The Personalization of Portals and E-Commerce

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The Net is changing everything. E-business will be everywhere.
### From Dot.bam To Dot.com

**Dot.bam: Bricks and Mortar**

- **Symbol**: WMT
- **Age**: 49
- **Revenue**: $167B
- **Market Cap**: $210B
- **EPS**: $1.25

**Dot.com: E-Corporation**

- **Symbol**: AMZN
- **Age**: 4
- **Revenue**: $1.64B
- **Market Cap**: $22B
- **EPS**: ($2.20)

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Changing Shopping Methods

1998 B2C eCommerce VS Traditional Selling Revenues

- WW Electronic Commerce: 4.5 Billion
- B2C Infomercials, TV: 8.6 Billion
- B2C Catalog Sales: 51.3 Billion
- B2C Direct Marketing: 722 Billion
- US Retail Sales: 2500 Billion
- US Economy: 8500 Billion
Myth
eBusiness is all about eyeballs
I don’t Yahoo – Do You?
Dichotomy of Web Portals

Chapter 1
Web Content Portals

Gateway to cyberspace
Entertainment
Content

HITS are good
Anonymous
Eyeballs
Impressions
CPM
Popularity contest
Lookers
Kill time

Chapter 2
E-Business Portals

New business channel
Extended enterprise automation
Marketing, selling, servicing

HITS: Highly Irrelevant Traffic
Registered user
Engagement
Relationships
Transactions
Business bottom line
Bookers
Save time
Competing in the E-Era

- **Know your customers**
  - Establish personalized e-relationships: *make them sticky*

- **Know yourself**
  - Empower personalized self service
  - $EB_3C$ enterprise ecosystem — supply/demand/feedback

- **Know your market/competition**
  - E-speed: first mover
  - Not afraid of experimenting
  - Have realistic expectations
  - Financial engineering e-NewCo: WRONG approach
  - Structural change effects
eBusiness will be based on relationships
Customer Share vs. Market Share

% of Customer Spending vs. % of Customers Reached

1-1 marketing vs. mass marketing
eBusiness Relationships
The Enterprise Ecosystem — EB³C

1. Workplace: B2E
2. Demand Chain: B2C
   1-1 Marketing
   Retail Ecommerce
3. Demand Chain: B2B
   Business eCommerce
   Enterprise Relationship Management™
4. Supply Chain: B2B
   Procurement
5. Total Value Chain: B2B2C
   E-Mall™
   Marketplaces/ Exchanges
7. High Yield ROI
   Increased revenues
   Cost reductions
   Born-again loyalists
   Retention
   TCO

BroadVision
Personalizing e-Business™

HP World, September 11, 2000
E-Relationship Benefits

End User
- Control
  - Personalization
- Convenience
  - Multi touchpoints
- Cost savings
  - Time efficiency

BroadVision One-To-One

e-Enterprise
- Architectural rigor
  - End-to-end scaleability
  - High performance
  - Openness, ease of integration
- Cost of ownership
  - Time to market
  - Finite templates vs. infinite pages
  - Dynamic control
- Profitability
  - Lower cost
  - Higher revenue
  - Accrued loyalty

HP World, September 11, 2000
The User’s Dilemma

Source: Patricia Seybold Group, Customers.com
Don’t you know who I am?

Source: Patricia Seybold Group, Customers.com
Company-Centric Web Site

"Welcome to our company"

Help yourself to our:
- 100,000 product catalog
- Organizational overview
- All published news about us
- Ads for the products we are currently promoting

Also, please register so that we can forward your demographic information to our advertisers.
Customer-Centric Web Site

“Welcome to our company
How can I help you?”

Since I know that you are x type of user, let me recommend:

– products & info relevant to you
– offers considering what you have purchased from me in past
– company news and services relevant to you

“it’s all here at your fingertips”
Personal, One-to-One Sites

- Designed for user needs
- Dynamically generated content based on user/account information and community/individual profile
- Dynamic Profiling/ Interactive dialogue
- Simulates personal agent
  - asks relevant questions
  - filters information
  - recommends
  - remembers and learns
- User is always in control
Personalization
Tell me who you are; I’ll give you what you want.

1. Segment people; ask what they want
   - 1. Profiling
2. Show people what you’ve got
   - 2. Content management
3. Give people what they need
   - 3. Matching
4. Allow people to service themselves
   - 4. Transacting
5. Ask/observe if people like what they get
   - 5. Dialogue/feedback
A Broad Vision of One To One

● Many Techniques
  ➔ playback, menus, matching, searching

● Many Technologies
  ➔ rules, dynamic algorithms, search engines

● Many Applications
  ➔ Ecommerce (selling, buying, trading, paying)
  ➔ Information Access
Web Site Personalization Requirements

- Web Site Engine
  - Profile
  - Content
  - Matching
  - Transaction

- Real Time Presentation
  - Templates
  - Objects

- Real Time Marketing
  - Business Rules
  - Matching Agents
  - Monitoring & Reporting

- Existing Systems
  - Back & Front Office Apps
  - Transaction Processing
Personalized E-Commerce Portals

The Home Page

- Alerts/messages
- Recommended Products
- Access to Entitlements
- Relevant information and Order Processes
- Profile Management
- One-To-One Marketing
The Home Depot

- World’s largest home improvement retailer
- 822 stores, $30B, 160K employees
- Voted most admired specialty retailer 6 years in a row by Fortune Magazine
- Launched in 8 weeks: www.homedepot.com
Best Practices: Personalization

- Extending high quality in-store service to the Web
- Organizing site around customers’ needs … not around Home Depot products
- Focusing on infrastructure--huge volume of visitors
- HomeTeam®: focus group for new product
- HomeMinder® personalized emails
- Closest .bam’s
- Jobs at local .bam, apply online
A leading national retailer of consumer electronics

- 596 ‘.bam’ superstores, $9.3B in revenue

- Introduces the “e-superstore” on 7/20/99

- www.circuitcity.com
Combining cyber-shopping with traditional retailing

- seamlessly connecting .com to .bam’s for real-time credit authorization, instant inventory reservation, automatic price adjustment, hourly inventory updates

- Moving POS to the browser to condition shoppers to buy online, pick up from local .bam
  - Incentives: no shipping charges, inventory checked for guaranteed availability, price adjusted between stores, “express pick up”

- Distributed Web-based content publishing
Successful business relies on trusted relationships.

Mutual understanding of the buyer’s needs and the seller’s offerings is at the heart of these relationships.

The BroadVision Enterprise Relationship Management (ERM) Application personalizes the flow of information between customers, partners, suppliers and across the organization.
Today’s problems

- Slow processes
- Redundant/ inconsistent information
- Loosing competitive edge

Previous attempts: Point solutions (e-mail, static sites, search, CD ROMs, paper ...)

BroadVision
Personalizing e-Business
Situation
Large, global, high-tech manufacturing
70K commercial accounts
500K individuals in varying roles
Existing site over 300,000 HTML pages
Low partner satisfaction

Objectives
Partners informed in real-time
Reduce number of pages to manage
Consolidate content

Why BV?
Access Control
Personalization - Partners find what they need
E-mail notification
Dynamic pages
Tie to content management

Results
Better customer relationships and loyalty
Reduced number of pages
Better understanding of end customers
Expanding to 85 countries
The ERM Solution

- Easy organization-wide mainstream publishing
- Secure, personalized, configurable display
- Flexible collaboration on projects and processes

ERM

CUSTOMER EXTRANET
PARTNER EXTRANET
DISPLAY/COLLABORATE
PUBLISH/COLLABORATE
EMPLOYEE INTRANET
SUPPLIER EXTRANET

CONTENT SOURCES

BroadVision
Personalizing e-Business™
Mainstream Publishing

- Web Distributed publishing for novice users
- Desktop publishing
- News Feeds/ quotes
- Report writers
- Legacy DB

Integrated Publishing buttons
Set Knowledge alerts and bookmarks
Configurable Home Page

- Access the right applications or other areas of the site
- Access Knowledge information channels
- Access Knowledge alerts and bookmarks

Integrated Search

Self configuration tools

Targeted messages and information to larger community

User targeted messages

- Target the right information
- Admin configurable area
- Used to target department or community level information

- User access only the information they need
- User configurable area
- Configure topics, layout, and color
Project Collaboration Space

Users quickly navigate from phase to phase.

Users quickly view tasks, Meetings, Announcements and threaded discussions, at a summary level.

Users quickly navigate from one project area to the other and access list of contacts and participants.

Project information is captured and shared among the project members.

Users quickly navigate from one project to another.

Upload project or company logo.

New tasks, Meetings, Announcements and Discussions can easily be created.
Closed-Loop Process Management

Lead Management Example:

- Partners can view their new leads and leads detail
- Account managers can view leads status and history, re-assign leads
- Account managers can also manage partner records

Easy to read leads tables can be sorted by any column in ascending or descending order.
Business Intelligence

Let’s ditch those 30 something underachievers …they’re a losing proposition

But keep those college kids because they might be worth something later on
ERM ROI

- Increase employee productivity
  - Increase efficiency
- Reducing product development cycle times
  - Decrease costs
- Real-time pricing and product availability
  - Increase Revenue
Leading vendor of unified telephony/IP networks

Enhance relationships with prospects, customers and partners

Provides information, alerts and updates

www.nortelnetworks.com/cnews
BroadVision Intranet
Wireless Channels are Exploding

- Wireless access becoming universal
  - wireless subscribers will grow from 469 million in 1999 to 1.26 billion by 2005 (The Yankee Group)

- Wireless Internet Devices Spreading
  - shipments to reach 350M units by 2003 (Datacomm Research)

- Wireless Internet Access Soaring
  - increase 10x to 9M users by 2003 (Cahners)
Maximizing reach

Wireless application architecture

◆ Key wireless challenges
  ➔ Re-purposable content
  ➔ Presentation styled for the device
  ➔ Application navigation
  ➔ Scalability / Performance

◆ Demonstrable live sites
  ➔ CellMania
  ➔ MyAlert.com
Fourth Generation Web

- Information relevant to the user, where that user is, for right now

- Wireless adds new dimensions to Personalization
  - By time
  - By location
Buffy Goes to the Mall

- “Where’s the shoe store?”
- “Can I buy this online cheaper?”
- “Who’s at the mall that I know?”
- “What restaurants have the shortest lines?”
- “What stores that I like are having sales?”
- “Can I extend my credit limit?”
- “When’s the next bus home?”
At the Job Site, or, “I Don’t Think So, Tim”

◆ “How do I get to the site from here?”
◆ “How much will a truckload of 2x4’s cost?”
  ➔ “Who’s closest?”
  ➔ “Who’s got the best price?”
  ➔ “How much is delivery to this site?”
  ➔ “When can it be delivered?”
  ➔ “Can I add it to our existing PO?”
◆ “I need a jackhammer right now!”
◆ “How far is the Emergency Room?”
The Velocity of Information is Accelerating!

- Information access is changing peoples lives.
- One-To-One Applications will help to manage the complexity

* e-business, Anywhere, Anytime!