



Internet Retailing Jump Start

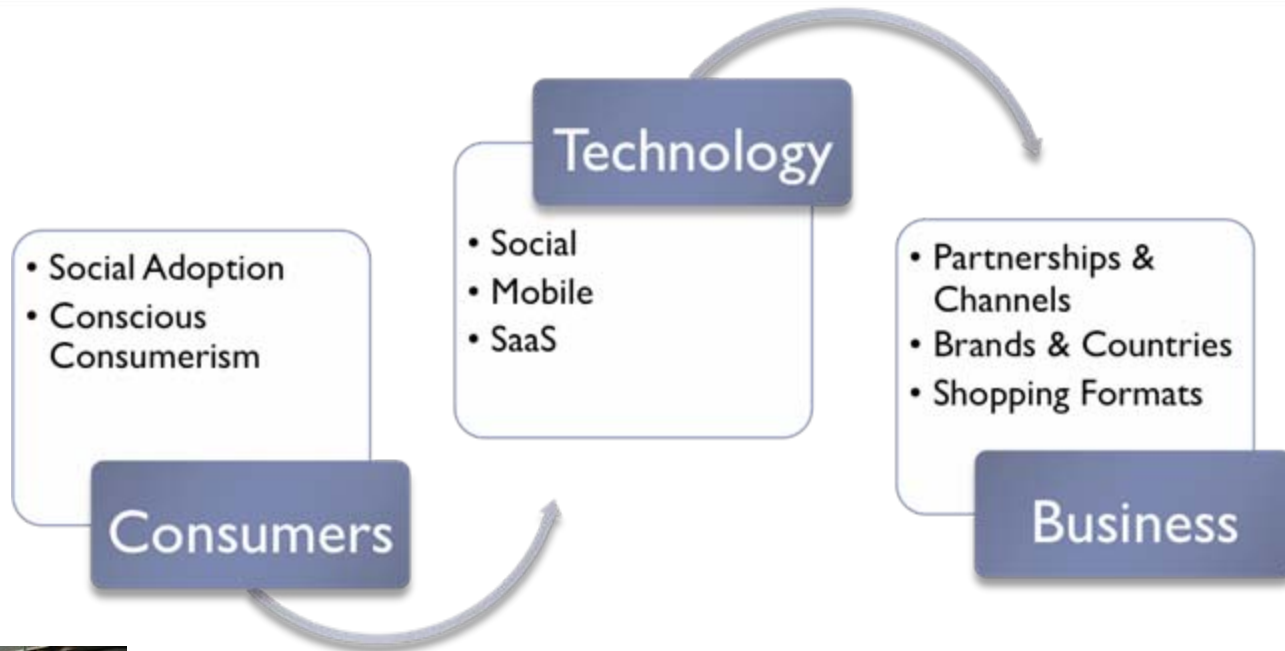
Kelly O'Neill, Product Marketing Director

11 May 2009

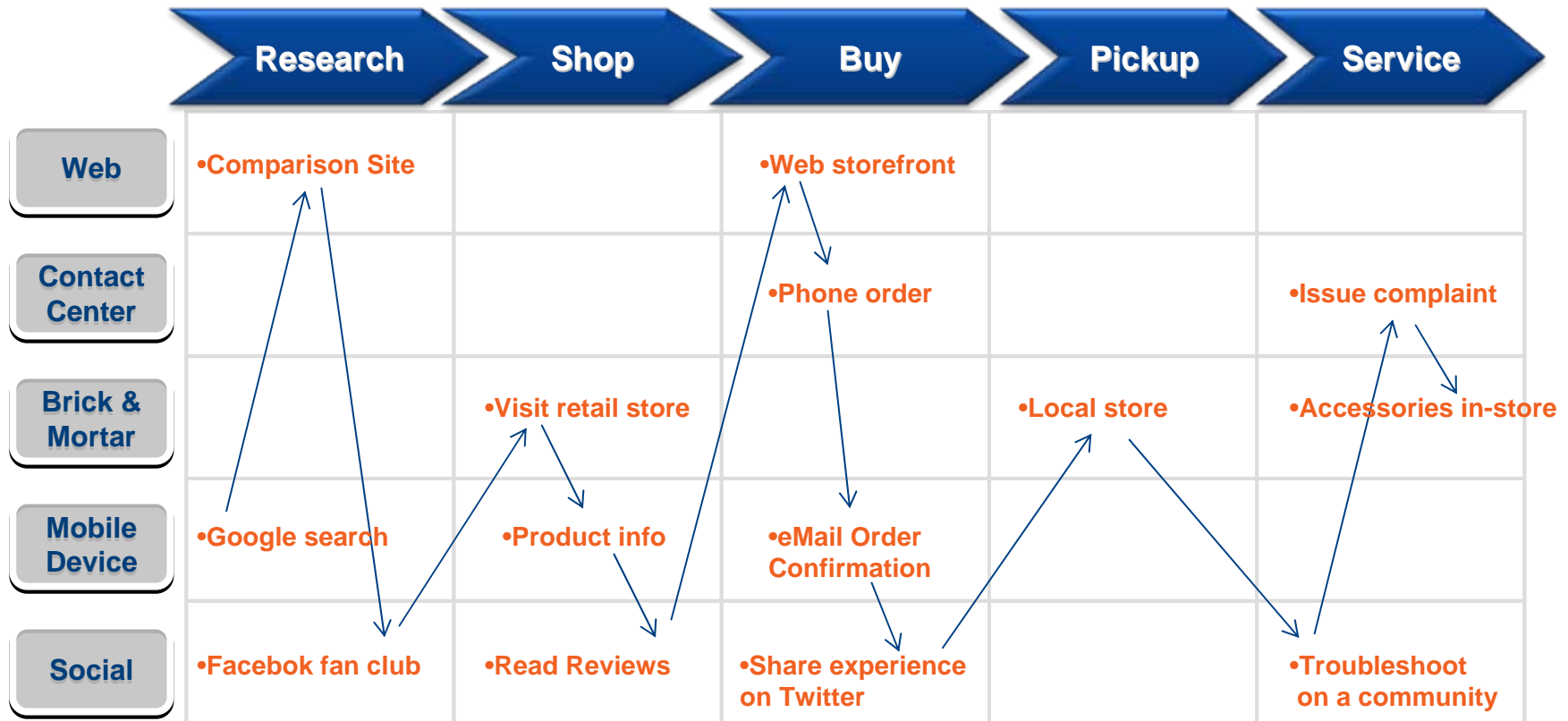
Topics

- Commerce market dynamics
- ATG commerce solution
- ATG customer examples

Commerce Revolution



The Evolving Shopping Journey



Commerce Anywhere

The next generation of commerce solutions.

- **Connecting buyers & sellers throughout the shopping journey**
 - Within **ANY channel** (Cross-channel Commerce)
 - Using **ANY device** (Mobile Commerce)
 - At **ANY location** (Multi-site, Location-based Services)
 - In **ANY language** (Multi-country)
 - With **ANY person** (Social Commerce)
 - At **ANY site** (Social sites, marketplaces, comparison sites)

Key to Success

“Think like marketers who use data to make decisions but act like merchants who react rapidly to market changes.”

John Fleming, Chief Merchandising Officer, **Walmart** 
Save money. Live better.

ATG Company History

- Over 900 customers worldwide
- Headquarters in Cambridge, MA, with offices throughout North America and Europe
- Approximately 500 employees
- 2008 revenue: \$164.6 million, with profitability



ATG Product Suite



Commerce Suite

Licensed or OnDemand

- Shopping Cart & Product Catalog
- Merchandising & Searchandising
- Commerce Search
- Multivariate Testing
- Marketing Campaign Manager
- Business & Customer Analytics
- Integrated Customer Service
- Knowledge/Incident Management
- On Demand Commerce Platform

e-Commerce Optimization Services

Platform-Neutral Saas

- Click to Call
- Click to Chat
- Call Tracking
- Save & Send
- Form to Phone
- Video Connect
- Automated Recommendations

ATG Commerce

Dynamic and Personalized Commerce Applications

- Compelling cross-channel customer experience
- Business user empowerment
- Reliable, scalable & flexible architecture
- Flexible delivery models



Best Buy

Connecting with Consumers across Channels

CHALLENGE

- Support changing consumer shopping patterns and needs
- Connect research, purchase, pick-up and service visits
- Be the source for electronics knowledge & services across the web

SOLUTION

- Consistent view of inventory, orders and customers across the web, call center & store
- Distributed voice throughout the web

BENEFITS

Holiday 2008 results:

- Web sales +34% (comp sales -6.6%)
- Customer Satisfaction +24%
- Customer complaint calls & emails -15%

“The retailers who win will be the ones that offer a point of differentiation and can stand out on the Internet...A few years ago, the proof point for our brand was in the store with our Blue Shirt sales staff. Today it’s out there on the web. People are touching our brand first on the Internet.” John Thompson, SVP & GM bestbuy.com

Best Buy

Connecting with Consumers across Channels

English | Español

BEST BUY Weekly Ad Store **Locator** Outlet **Center** Gift **Center** Small Business **Center** Cart 1 Items

Gift Cards Credit Cards Reward Zone® Customer Service Wish List Order Status My Account

TV & VIDEO - AUDIO - CAR - CAMERAS & CAMCORDERS - COMPUTERS - PHONES & OFFICE - MUSIC & MOVIES - GAMES & TOYS - HOME & APPLIANCES -

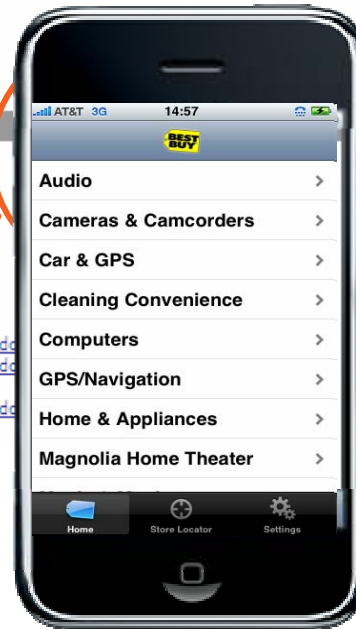
SEARCH FOR Keyword or Item # All Categories Welcome, Kelly. Not Kelly? [Sign in](#) | [Sign out](#)

iPhone 3G, the latest iPods and more.

[Shop our Apple Store](#)

Your Cart

Qty.	Product Description	Total
<input type="text" value="1"/>	TomTom - GO 720 GPS 1M00.780	\$349.99
<input type="button" value="UPDATE"/>	In Stock: Landmark Center MA, 401 PARK DR (Store #804)	
Remove	Shipping: Usually leaves our warehouse in 1 business day Store Pickup: Available at most stores <input checked="" type="checkbox"/> Don't Forget...	
Move to Wish List	Geek Squad Black Tie Protection 4 Yea... \$59.99 Add TomTom GO 720 GPS with Dashboard Moun... \$396.97 Add Geek Squad® - GPS Installation \$49.99 Add See more accessories...	



Easy Shopping

- Store pickup
- Quick Returns
- Redeem gift cards
- Safe and secure

Need help?

Call 1-888-BEST BUY or have us call you now.

[click to talk](#)

















35% of online shoppers use in-store pickup

Select New Customers

Hutchison 3G	 TORY BURCH	CONDÉ NAST PUBLICATIONS	 cineplex	TALBOTS
	sleep  number. by SELECT COMFORT	west elm	 figleaves.com	 pelayo
	WILLIAMS-SONOMA	LEXMARK	 Experian	COLLECTIVE BRANDS INC.
 Walgreens	Sprint  Together with NEXTEL	 TIME WARNER CABLE	 SAM'S CLUB	Littlewoods
 BVLGARI	T-Mobile	 DOW JONES	EPSON	 AutoZone



Select New Customers



Tesco

The World's 3rd Largest Grocery Retailer

“Are we here to provide customers with a convenient home delivery service? Or are we a computer software company?”

“ATG have been chosen because they have the e-commerce software that matches our core systems the closest. There were plenty of good competitors but with ATG we realised that we would have to re-develop our systems by the smallest amount and provide huge opportunities for growth and new ideas from our own business and IT staff going forward.”

‘Nick Lansley, founding father’ of Tesco.com

The screenshot shows the Tesco website homepage. At the top is the Tesco logo. Below it are navigation links: Clearance, Clubcard, Store locator, Real Baskets, and Contact us. A row of category tiles includes: Direct (New catalogue - Out now!), Groceries (Half price offers), Wine by the case (March magazine), Entertainment & Digital (Nintendo DSi £144.97), Finance & Insurance (£50 gift card on car), and Phones & Broadband (Triple your credit!). Below this is a large promotional banner for 'Over 1500 prices cut' with the text: 'When times are tough... It's good to know you can always save a few quid... By staying in and reading a good book.' To the right of this banner are three smaller promotional tiles: 'Euros Tuesday' for a Technika 19" LCD HD TV with DVD for £149, 'Large Easter eggs' for half price, and 'Sofas' for £31.00 with a buy one get one free offer. At the bottom of the page are more category tiles: Clubcard Points on, Health Great recipes, Community FREE Holiday, Environment Great tips for, and Baby & Toddler.

Seize the Value of ATG



- **attract**
and captivate
new prospects
- **convert**
them to buyers
- **increase**
their order size
- **retain**
them as loyal,
profitable,
long-term
customers



Q & A

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