



Business and Technology Aligned

## Introducing Catalyst for Communities™

Delivering Social Commerce to your eBusiness thru Market Leading IBM Products

A 2010 study by SocialMediaToday.com found that “78% of customers trust peer recommendations on sites, while, only 14% trust advertisements.” Further research studies from CNET Research show that a full 85%-90% of online Consumers are considered reliable “experts” to friends and family. The information they share, even within their relatively small spheres of influence, can significantly influence purchase behavior.

With these accelerating collaborative trends, how can your business quickly adapt your online model to leverage this interaction to convert browsers to buyers?



Ascendant Technology is pleased to introduce Catalyst for Communities™

Catalyst for Communities™ helps place your customer at the center of your business and gives you the ability to transform Consumers to Prosumers. The Ascendant Solution does this by leveraging Industry leading Technology through the IBM Lotus Social Connections offering. The solution allows your eMarketing Team to leverage Wikis, Blogs, Social Tagging, and User profiles with your on line product catalog to create targeted marketing campaigns and collaborative content to convert browsers to buyers. The business impact will influence conversion rate, product reputation and site visits and traffic to your site.

Catalyst for Communities™ is designed to quickly provide seamless links between IBM WebSphere Commerce and the IBM Social Connections offering:

### Features Include:

- Seamless integration into the IBM WebSphere Commerce Accelerator and the just released Management Center
- Leverages open standards based Atom xml feeds
- Provides the ability to associate user driven content with Categories, Products, Content spot and eSpots
- Places your customer at the center of your Marketing, Sales, and R&D campaigns
- Allow for “Profile/Community Shopping” show me what others in my community are promoting and purchasing
- Allows for “Social Tagging” of content and product catalog
- Allows you capture consumer behavior data to make better recommendations
- Allows you to build a social network centered around your products
- Easy to deploy and configure



**Catalyst for Communities is putting the consumer in charge.** “Consumers expect to be involved in the buying process, as the web shopping experience is no longer a one way medium but rather a collaborative experience.”

– Todd Payes  
VP of Sales – Central & West

Contact Us Today:  
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**WebSphere.**