

Ascendant Commerce Overview



About Ascendant

Ascendant helps organizations large and small achieve the flexibility, innovation, and responsiveness business demands from technology investments. We work closely with our customers to build exceptional web experiences combining IBM middleware, their existing IT investments, and the most innovative Web 2.0+ applications.



Our View on e-Commerce

A successful e-Commerce solution is more than a website with a cart and a catalog. It should place your customers in the center of the experience and provide them with rich and meaningful interactions. These interactions should be based

on well planned CRM activities, dynamic and personalized marketing messages, seamless cross channel experience, and finally the ability for your customers to be heard and advocate your brand.

This view and approach, looking at a solution from your customers' perspective, is key to being successful in today's one click away world. As a result, you will experience lower cart abandonment, increases sales and conversion rates, and additional brand advocacy.



Ascendant e-Commerce Solutions

Our e-Commerce consultants are experts in WebSphere Commerce engagements and have been implementing solutions built on WebSphere Commerce since introduction. We actively work with the IBM product team to help drive

feature strategy and participate in WebSphere Commerce product release cycles allowing our team to stay ahead of the product curve and be experts when releases are available to our customers.

SOLUTION ACCELERATORS – TIME TO VALUE

- **RAFW for Commerce** – Automation, Management and Auditing of your WebSphere Commerce infrastructure, with the power of IBM's Rational Automation Framework for WebSphere (RAFW) and Commerce-specific adapters built by Ascendant.
- **Catalyst for Commerce** – True content management for WebSphere Commerce. Allow for in-context editing and updates for your site.
- **Catalyst for Communities** – streamlines the integration of social networks into WebSphere Commerce solutions.
- **Amazon payments** – Increase payment options, and increase conversions. Ascendant has worked with Amazon to create the official Amazon payment solution built for WebSphere Commerce.
- **Interactive Simulations** – Complete simulations of WebSphere Commerce providing collaboration approach to requirements gathering. See your website in action without a single line of code.
- **V7 Migration Package** – Proven & repeatable methodology for successful WCS v6 to v7 migrations.
- **Cross View Web Store** – Cross Channel integration enabled Web Store built on top of WebSphere Commerce.

Technology Partnerships

Ascendant partners strategically with industry leading firms, to accelerate and optimize the delivery of e-Commerce solutions to our customers. From Social Commerce to Video to Chat to Search, Ascendant can help align your vision with these best-of-breed Technologies through our partnerships and existing integration assets for:

- BazaarVoice
- KickApps
- Cybersource
- LivePerson
- Invodo

Enterprise BLUE™

Ascendant's cloud based WebSphere Commerce Software as a Service offering provides customers with an outsourced WebSphere Commerce solution. This includes software, hosting, managed support and updates on a monthly basis and can be extended with our Digital Business Services to provide strategic marketing services for SEO, SEM, usability and analytics.



eCommerce Transformation

Ascendant's approach to replatforming to WebSphere Commerce is proven to deliver success to our customers. This approach is prescriptive in nature and guides customers on best practices. Our methodology will drive success throughout the your organization with benefits for IT and the line of

business. We will train you on all the aspects of WebSphere Commerce, including architecture, infrastructure, coding and customization, business processes, marketing and merchandising, and much more. Your teams will be ready to take your on line business to the next level.



e-Commerce experience

Our team is made up of Subject Matter Experts that have been delivering successful e-Commerce solutions since the 1990's. Our experience spans from the nations' top retailers to B2B sites that have transformed their business.

The key to this track record of success is our methodology to constantly monitor, measure and collaborate with our clients.

Starting our process with your customer in mind we work with your Marketing and e-Business teams to build a vision and a roadmap to success. This vision and roadmap leverages our experience in user drive design, creative and usability best practices, SEO, SEM, business process improvement and social media strategies to drive success for your organization.

With a prescriptive, highly collaborative and mentoring approach to the technical implementation we rapidly deliver on the business roadmaps allowing your investments in IBM WebSphere Commerce to be recognized early and grow over time. This approach allows for rapid and early delivery of working software and helps drive adoption in both internal IT and the e-Business team.

Managed Services for Commerce

Ascendant extends their excellent Commerce strategic and technical skills to any Commerce customer seeking continuing support following their site launch. The Managed Services team at Ascendant provides a number of capabilities, aimed at creating stronger, more stable and more successful sites for their clients

- **Production Operations** – Environment Hosting/Infrastructure Monitoring, Software Deployments, and Application Maintenance
- **24/7 Help Desk & Support Request Mgmt** – International offices located in US, Brazil, Europe & India, to provide multiple support models (US-based, follow-the-sun, regionally focused) for servicing Support requests.
- **Measurement and Reporting** – Tracking/Reporting of SLA metrics, Performance reporting, and Trend Analysis, as well as Ad-Hoc Business data requests as needed (Coremetrics, Gomez, BazaarVoice, Parature & others)