



NESS ATG eCommerce Suite competency

SOLUTION



The most proven scalable multi-channel commerce contact centre solution

Today's communication market places increasing emphasis on self-service channels, which improve customer satisfaction and reduce investments and operation costs needed for selling and supporting of product and services.

Ness solution based on ATG eCommerce Suite product helps telecommunication operators to increase sales efficiency namely focusing on higher flexibility of marketing, application of personalised offers, shopping experience and on cross-selling and up-selling optimisation.



Ness Technologies – your partner for good decisions

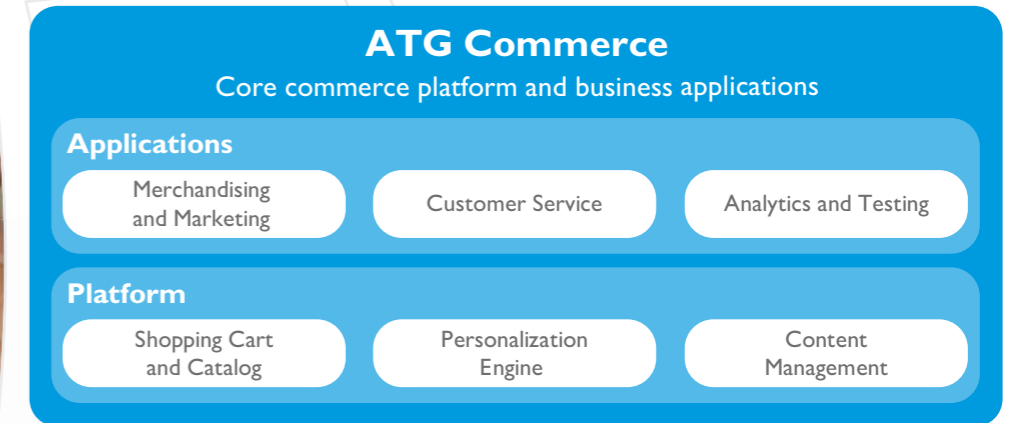
Telco Business Challenges / Pains of Today

- Operational Expense
 - Too many inefficient sales channels
 - Handling Exceptions
 - Performance degradation
 - Difficult and costly to scale
- Time to Market
 - Quickly Launch New Services – Design, Build, Test, Implement
 - Cost control of new service launch
- Customer Experience
 - Service delivery lead time
 - Delivering services on time
 - Availability of accurate information about customer order, activated service etc.
 - End to end order visibility / control



Key COTS product features

ATG eCommerce is a robust, flexible and fast-growing platform that delivers comprehensive tools for the complete sales process. It puts very strong emphasis on attracting the customer using personalised and focused content, cross-selling and up-selling.



Solution description

Ness solution using the Oracle COTS product called ATG eCommerce is a comprehensive, highly scalable platform and application solution that automates and personalizes the online buying experience to increase conversions and order value, and ensure ongoing customer loyalty across channels. Its flexible, component-based e-commerce software architecture enables you to easily implement best-in-class commerce sites.

ATG eCommerce integrated with CRM and Product Catalogue offers advanced features, which help your customers to find quickly desired products, learn about new offerings, compare shop, register for gifts, pre-order products, redeem coupons, and easily to complete their purchases. Such solution efficiently supports cross and up-selling.

The solution is designed namely for larger telecommunication operators focusing on mobile, fix or convergent services.

ATG Commerce is designed to fuel cross-channel business growth. Its key features:

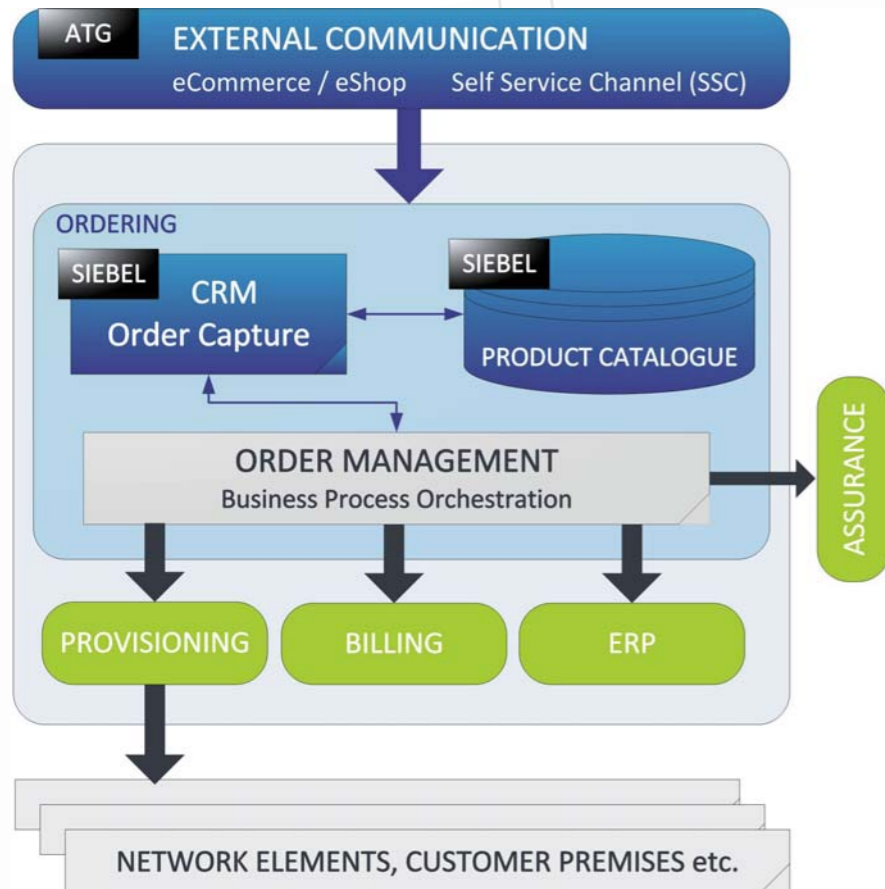
- **Delivery of cross-channel support** including the web, contact center, mobile device, kiosk, store, or branch.
- **Personalization of the customer experience** at every stage of the buying process, from the moment a customer researches options, through to purchase and ongoing service and repeated purchases.
- **Strengthening of business users (sellers)** – Provide them with a tool allowing closely monitoring commerce and reacting flexibly and quickly to market conditions with attractive offers etc.
- **Tracking of business processes throughout the purchasing cycle:** Customer notification, reports availability etc.
- **Flexible, modular, high-performance solutions: Its scalability is validated in the real world:** single ATG Commerce installations have supported over 10 million visits and over 100,000 completed orders per day, and more than 300,000 concurrent users.

Easy integration with existing corporate back-end systems

- Leverage your investments in ERP, SFA, and call center systems, as well as J2EE application servers
- ATG's Data Anywhere Architecture™ is an integration framework that delivers high performance and handles complex integrations for the world's largest commerce sites

Ness Deliverables

- Business process analyses and design
 - Design of new processes based on customer needs and analyses of its environment
 - Analyses, revision and reconstruction of existing business / operational processes (level of its automation) according to their main mission, required effectiveness, level of automation and so on; gap analysis
- Solution architecture analyses and design
- Implementation and integration to customer legacy environment and data migration
 - Design of functional and application architecture
 - System implementation and its customization
 - System integration into legacy heterogeneous environment
 - Unit and Integration tests
 - System user training
- On-going Production Support



Take advantage of our professional knowledge

Key Solution Benefits

- Significant reduction of operational costs – ATG as only one system supporting all sales channels
- Shortening of time-to-market with increased Product Catalogue flexibility
- Key precondition for the enhanced multi-channel contact center solutions
- Increase customer satisfaction with personalized offer (Increase number of eShop customers)
- Enable effective marketing and cross-selling and up-selling (dynamic and efficient addressing of customer with offerings)
- Provide real-time business monitoring
- Largely simplified e-Shop administration
- Improve user experience through simple and intuitive design and enhanced shopping routes
- Available as licensed e-commerce software or fully hosted on demand solution
- Robust, flexible, scalable e-commerce software platform
- Simple integration into legacy environment

ATG eCommerce Suite

Dynamic Web Content Management
Cross-/up-sell Management
Personalization
Content targeting
Guided Navigation
Cart Recovery & Resell
Affinity Selling

ATTRACT

Search Engine Optimization
Web/e-Mail Marketing

A/B Testing
Web Analytics
Customer Intelligence
Cart Abandonment Analysis

CONVERT

atg[®]

The Only Integrated
"Customer Experience Management"
Solution On a Single
Unified Platform

SERVICE

Click to Call
Click to Chat
e-Mail Response Management

Order Administration
Offer Management
Incident Tracking
Purchase and Interaction History
Knowledge Base
Web Self-Service



About Ness Technologies – We are a global provider in business processes and technologies. Our solutions and services cover all verticals and all of our clients' business processes. We help them achieve their strategic goals, optimizing costs and effectiveness. Our services are built on long developed and proven competences and include outsourcing, nearshore and offshore delivery. With 7000 employees in North America, Europe, Israel and India and almost 600 professionals in the Czech Republic, we leverage advantages of global know-how and local expertise. We belong to the leaders in area business and IT services on the Czech market (TOP 4, IDC 2009).