeldi's primary line of business centres on enhancing the enterprise customer online experience through the incorporation of state-of-the-art portal applications and features into our product line keeping in line with the latest industry trends. Our focus is on customer personalization, multichannel access, and enterprise-wide portal unification. We are especially active in the communications, banking, media & service provider sectors with numerous reference implementations, where we strive to enable our clients – all operators of leading-edge, total-integration solutions – to enhance and evolve their IT infrastructures through integration of our products and continue to compete within their respective domains on the highest levels.

Further Information

For further information, browse, or contact us through our website: www.emeldi.com or **Emeldi Commerce®** website www.emeldi.com