



Solution Series: Retail

E-COMMERCE ACCELERATION

Accelerating e-commerce to delight customers

Your problem: On a retail e-commerce website, some days are crazier than others. You know the crazy days: Black Friday, Cyber Monday and Manic Monday. Your e-commerce infrastructure may provide an acceptable customer experience on the sane days, but on the crazy days? That same infrastructure will just roll over and play dead. How can you prepare to meet the demands of these critical shopping days? How can you ensure an optimal customer experience on those craziest of days without building out an infrastructure that no other day in the year—even taken together—could cost justify?

Software AG solution: Providing an optimal, responsive customer experience on the crazy days requires an investment not in more robust hardware but in greater flexibility and elasticity. Your e-commerce solution needs to be able to accommodate any number of new shoppers, respond quickly to their requests, connect them with the goods and information they need, and facilitate the passage of their shopping carts through checkout. You can gain the elasticity you need to deliver that experience cost effectively—on Black Friday and every day—though Software AG's E-commerce Acceleration solution.

Problem details

From the perspective of an e-commerce manager, there's not much difference between the chaos of the crowds crashing through the doors of a bricks & mortar store on Black Friday and the chaos of website visitors crashing against the virtual doors of your website on that same day. If anything, activity on the website may be more intense. While thousands of extra shoppers may be visiting your bricks & mortar stores on a day such as Black Friday or Manic Monday, hundreds of thousands of new shoppers may be visiting your e-commerce site every second of that day. And they all want the same thing: to get the deals before they're gone.

For many sites, though, the shoppers may be gone before the deals are gone. If website responsiveness grinds to a halt or if catalog searches take too long, your online shoppers will abandon their carts in frustration and move to another site. Even on sane days, cart abandonment rates top 77 percent in retail e-commerce, and website speed issues are responsible for the vast majority (67 percent) of those abandonments.¹ On crazy days, abandonment rates are even higher—if, indeed, your customers can even access your site. But, given the importance of Black Friday, Cyber Monday and other crazy days to a retailer's bottom line, the carts abandoned on those days are all the more costly.

What's the Software AG difference?

Powerful in-memory storage and computing technologies that enable an e-commerce or mobile website to deliver an optimally responsive customer experience regardless of the volume of requests put to it:

- Ultra-fast deployment
- Scalable, flexible and resilient
- Standards-based
- Cost effective

Software AG's solution

Ultra-fast deployment

- Deploy the solution in less than two weeks—without ripping and replacing an existing e-commerce infrastructure

Scalable, flexible and resilient

- Website queries and interactions can be accelerated by a factor of as much as 100x
- In-memory solution can scale to meet even the highest demand peaks
- Scales to meet day-to-day traffic needs, reducing the cart abandonment rate each day

Standards-based

- Designed for use in an enterprise Java® environment, the standard used by most leading e-commerce platforms

Cost effective

- Low total cost of ownership
- Facilitates hardware reductions by lessening reliance on complex back-end configurations
- Streamlined customer experience reduces cart abandonment rates and increases revenues

So what can you do to deliver a customer experience that will not result in cart abandonment, particularly on days that are so far out of the ordinary? Some firms add hardware capacity to support the demands of those peak days, but on no other days would such an avoid word break be cost justifiable. Other online retailers strive to minimize the annoyance of waiting by telling customers their position in the virtual queue or telling them how soon they'll be able to access the stellar deals on the site. But these approaches merely acknowledge that the customer is having a lousy experience and plead with them to hang on just a little while longer. Few customers in search of fleeting deals are inclined to do that.

Software AG takes a different approach to the challenge of providing a consistent, cost-effective customer experience. Our E-commerce Acceleration solution relies on powerful advances in in-memory computing technologies to deliver a flexible and resilient e-commerce site, one capable of providing the same optimal customer experience on both the sane days and the crazy days.

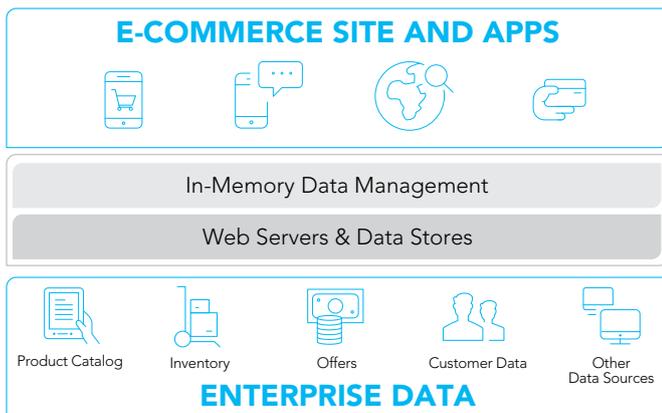
The Software AG E-commerce Acceleration solution does not replace your current e-commerce infrastructure. Instead, it moves critical website data and processes (such as your product catalog and cart checkout processes) into in-memory storage. Not only is an in-memory solution far faster and more responsive to customer demands (on a scale of 100x

above traditional approaches) but also scalable and elastic, which make it highly cost effective. The solution enables you to provide an ideal customer experience on the sane days as well as the crazy days because it scales up—and down—in-memory to meet the demands of your e-commerce site. Your cart abandonment rates can go down—every day—because the solution delivers optimal performance under all demand conditions.

With the Software AG E-commerce Acceleration solution, you can serve the customers looking for the deals you offer—on any day—without asking them to wait. You can do so without investing in extra back-end server capacity, which would otherwise remain unused throughout most of the year. And you can accomplish all this quickly and cost effectively without a major overhaul of your existing investments.

Critical aspects of an e-commerce acceleration solution

- In-memory storage capabilities that move critical data closer to the point at which it will be used
- A minimally invasive enhancement that augments, rather than replaces, your existing e-commerce platform investments
- Standards-based to ensure easy implementation against your current e-commerce infrastructure



ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at www.SoftwareAG.com.

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