



# Ibexa Commerce

**A commerce-ready B2B DXP designed to digitalize your business from customer awareness to purchase and beyond**

Digitalize Your Business with an Agile Content & Experience Platform



# The Imperative of Digital Transformation

Digital Transformation is everywhere. Organizations across the globe, in all industries and of all sizes are on a race to find the best way through the Digital storm. And the Corona Pandemic has added made this a crucial strategy, as Gartner\* confirms in its statement: "COVID-19 has escalated digital initiatives into digital imperatives."

B2B manufacturers and wholesalers are facing the need to reinvent how they work with their customers and suppliers; traditional service providers of all sorts – consultants, accountants, health professionals – have to digitalize their services; publishers and media outlets are shifting their business online; banks and insurance companies are abandoning physical point-of-sale in favor of a digital self-service approach, government bodies want to find cost savings in citizen transactions by transferring their services online, the list goes on.

Entering the Digital Era, organizations everywhere face common challenges. With the right approach, planning, technologies and skills, they can overcome these challenges and make a difference. Key for success is the selection of a digital experience platform with a strong content engine at its core.

## The Promises & Challenges of Every Digital Transformation

There are different reasons for enterprises to digitalize their business.

These include:

Staying competitive by reducing costs while simultaneously improving operational efficiency thanks to digital technologies.

Leveraging new business opportunities by digitalizing business processes and reaching new customers.

Discovering and adopting new business models only made possible by digital technology.

Delivering better customer experiences ensuring a smooth and enjoyable customer journey.

Enterprises that opt for the status quo are simply doomed to lose their competitive edge, fail in their new projects and see their businesses shrink and sink.

## The Successful Digital Enterprise

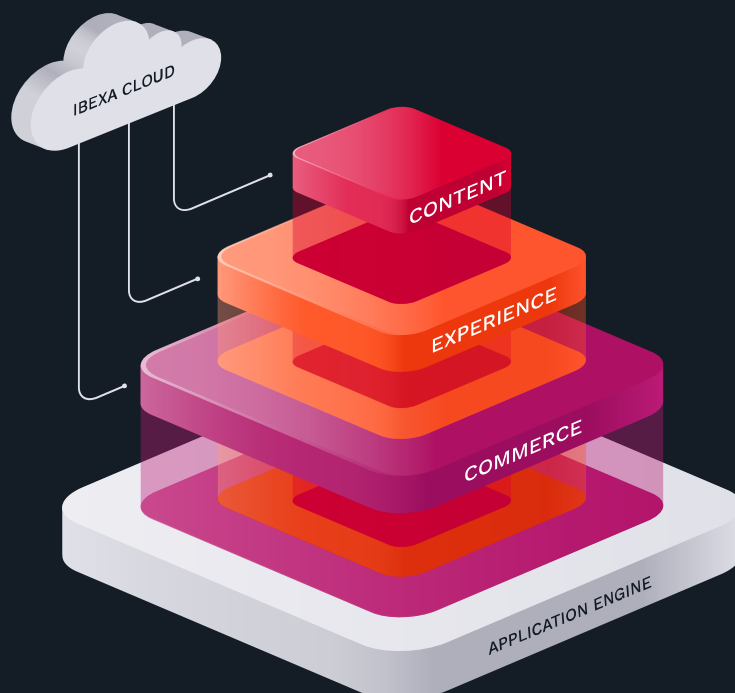
The road to success can be bumpy and although different for each organization, there are some key guiding principles that are true to all:

User experience first. Offering a streamlined user journey, from early engagement to the purchase stage and beyond across multiple channels, intertwining the digital and physical worlds.

Continuous and fast. Creating digital user experiences is not a one-off exercise. It requires continuous effort, constantly experimenting, improving existing services and launching new services quickly, faster than the competition.

Ability to adapt. Beyond speed to market, it's crucial to adapt to new conditions to unlock unforeseen opportunities thanks to the digital economy.

\* Gartner: Create Effective Messaging by Separating Internal and External Digitization as a Tech CEO by Rene Buset & Chrissy Healey. Published 13 August 2020



## Ibexa DXP

A modular digital experience platform to help you succeed in your Digital Transformation

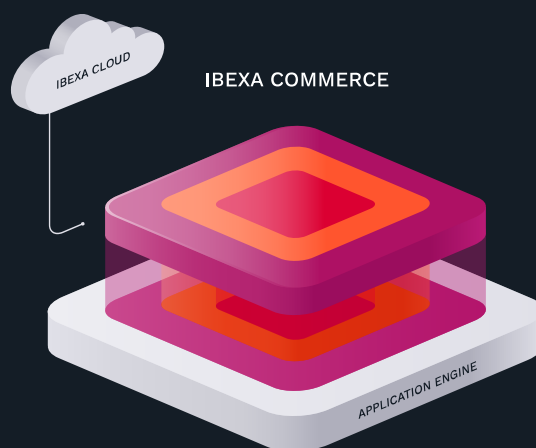
**Ibexa DXP** has three modules:

- Ibexa Content
- Ibexa Experience
- Ibexa Commerce

**Ibexa Cloud:** A modern PaaS for agile teams to build and run projects faster and at a lower cost.

**Ibexa Platform Application Engine:** Design, build and deploy new features faster than ever before with Ibexa DXP Application Engine. Based on Symfony, the leading PHP development framework offers to offer you a faster, more agile, high-performance development experience.

This brochure features Ibexa Commerce, the commerce-ready DXP designed to digitalize your entire business. It transforms your traditional sales process with frictionless digital commerce covering all complex scenarios. We also have added a section on Ibexa Cloud, the fast solution to build and run your Ibexa projects.



# Ibexa Commerce

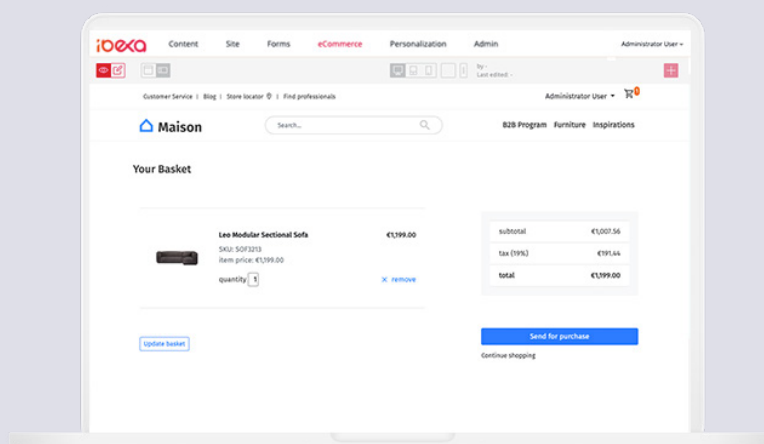
Transform your business with experience-driven commerce

A commerce-ready B2B DXP designed to digitalize your business from customer awareness to purchase and beyond

For companies who need to transform the way they sell and who want to conduct business online, including the digitalization and automation of the business transactions.

In a digital marketplace filled with endless options, the experience of how companies and buyers purchase is just as relevant as what they are purchasing, and that is why it is so important to rely on a B2B commerce-ready DXP more than a standalone commerce platform.

E-commerce channels enable businesses to execute their digital transformation strategy, by growing and optimizing existing B2B sales channels with complex sales procurement and budgeting management and opening up new digital revenue models.

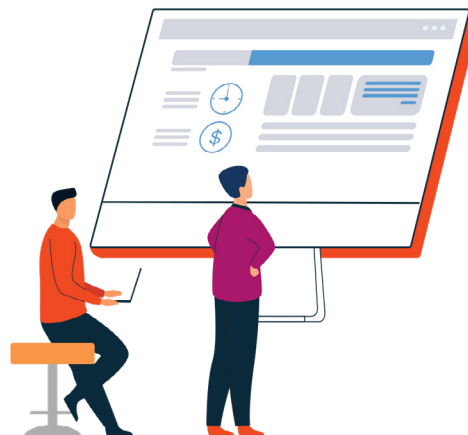


# Key Capabilities

## Digitalize and streamline B2B business transactions

Designed specifically for the needs of B2B companies looking at transforming their business, Ibexa Platform can deliver on all the needs and requirements created by B2B Digital Commerce:

- Combining B2B and B2C under one unified platform
- Enable D2C - Direct to Customer (whether consumer or business)
- Provide your partners, distributors and resellers with digital commerce capabilities
- Leverage the multi-brand and multi-channel digital commerce opportunity.



## Content-powered e-commerce

Build a buying experience that sets you apart from your competitors and deliver fantastic content experiences at every stage of your buying cycle. Streamline digital marketing and strategic e-commerce operations with a single system for creating editorial and product marketing content, together with enriched product catalogs.

- Unified search experience across content and product catalogs
- Enriched product catalogs with editorial content, actionable content marketing, and more
- Easily align content marketing and e-commerce performance in one platform
- Track and optimize conversion KPIs with better user engagement.

## Meet the needs of modern business buyers

B2B sales models come with specific requirements that go beyond B2C workflows, with purchasing scenarios also varying between industries or even geography. With Ibexa DXP, be ready to solve the needs of modern B2B commerce and procurement. Support complex buying and orderability.

- Custom order list template support
- Segmented or personalized pricing
- Multi-brand, multi-channel, and multi-shop e-Commerce
- Support user management for different buying roles and permissions within buying organizations
- Custom buying journeys for different user permissions within a customer organization.





# Other Features

## Dynamic Pricing

### **Adapt your Catalog and Prices to Your Different Channels**

Ibexa Commerce lets you customize your product information and prices so that they can be adapted to different channels. This is crucial if you want to sell through different channels such as resellers, distributors, directly to customers and to VIP customers.

The key challenge here is to adapt to different segments with different prices, or even to one-to-one specific relations with pricing defined by your sales team in their ERP or CRM systems. All which are native to Ibexa Commerce.

## Purchase Workflow

### **Embrace your customer organization to facilitate its purchase journeys**

In B2B transactions, buyers are rarely by themselves and generally working as part of a team, with different roles in the purchase workflow. Ibexa Commerce lets you model and orchestrate complex workflows where different users from the buying company have different roles. From simple purchase approval to using quotas or expenditure thresholds, all complex processes can be implemented, leveraging our commerce engine and the strong role and permission system of Ibexa DXP.

## Business Systems Integration

### **Integrate your Business Processes**

Ibexa Commerce supports all the business processes required by B2B and B2C commerce, and provide a strong business integration layer for that purpose. Order management, payment, inventory and stock management, customer data, dynamic pricing etc. All processes are delivered through an integration layer. This makes it possible to integrate with your existing business applications including CRM, ERP, PIM and Payment systems.

## Predictive Product

## Recommendations

### **Grow Your Revenue Thanks to AI-based Personalization**

Our personalization service enables you to track the behavior of your customers and to calculate and predict the best product recommendations to upsell or cross-sell to your customers at any stage.

Ibexa DXP Personalization uses machine learning and artificial intelligence to compute predictive models that will optimize for the KPIs you need, whether it is pure sales, inventory optimization or others.

## Unified Faceted Search

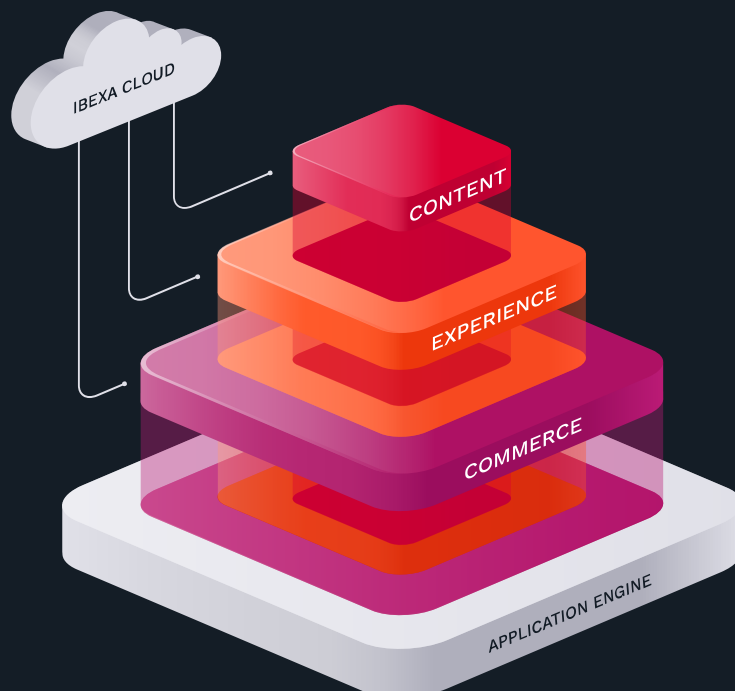
### **Let Your Customers Find Relevant Content and Product Information Easily**

No matter the depth of your product catalog, the number of SKUs or the volume of related content you have in your systems, your customers have no tolerance for waiting in line, especially when it comes to B2B purchases. With Ibexa DXP, you can leverage the powerful search module - powered by Elasticsearch or Solr - which provides speedy search results, highly relevant result set, and intuitive and interactive faceted navigation to let your customers drilldown to what they need quickly and intuitively, regardless of the type of content they are looking for.

## Built-in PIM

### **Centralize all your Product Information**

With Ibexa DXP, you benefit from a unified solution to manage all product informations, from highly structured and defined product specifications to more free form and rich content that will bring eyeballs to your catalog. Depending on your strategy, it can either integrate with a PIM system or act as one with all the benefits of a unified platform.



# Ibexa Cloud

Build, run, and scale your Ibexa DXP project - end to end

A modern platform-as-a-service (PaaS) for agile teams to build and run projects faster and at lower cost

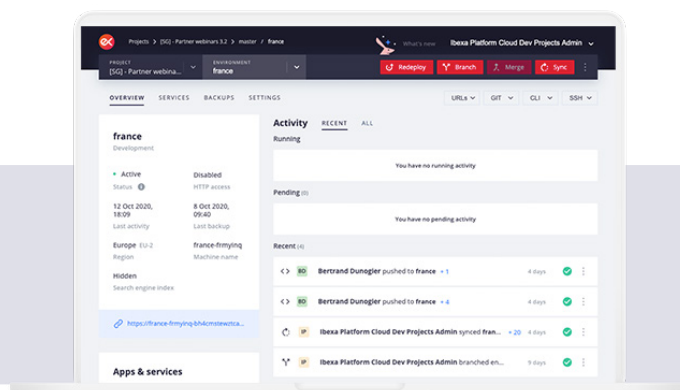
## Accelerate your digital projects with continuous development

Ibexa Cloud is an end-to-end cloud hosting platform for your Ibexa DXP software for more efficient development-to-production processes. With streamlined back-end infrastructure and services, your dev team can work more efficiently and deliver faster at every stage.

- Simpler, faster onboarding for new developers
- Enjoy better, high-speed testing with agile development
- Deploy new features to production faster and easily perform rollbacks
- Help dev teams be more innovative as they can build and iterate more effectively.

## Focus on creating business value, not everyday operations

Free up developer resources from lower-value operational tasks required to maintain your back-end infrastructure. Ibexa Cloud is fully delivered as a service, being configured and managed within your application code base.



**Reduce your hardware infrastructure requirements**

We take care of your hosting capacity so you don't need to maintain any hardware, plus you can scale instantly.

**Fewer low-value operations tasks**

Increase productivity by reducing daily functions for managing databases, queues, search engines and operating systems.

**Build better applications**

Instead of managing back-end infrastructure, dev teams can dedicate more resources to extending business applications with new features.

## Robust quality assurance processes help increase productivity beyond Devops teams.

### Optimize QA without slowing down your dev team

Ibexa Cloud provides increased capacity for testing and development environments to better replicate production at scale. This means provides greater agility to build high quality solutions with improved QA testing, faster than ever.

Boost productivity for developers, product managers, product owners and QA engineers.

- Easy to spin up new testing instances
- Streamline merging and feature deployment
- Instant cloning, CI/ CD and Github integration
- Testing automation and automated back-ups.



### Run and deploy in your choice of cloud provider - build with your favorite tech stack

As a Platform-as-a-Service (PaaS) solution, Ibexa Cloud acts as a layer between your preferred public cloud service and your application. Which means you can retain full control over your end-user delivery, but take full advantage of the flexibility and scalability of modern web development powered by the cloud.





### Deploy

Support for AWS, Microsoft Azure, Google Cloud Platform, Orange, or regional services.



### Any technology

Build on Ibexa Cloud using your preferred technology stack, from Symfony, node.js, to Java, and more.



### Data privacy

Comply with data regulations with regional cloud options.



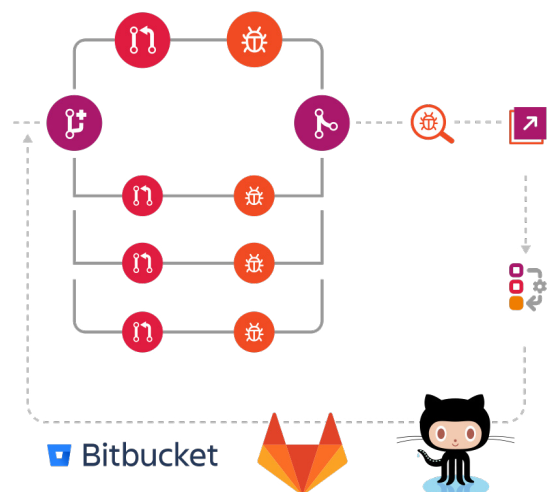
### Scale

Easy to increase your infrastructure investment as you grow.

## Embrace modern development with Git workflows at the core

Whether they use the command line or the web interface, your developers will love the simplicity of using Ibexa Cloud, with the whole development workflow based around using Git Flow.

Whether your team uses Github, Gitlab, Bitbucket or another tool, your developers will be up and running on your project in no time with Ibexa Cloud.



### High availability

## 99.9% Uptime

- Disaster recovery ready.
- Choose fully redundant, shared or dedicated

### Software + infrastructure

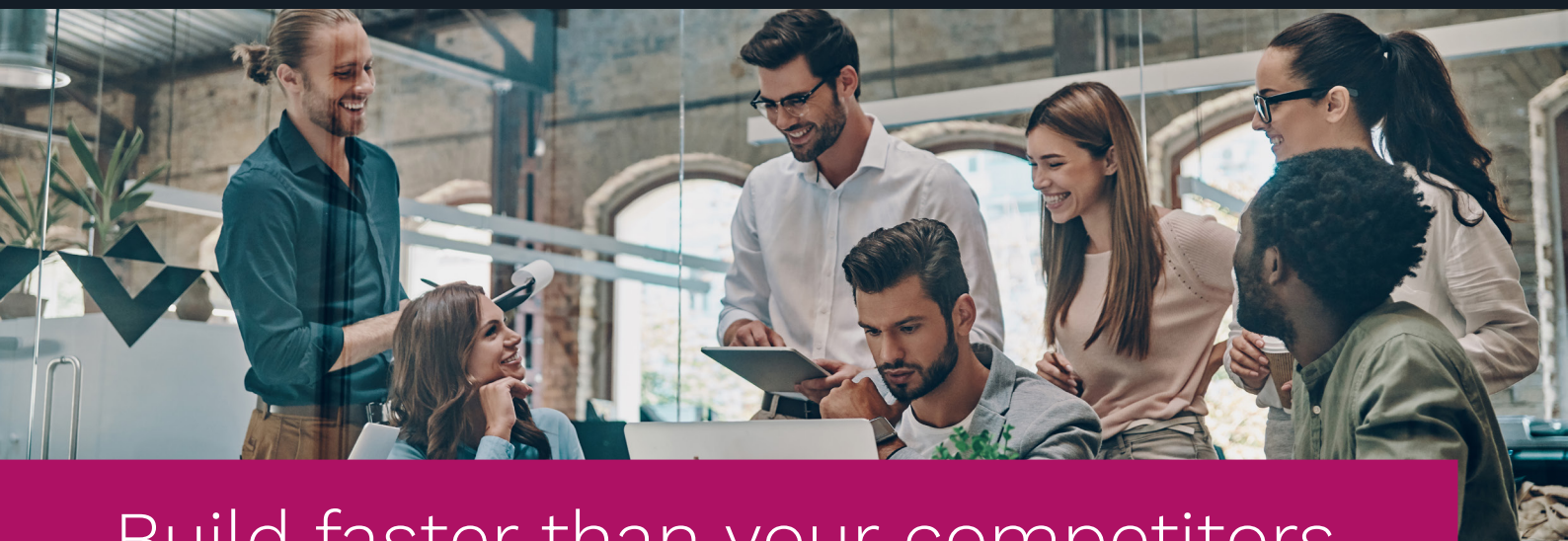
## A single provider to manage

- We deliver both your software and your hosting infrastructure in a single package.

### Proven results

## 40% increase in developer productivity

- 15% faster user acceptance testing
- 20% more deployments



# Build faster than your competitors.



## Git-native development

**Integrated with:** Bitbucket, Github, Gitlab. Instantly clone every branch of both your code and infrastructure

**Services snap-in:** add services such as MySQL, Kafka, and Elasticsearch with a line of code

**Build for any digital channel:** develop with almost any runtime or framework



## Build & test

**Built-in CI/CD:** automate run tests and compiling dependencies for faster time to production

**Extend:** webhooks to easily integrate with any workflow

**Versioning:** declarative infrastructure with versioning like your code

**Scale:** instantly spin up new test instances and add new infrastructure capacity



## Package

**Streamline operations:** fully managed databases, queues, networking, and storage

**Migrate:** change between service versions with single-line configuration

**Services:** secured and patched by Ibexa Cloud



## Optimized deployment

**Grid architecture:** automated containerization for your apps and services

**Support:** stateful or stateless apps, worker processes

**DevOps:** integrate with your current processes.



## Run in your chosen cloud

**Multicloud support:** AWS, Microsoft Azure, Orange, Google Cloud Platform, and regional partners.

**Includes:** production cloud hosting, plus additional testing environments

**Run:** no modifications required between regions and clouds



## Security & compliance

**Data localization:** strict geographic data restrictions available

**Data ownership:** you retain full ownership of your customer data defining where it's stored

**Audit:** all updates to your code and infrastructure are fully auditable



## About Ibexa

Ibexa Digital Experience Platform (DXP) enables organizations to stay competitive, optimize their revenue streams, launch new products and services and test-drive digital strategies. With Ibexa DXP, B2B companies can transform sales strategies and build frictionless buying experiences in a sustainable, cost-effective and fast manner.

Offering content creation, website building, e-commerce and personalization along with accelerated development capabilities, Ibexa helps companies to quickly embrace new business and sales strategies and build memorable experiences for their users across channels, unifying brand, content, product information, commerce and their existing business processes. With the help of our certified, trustworthy partners – digital agencies, system integrators and consultancies – they will progress in their digital transformation and quickly adapt to changing market needs while always putting the customer experience at the heart of their businesses.

Ibexa's reliable and secure DXP is trusted by thousands of users worldwide and a dedicated global partner ecosystem. Brands such as Crédit Agricole, Comscore, Hibu, Groupe Atlantic and Whirlpool rely on Ibexa as a strategic partner in their business. Founded in 1999, Ibexa is headquartered in Oslo, Norway and has offices in Germany, France, the UK, Spain, Poland, USA and Japan.

## Resources

- Explore Ibexa software: [www.ibexa.co/products](https://www.ibexa.co/products)
- Request a demo: [www.ibexa.co/forms/request-a-demo](https://www.ibexa.co/forms/request-a-demo)
- Read success stories: [www.ibexa.co/success-stories](https://www.ibexa.co/success-stories)
- Get the latest Ibexa news and insights: [www.ibexa.co/blog](https://www.ibexa.co/blog)
- Read our software information and documentation: [www.ibexa.co/software-information](https://www.ibexa.co/software-information)
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