

There's a new IBM WebSphere Commerce in town

Improve your digital experiences
and migrate to Watson Commerce

WHAT'S CHANGING?

Version 9 is the next generation of WebSphere Commerce (now called Watson Commerce) and is one of the most technologically advanced commerce platforms in the market. It combines the scale, performance, and security of the legacy offering with the speed and flexibility of a modern architecture. This helps you innovate faster and deliver better business outcomes in less time.

Watson Commerce includes:

- **A modernized micro services technology and headless commerce architecture** to help power faster business innovation instead of focusing on platform maintenance
- **Commerce insights that enable omnichannel experiences and dynamic pricing and promotions**, helping increase conversion rates, average order values, and the number of engaged customers across digital and physical channels
- **IBM Watson-powered AI and cognitive** to support faster, more informed decisions and task automation
- **A robust unified starter store** to get you up and running in eight weeks with search, promos, and payment services

WHY SHOULD YOU ACT NOW?

- IBM will discontinue support for WebSphere Commerce v7 in April 2019—now is the time to get ahead of it
- The architecture of Watson Commerce and use of containers helps lower your operating costs, enables faster deployments, and allows you to choose the ideal hosting option for your needs
- A shift from older EJB-style code to Java Spring makes IT talent sourcing easier
- Watson's AI capabilities enable better business tooling and content management
- Watson Commerce supports (and enables) an overall digital transformation of your commerce business

HOW DELOITTE DIGITAL CAN HELP

- ✓ We know the B2B and B2C space best—and can help you grow your channels on the Watson Commerce platform
- ✓ We have time-tested project accelerators to help get your new Version 9 platform up and running in as little as eight weeks
- ✓ We're adept at efficient platform migrations and use our experience and leading practices to help drive a smooth transition
- ✓ Migration is an art and a craft. Beyond just migrating to Watson Commerce, we can help you map out a digital transformation—improved customer experience, path to cloud (if desired), and integrated security and identity management
- ✓ Our Platinum Business Partner status with IBM gives us access to a variety of hardware, software, and services resources, education and complementary tools, and technology investments

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Want to learn more?

We're ready to help you transform! Let's talk about how you can make the most of this opportunity to move to Watson Commerce.

Just send an email to watsondigital@deloitte.com or contact:

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