



imagine 2012



Magento® Conference

Omni-Channel Commerce: It's not about Channels - It's about your Customer!

Katherine Brodie eCommerce Manager, C. Wonder

James Horne Managing Director, Balance Internet

Bernardine Wu CEO, FitForCommerce



Bernardine Wu
CEO
FitForCommerce



Fit  forCommerce™

What's your story



- **FitForCommerce**
 - “How to grow, what I need, how/where to find/do it”
 - Team of practitioners who’ve stood in all shoes
- **eCommerce Diligence™**
 - Philosophy and methodology decision-making diligence
 - **Strategic Diligence** – Multichannel, Benchmarking, eMerchandising, eMarketing, Operations, Technology, Organization, Financial Planning
 - **Selection Diligence** – Business & Technical Requirements, RFP, Selection of eCommerce solutions
 - **mCommerce Strategy**
 - **Usability & Creative Design**
 - **Implementation Support**
- **eOrganization Diligence**
 - Organizational assessment, design and talent acquisition
- **eCommerceKnowHow.com**
 - First eCommerce knowledge base:
 - **Best practices**, feature evaluations, expert advice and info on 100s of features, functions and topics
 - 100s of **provider and solution comparative info**

Katherine Brodie

eCommerce Manager
C. Wonder



What's your story

- Women's clothing, shoes, jewelry, and home decor that deliver brightness to every corner of life.
- Timeless designs with fresh twists, quality at astonishing value, delightful surprises.
- Average price point: \$39.
- Founder Chris Burch, co-founder of Tory Burch
- Brand and store launched Fall 2011, e-com launched Holiday 2011.
- NYC metropolitan area stores. 2012 expansion to greater Philly, DC, Atlanta, Orange County and SF.



> Elbow Patch Sweater, \$78



> Slim Dot Enamel Bangle, \$24



What's your story

- Opportunity to start with all the toys:
 - E-commerce, Mcommerce & Social
 - Personalized dressing room experience
 - AND mobile POS with email receipts
- Brand spirit - indulgent, easy, personal, warm and luxurious, rewarding, happy.



James Horne

Managing Director
Balance Internet



What's your story

- Balance Internet is a web development and digital marketing company that is focused on providing services to traditional bricks and mortar retailers and established brands in the Australian and international market.
- We won Magento Asia Pacific Partner of the year in 2010, and have implemented over a dozen fully integrated Magento enterprise solutions for traditional retailers with physical store footprints in the last 12 months.
- I have 3 boys under 10 nicknamed the “Hornado”

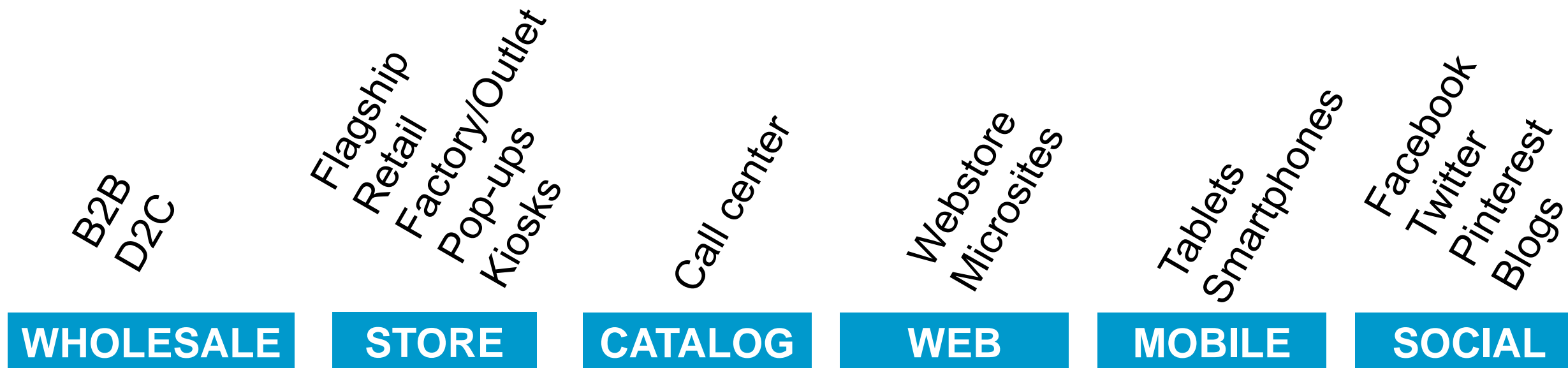
How many are working on,
planning for, worried about
multi/cross/omni-channel?



Multi-Channel

Having multiple channels. They aren't necessarily integrated.

COMMERCE



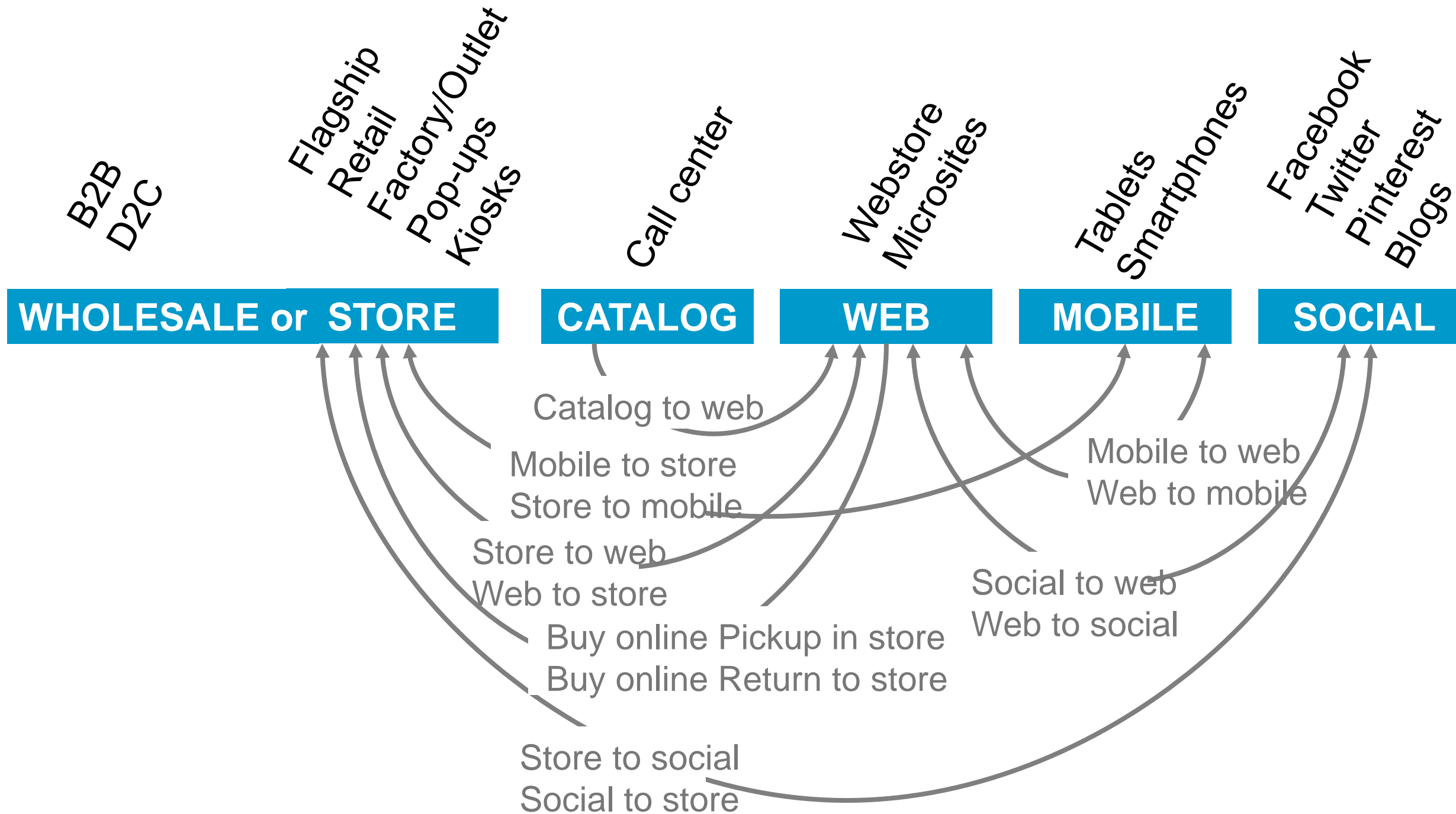
Multi-channel customers spend **3x** a single-channel customer

Cross-Channel

Starting in one channel and transacting in another.

COMMERCE

CROSS-CHANNEL



Cross-Channel

Starting in one channel and transacting in another.

COMMERCE

B2B
D2C
Flagship
Retail
Factory/Outlet
Pop-ups
Kiosks

Call center

Webstore
Microsites

Tablets
Smartphones

Facebook
Twitter
Pinterest
Blogs

WHOLESALE or STORE

CATALOG

WEB

MOBILE

SOCIAL

CROSS-CHANNEL

Cross-channel shopping can capture incremental sales

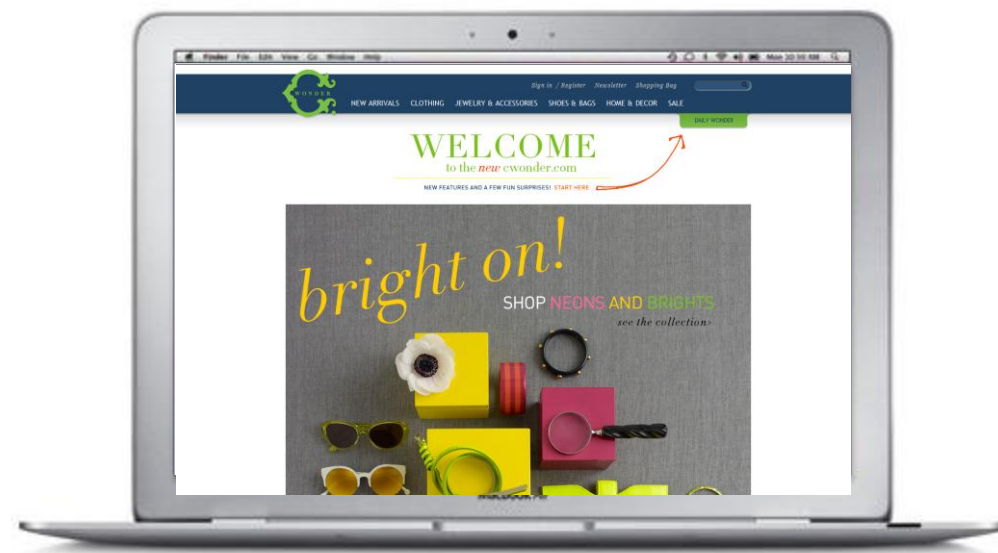
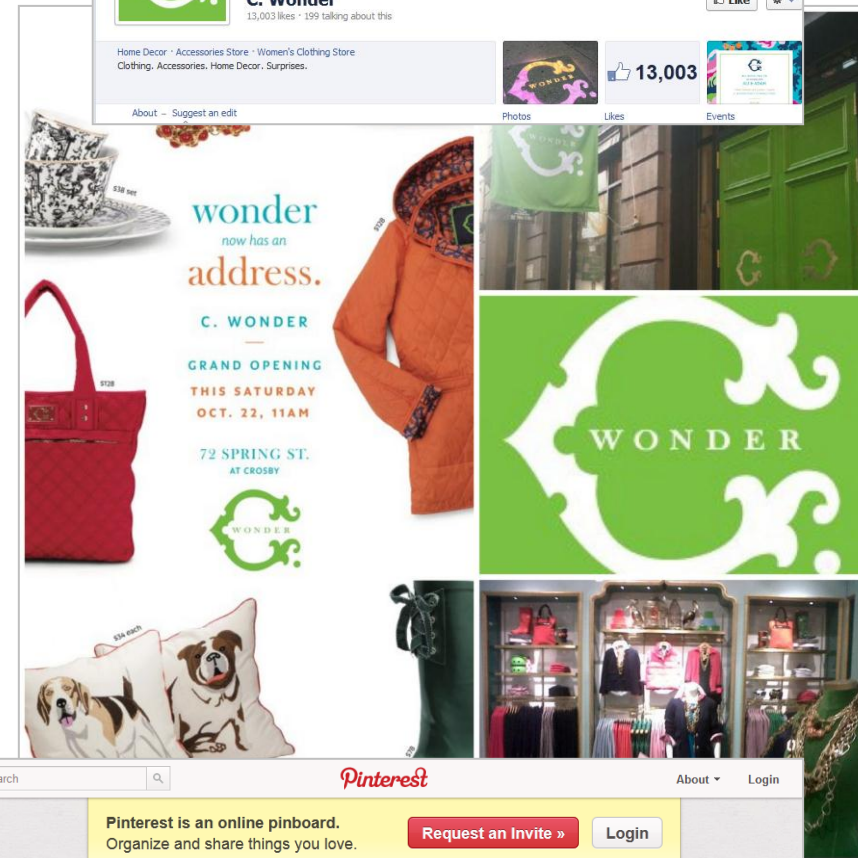
Store to social
Social to store

In Her Eyes



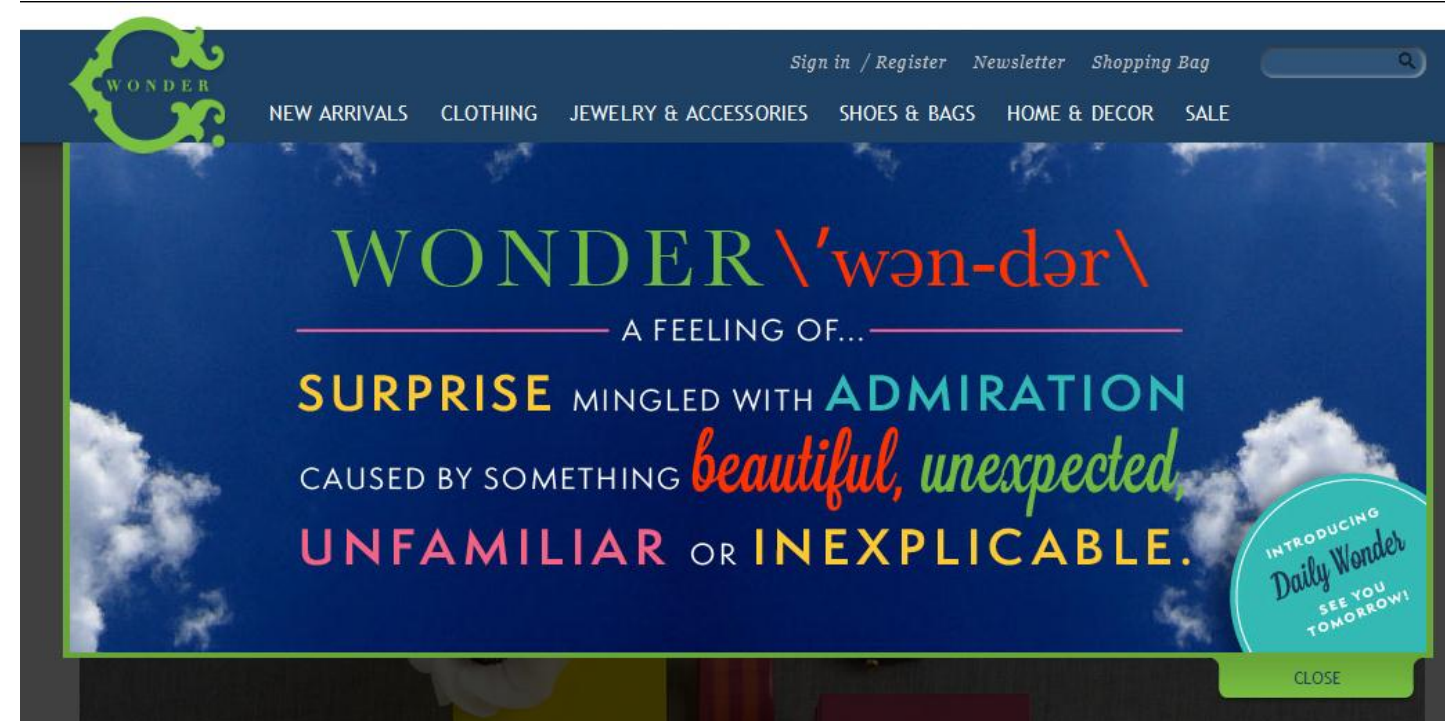
One Brand. **Omni**-Channel.

Many Channels. Many Touchpoints. Many Journeys.



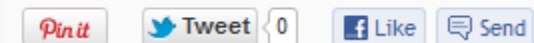
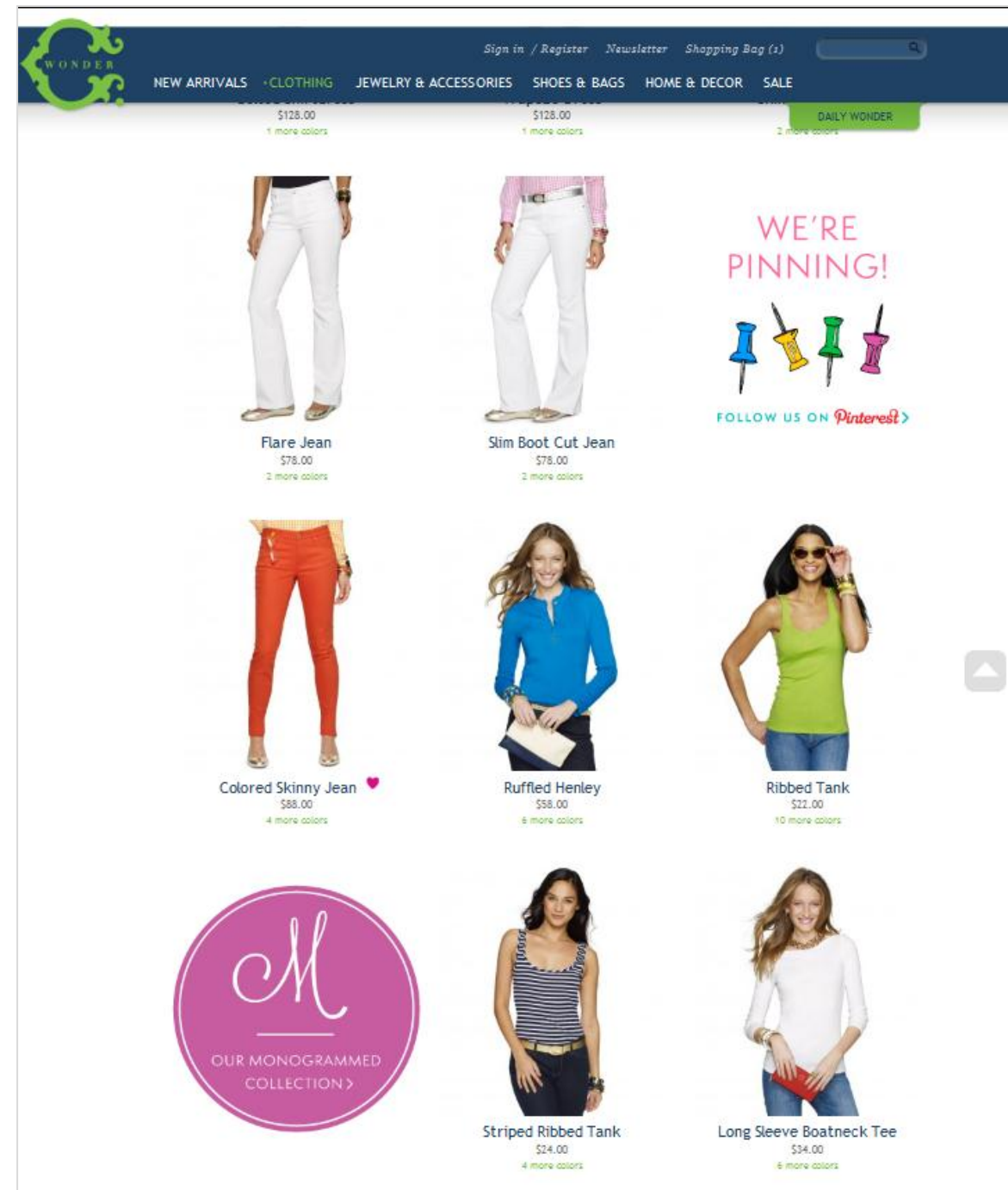
Brand Message

- New cwonder.com introduces and reinforces brand values and mimics in-store experience



Channel Convergence

- Content slots on the grid shopping pages to tout all channels (stores, social etc) and drive brand messages
- Social channels on product pages



Surprise & Reward

- Surprises throughout the site and in your shopping experience. Swatches on PDP, OAS spots, Daily Wonder, Gift with Purchase.

\$25.00 - \$50.00
\$50.00 - \$75.00

Shop by Color

Blue
Brown
Clear
Green
Grey
Orange
Red
Silver
White
Yellow

Shop by Letter

D
E
G
H
J
K
L
N
P
R

DAILY WONDER

LOVE US?
CLICK LIKE!
f

Indigo Collection Mug ×
\$8.00

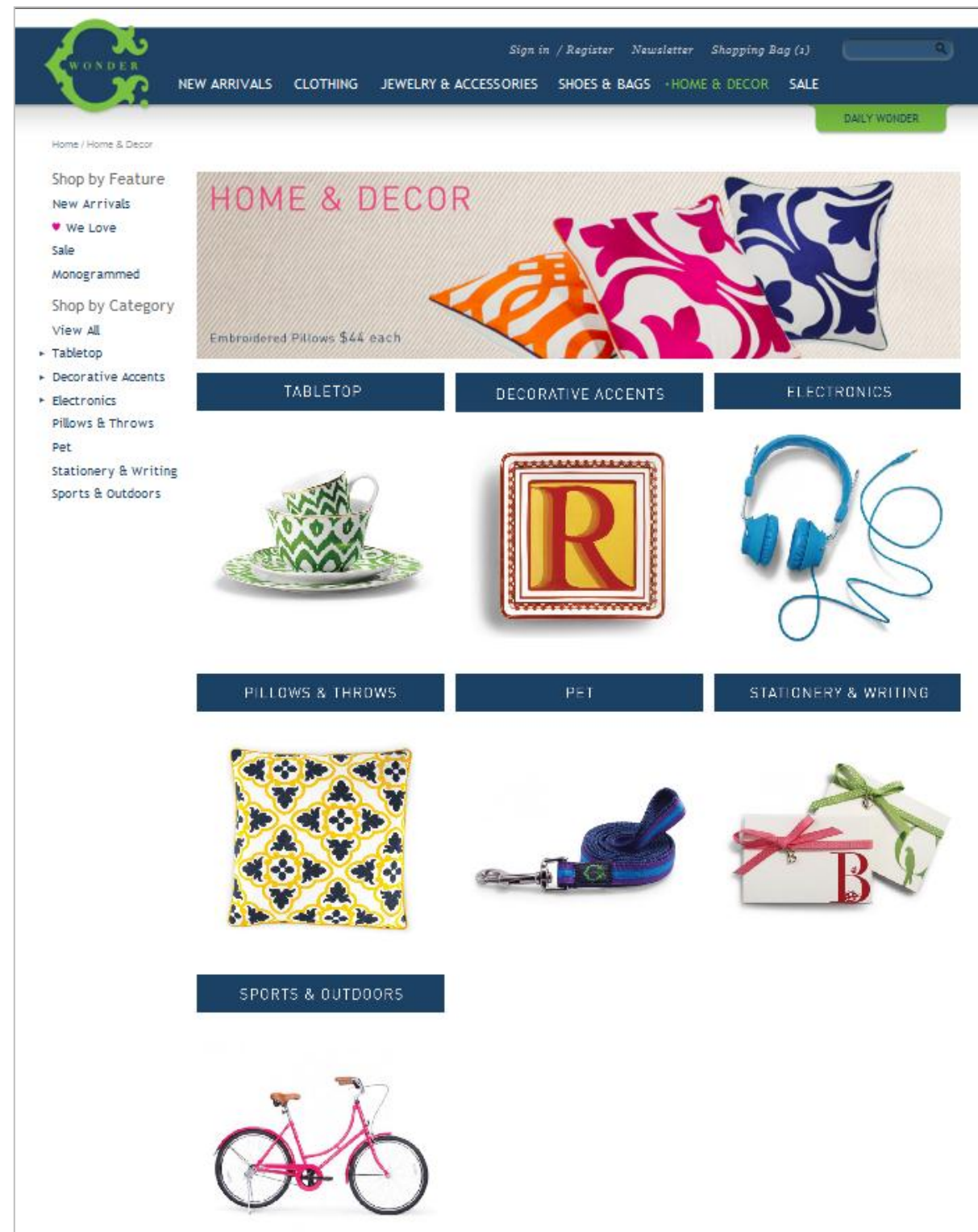
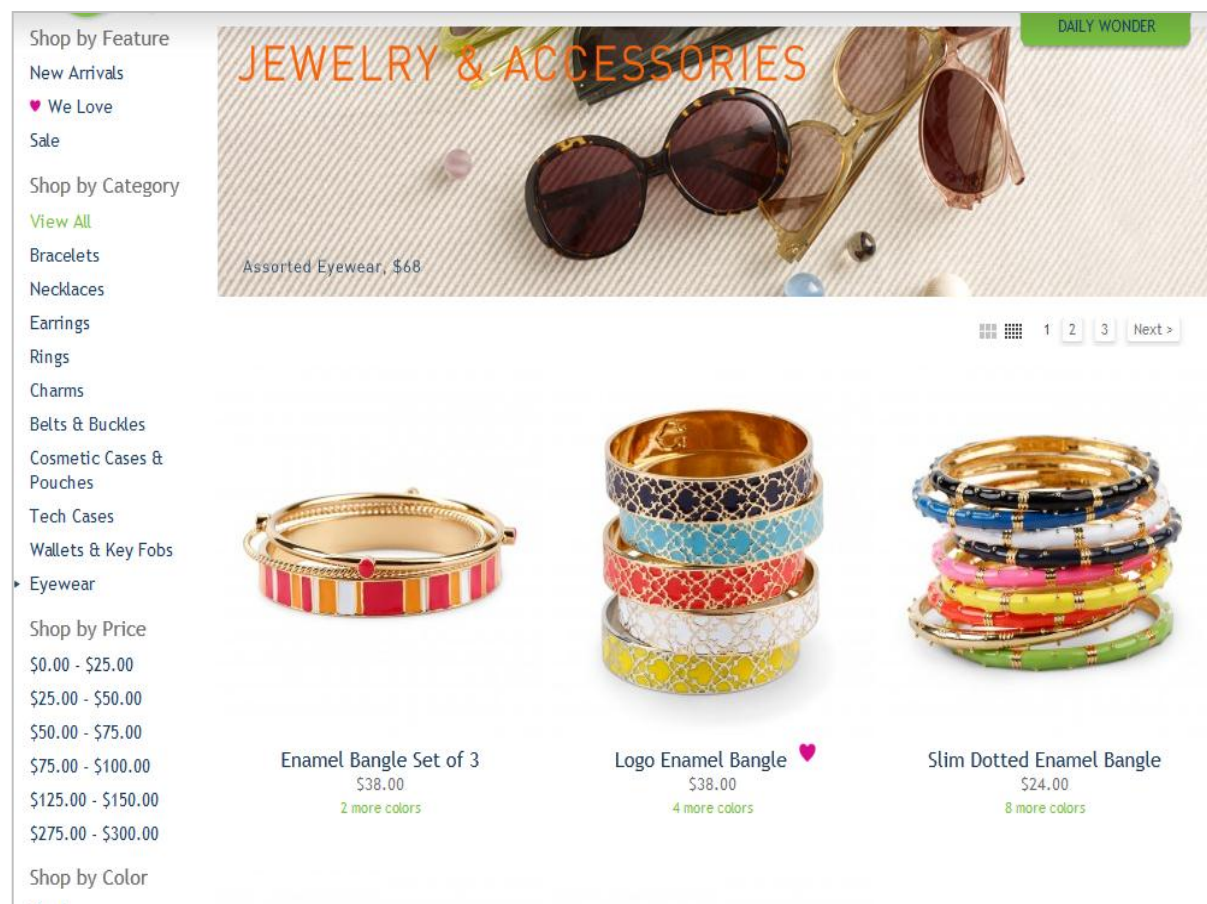
PATTERN

QUANTITY **ADD TO BAG**
ADD TO WISHLIST

This mug is just one piece in a stunning collection of blue-and-white patterned dinnerware that invites mixing and matching to your heart's delight. more...

Shopping Experience

- Landing pages give categories an identity & educate the customer on the breadth of assortment
- Shop by feature allows for a curated shopping experience






Customer Focused

- Quick shop
- Size, color, letter filter
- Streamlined checkout to elevate customer experience
- Wish list
- Cross-sells



The screenshot shows the Wonder e-commerce website's shopping cart page. The header includes the Wonder logo, navigation links (NEW ARRIVALS, CLOTHING, JEWELRY & ACCESSORIES, SHOES & BAGS, HOME & DECOR, SALE), and user options (Sign in / Register, Newsletter, Shopping Bag (3)). A search bar and a "DAILY WONDER" button are also present.

ITEM:	UNIT PRICE:	QTY:	SUBTOTAL:	
 Saffiano Leather Tablet Case SKU: 8395 Color: Neon Yellow	\$58.00	1	\$58.00	EDIT x REMOVE
 Stripey Boatneck Tee SKU: 7300 Color: Jungle/White Size: M	\$44.00	1	\$44.00	EDIT x REMOVE
 Suede Slipper Loafer SKU: 8307 Color: Magenta Size: 7	\$98.00	1	\$98.00	EDIT x REMOVE


UPDATE BAG

REDEEM PROMO CODE: APPLY

Items in Your Bag: 3
Subtotal: \$200.00
Your final total will be calculated during checkout. Does not include sales tax or shipping & handling.
CONTINUE

Customer Care
Questions? We're happy to help! Call C. Wonder Customer Care toll free at 855-8WONDER (855-896-6337) Monday - Friday 9am-6pm EST or email customer@cwonder.com

Returns
Did you know we have one of the most generous return policies around? You can return your order whenever you like. Really - take your time!

You May Also Like
 QUICK VIEW
Nylon Square Case, Small
~~\$38.00~~ \$14.99

Touch Points



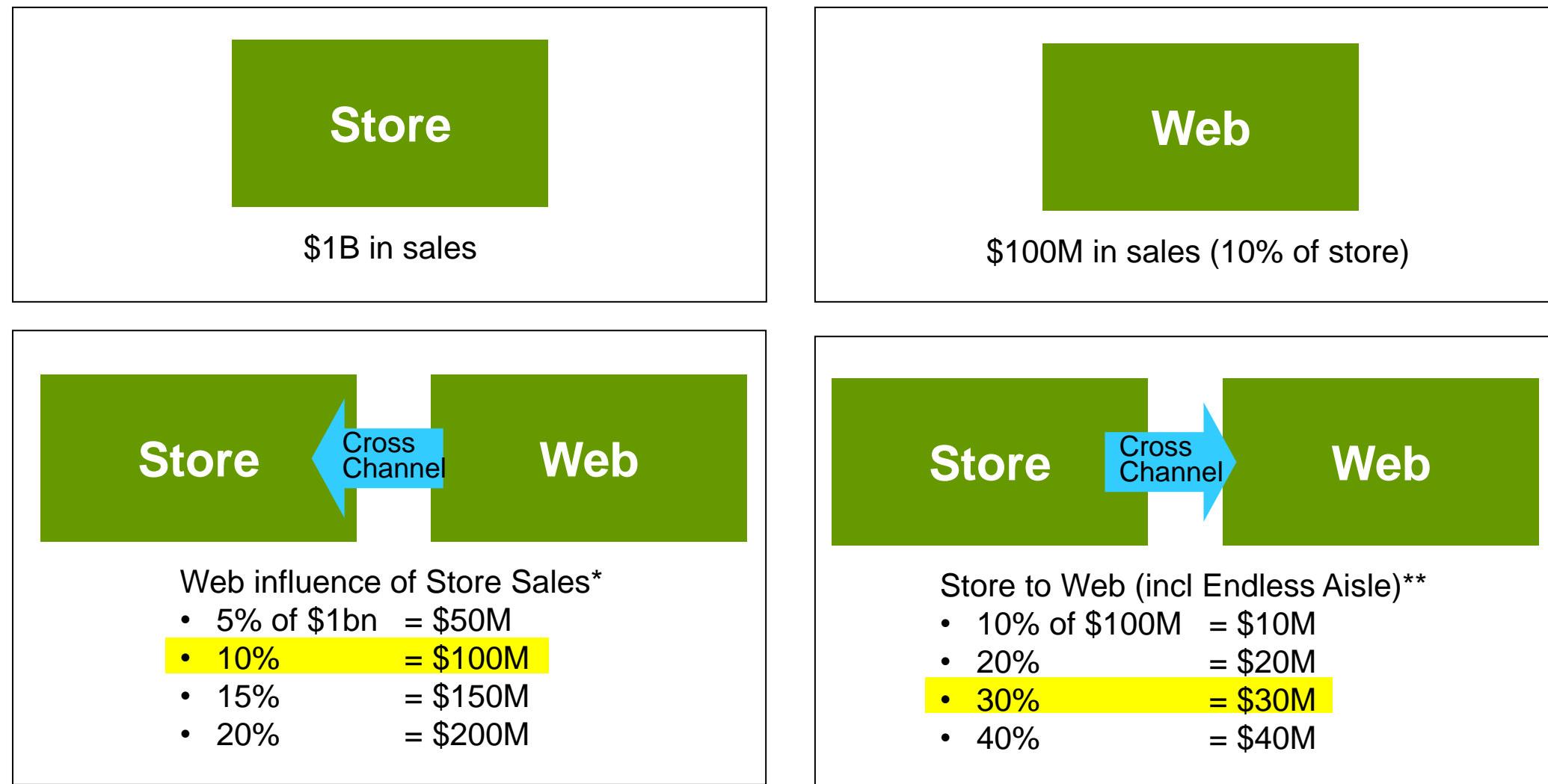
Cycle of Engagement

- Customers can engage and interact with a brand via all channels and touch points.
- Providing information about availability, options for fulfillment and ease of payment across channels will drive purchase decisions and increase loyalty.



Cycle of Spend

- The ability to reach and captivate your customers anywhere – and leverage their key influences – can create a cycle of spend.
- Cross-channel revenue can be significant

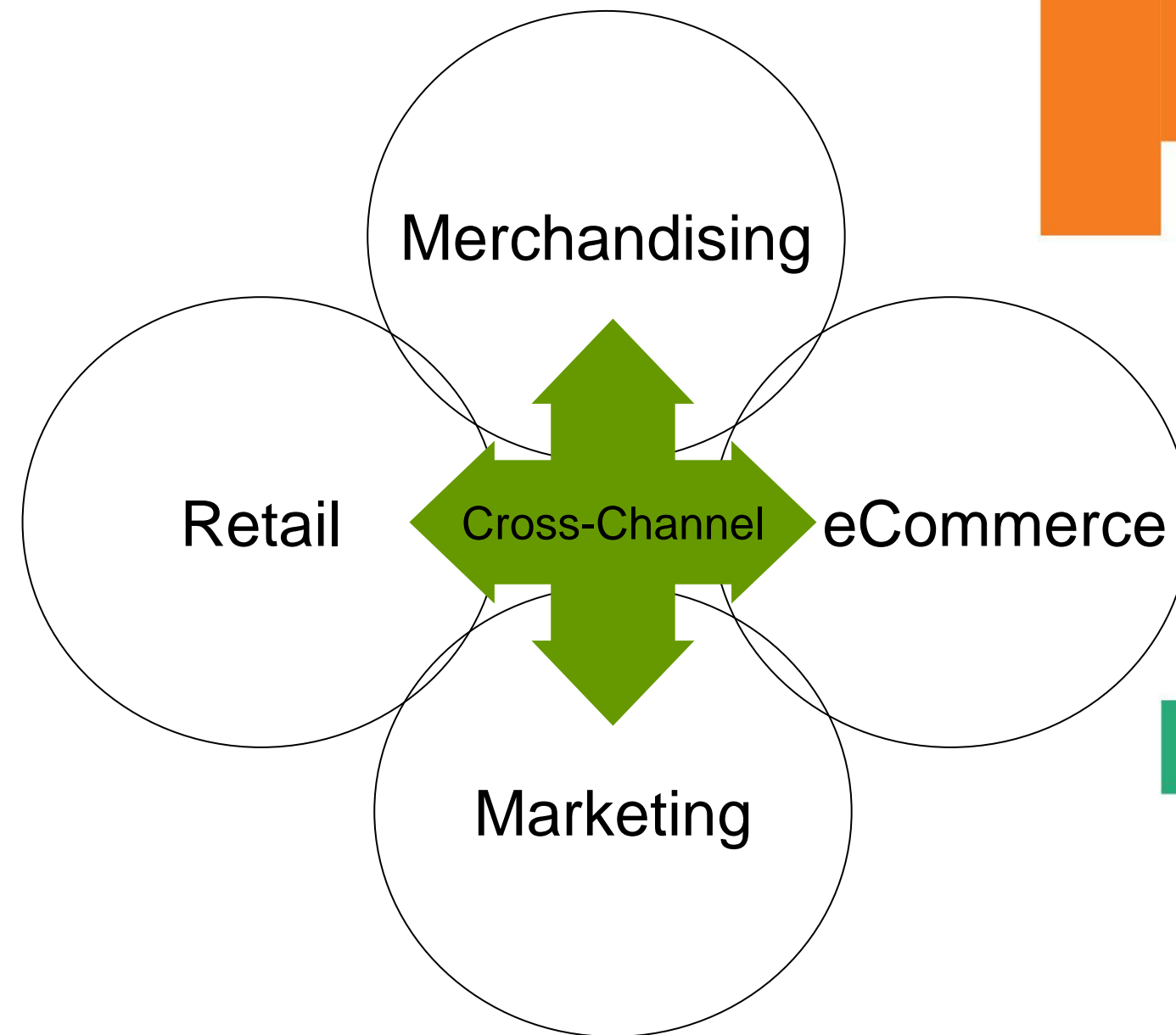


*FitForCommerce has seen 30% at MC retailer
Forrester/Shop.org projects 41% in 2011

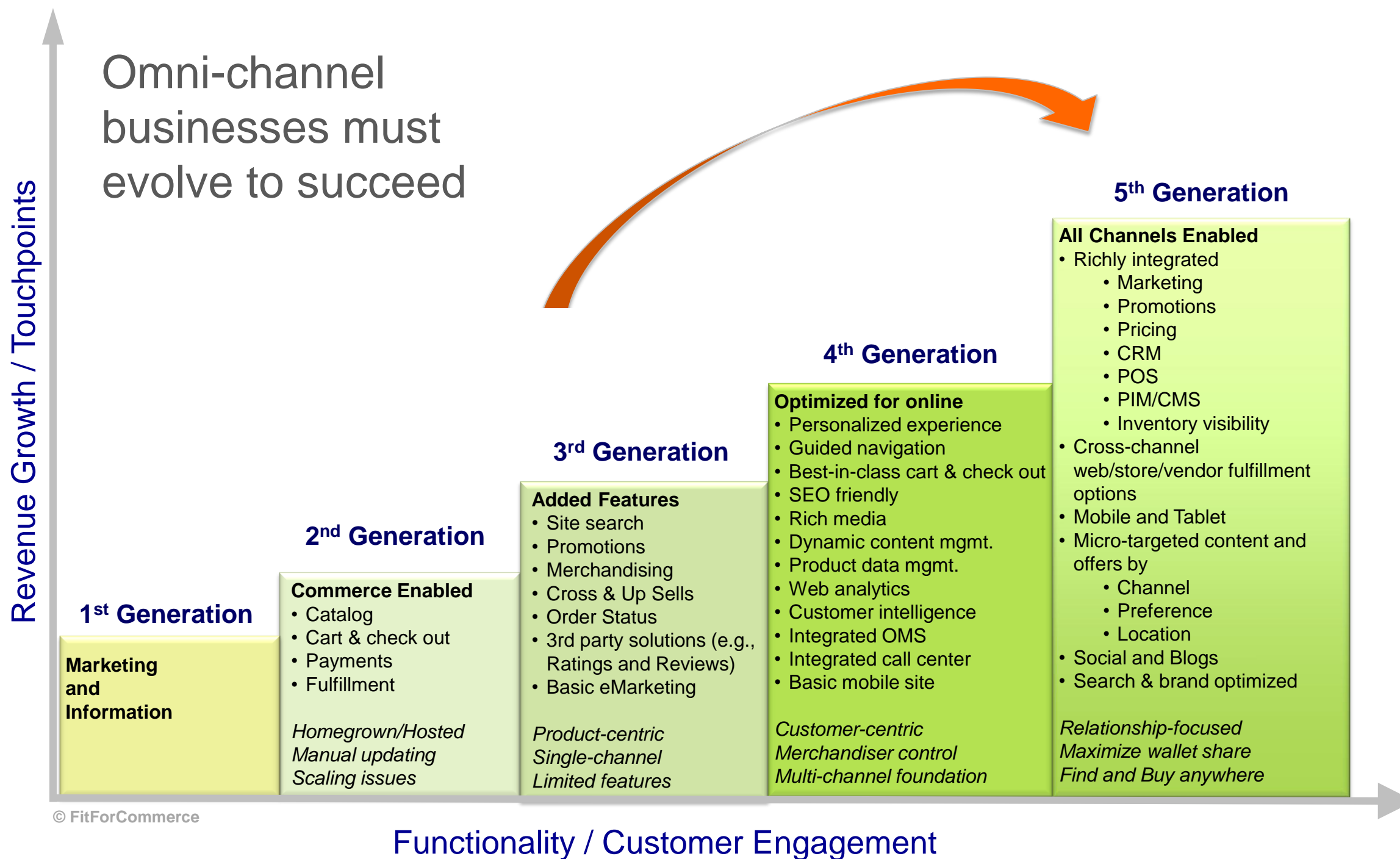
**FFC has seen 80% at top tier MC retailer

Cross-Channel **Ownership**

- Cross-channel leadership owns/drives cross-channel growth
- CC owns the 'single view of customer', revenue attribution, drives CC calendar, content
- These 4 groups must be very interdependent, collaborative and aligned
- CC is its own entity; not the same thing as eCommerce but most closely related and requires same foundation as eCommerce
- CC should report into a senior exec



Can you Leapfrog?

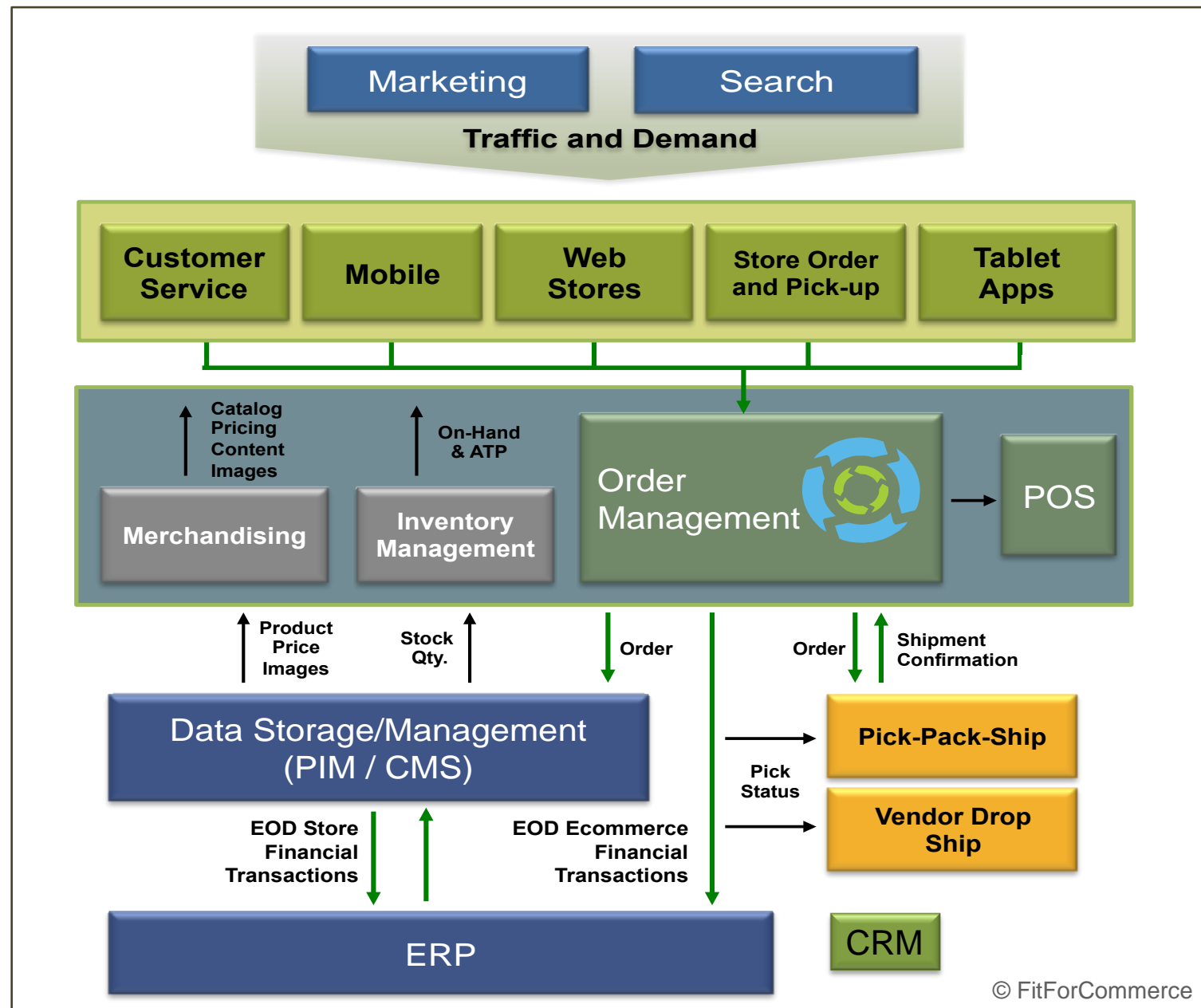


The **Ecommerce Ecosystem** Challenge

- Magento enterprise and mobile at the core
- Customer facing channels with direct integration
- Customised applications and extensions to deliver a USP
- Seamless eBay and mobile device integration via x.com and Magento mobile
- Client back end system integration such as ERP, POS and OMS via direct, middleware and/or x.com interface.



Ecommerce **Technology** Ecosystem



To reach complete cross-channel integration, systems must be integrated and key elements such as SKU data, digital assets, pricing, marketing and customer data need to be coordinated and able to be *shared across and between all channels*



Please email James Horne at james@balanceinternet.com.au for a copy of the ecosystem slide he presented at the conference. Sorry for the inconvenience.

Utilising eBay

- Complementary Channel and New Marketplace
- Clearance of “Dusty Stock” and write downs
- Centrally managed store-based stock clearance channel
- Price differentiation via bundled, configurable or variation of products
- Integrate with POS or ERP via Magento
- Trial new global markets directly and quickly



WAYS **MAGENTO** CAN HELP YOU:

- eBay items as new store view, new website or category page within configuration
- Magento and eBay via x.com (or m2e)
- Integrate with backend POS or ERP via Magento as an OMS
- Custom eBay store and design – brand or new white label

Mobile and Tablet Templates

- 4 options – iPhone, iPad, android mobile and android tablet
- Over 25% of the traffic for our retailers
- Vary the user experience due to mobile customer behaviour
- Tablet use in-store as sales aid
- Product Video in-store via mobile/tablet and reusable QR code.



WAYS **MAGENTO** CAN HELP YOU:

- Out of the box offering – User agent ID, theme exceptions
- Tablet used in-store to increase sales conversion
- Single point of master data via ERP/POS.

Mobile Templates in Play

Cleanskins.com
Godfreys.com.au

cleanskins.com
Wine Orders & Enquiries 9am till 3pm EST weekdays
FreeCall 1800 999 463
Home Mixed Red Wine White Wine
Gifts Labels Fundraising Recipes Contact
FREE SHIPPING FOR ORDERS OVER \$150!
Gift Basket Hamper Picnic Pack PLUS Flexi-Basket
Regional RED Mixed Dozen + FREE PORT!
Regional Mixed Dozen & FREE PORT
Coonawarra 2008 Bin 325 Cabernet + Bonus
Everyday Quaffer RED Wine Mixed Dozen
Southern States Red Wine 2-Dozen Deal
Top 10 Customer Recommendations
Top 20 Best Sellers List
Monthly Offers - Click Here This Months Offers

cleanskins.com
Home / Mixed / Red Wine Mixed Dozens
Red Wine Mixed Dozens
6 Item(s)
Everyday Quaffer RED Wine Mixed Dozen
Regular Price: \$128.00
Special Price: \$89.00
Add to Cart
4 of our favourite quaffer red wines for under \$7.50 a bottle; stunning value for money!
Learn More
Gift Basket Hamper Picnic Pack PLUS Flexi-Basket
Regular Price: \$148.00
Special Price: \$99.00
Add to Cart

FREE \$10 Wine Voucher
NEWSLETTER
Join our Mailing List
Your email here... [input field] [Join]

GODFREYS THE VACUUM & CLEANING SPECIALISTS
Search Products [input field] [GO]
STORE LOCATOR [input field] [LOCATE]
VACUUM CLEANERS TOP BRAND VACUUMS STEAM & SHAMPOO VACUUM BAGS, PARTS & ACCESSORIES SERVICE & REPAIRS FLOOR CLEANING TIPS
YOU HAVE 0 ITEMS IN YOUR CART [MY CART] [CHECKOUT]
WEB ONLY SPECIAL
Miele 50% OFF \$499 [SHOP NOW]
SEARCH FOR THE RIGHT BAGS & ACCESSORIES
Select Brand [dropdown] Select Model [dropdown] [SEARCH]
FREE DELIVERY Receive FREE delivery when you spend over \$99 online! [LEARN MORE]
PRODUCT RECALL NOTICE [Click here for details]
GODFREYS VAC FINDER
LET US HELP YOU MAKE THE RIGHT CHOICE
Floor Type [dropdown] [START NOW]
Health Home Size Special Considerations [FIND MY VAC!]
CHOOSE YOUR LEVEL OF ACTION [WATCH THE VIDEO]
SINGLE ACTION SUCTION From \$49
DOUBLE ACTION SUCTION + TURBOHEA From \$300
Godfreys - Australia's Vacuum and Cleaning Specialists
Godfreys are the leading vacuum and cleaning specialists in Australia and New Zealand. With a huge range of vacuum cleaners and steam cleaners, Godfreys have built their reputation on providing quality cleaning products at great prices. If you are looking for a vacuum cleaner, Godfreys have many to choose from including business vacuums, pet hair vacuums, asthma vacuums, commercial vacuums and many more. With over 30 years of experience in the vacuum cleaner industry, Godfreys can give you great advice on the best way to clean every home and office.

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GODFREYS Log In Account
Home [Search] [My Cart]
Vacuum Cleaners >
Top Brand Vacuums >
Steam & Shampoo >
Vacuum Bags, Parts & Accessories >
Find a Store >



Clicks and Mortar

- Store locator system for ROPO
- Product finder or assistant
- Online or in-store inventory availability
- Pickup in-store, online delivery or dropship
- Lead generation to store for high AOV.
- Not just B2C try B2B, B2G and B2SME



WAYS **MAGENTO** CAN HELP YOU:

- Custom configurations and modules for physical stores
- Extensions and modules via Magento Connect
- Multi-store configuration within one instance

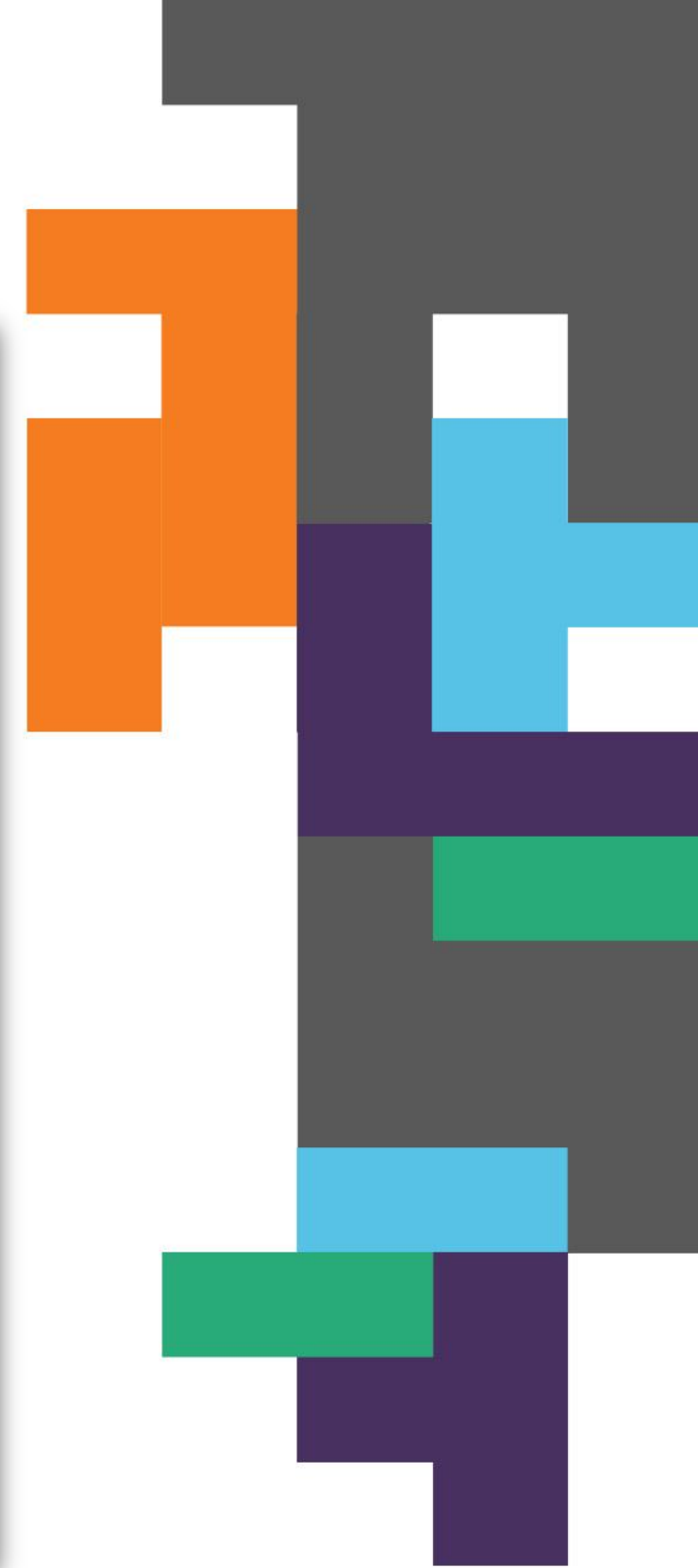
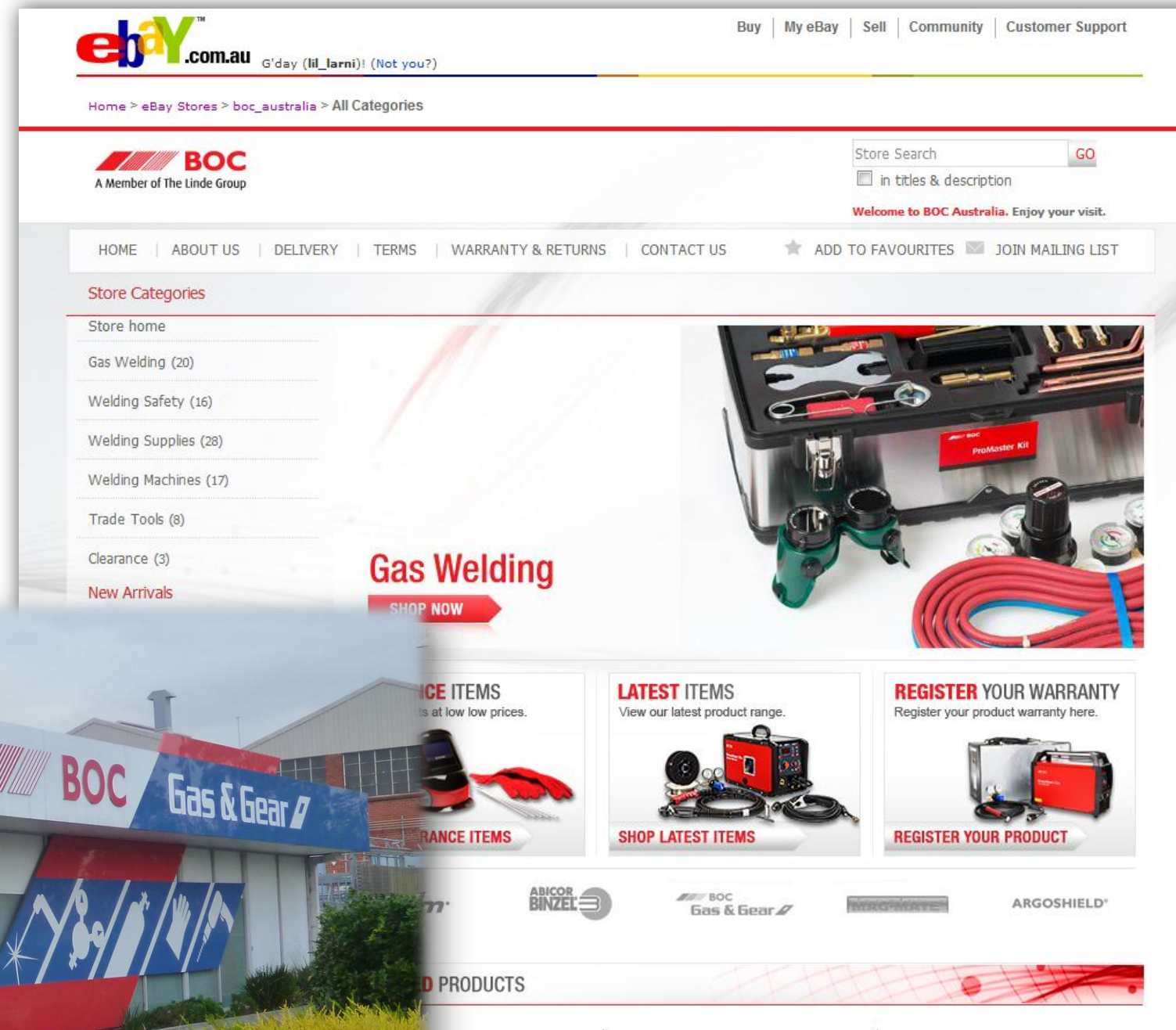
Omni Channel Play in Action

BOC eBay Store

- Clearance
- Sale

BOC Agency

- Physical store



The Extra Mile

Pick-up/Return Locally



Summary

- Omni-Channel is the **eye of the customer**, be ready to engage her
- Many **touchpoints** with her that convey a consistent brand and experience
- **Cross-Channel sales** can be significant
- Omni/Cross-Channel may need dedicated **ownership**
- Key **technologies and operations** need to be supportive and aligned in the ecosystem
- Think how you can go the **extra mile**



Q&A



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Discount code "imagine15"
15% off cwonder.com
through 6/23/12



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Thank You

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