

IBM has a legacy of being an innovator in the eCommerce industry as well having a commitment to excellence. In recent years, IBM has instituted their Smarter Commerce initiative that is focused on customer experience and inspired the name of their annual conference. Are you thinking of becoming a WebSphere Commerce customer, but are unsure of which platform to choose? Our team broke down the basics of the Express and Enterprise editions to help you decide.

EXPRESS

- Advertisements
- Attachments
- Auctions
- Category recommendation
- Credit lines
- Dynamic up sell and cross sell
- E-mail Campaigns
- Marketing and Merchandising tools
- Member groups
- Mobile Commerce
- Open standards support
- Payments
- Product Recommendation
- Promotions
- Search engine optimization
- Shopping carts
- Social Commerce
- Web content management
- Wish lists

TOTAL

BOTH EXPRESS + ENTERPRISE OFFER

- » Marketing and merchandising tools to help improve your customer's shopping experience and increase your revenue
- » An IBM middleware backbone that provides your site stability and reliability, even during peak shopping times
- » Integration with IBM order management and web analytics to unify the marketing, selling and fulfillment cycle

ENTERPRISE

- Advanced Roles/Relationships
- Advertisements
- Attachments
- Auctions
- B2B starter stores
- B2C starter stores
- Business Accounts
- Category recommendation
- Contracts and entitlements
- Credit lines
- Cross-channel order processing
- Cross-Channel Precision Marketing
- Dynamic up sell and cross sell
- E-mail Campaigns
- Extended Sites (multi-site support)
- Gift center
- Marketing and Merchandising tools
- Marketing Experimentation (A/B Testing)
- Member groups
- Mobile Commerce
- Open standards support
- Organizations
- Payments
- Product Recommendation
- Promotions
- Punch out
- Recommendation engine
- Requisition lists
- Reseller Hosting
- RFQ
- Sales center
- Search engine optimization
- Shopping carts
- Social Commerce
- Web content management
- Wish lists
- Workspaces

TOTAL