Scalable and Interoperable e-commerce Infrastructures: The Instant Commerce Server Paradigm

Transforming web-surfers to e-shoppers
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AHEAD Relationship Mediators

Presentation Outline

► e-buyers: expectations

► e-sellers: risks and needed investments

► Instant Commerce Server: what it is and how it reduces the gap between e-buyers and e-sellers

► An example of ICS performance

What do e-shoppers expect?

► **High availability**
  ▪ Shop everywhere

► **Price**
  ▪ As low as you can get (for a standard of quality)

► **Security**
  ▪ Safety for personal data (credit-cards, address, etc.)

► **Interest**
  ▪ Appealing sites that load fast and are fun to stay at

► **Quality of service**
  ▪ Require no troubleshooting

What do site-owners want?

► Ways to build e-commerce functionality ...
- in minimum time
- with minimum cost
- without compromising quality
- without devaluing existing infrastructure

► But satisfactory e-commerce functionality requires
- Databases, scripting languages, SSL certificates, card clearance, presentation logic, expensive servers and software, ...
- Specialized technical stuff to integrate and maintain those parts

► Which means
- It is not a trivial task to build (or integrate) satisfactory e-commerce functionality

What is Instant Commerce Server?

- ► A tool that reduces the gap between end-user expectations and site-owner risk and investment
- ► An integrated service to build product presentations in minimum time and cost
- ► An easy, nearly without programming, way to integrate fascinating product presentations into sites
- ► A transparent way to accomplish transactions using the product presentations as service gateways

What is Instant Commerce Server (cont'd)

► A full range of added-value tools
  ▪ Shopping basket
  ▪ Card clearance, cash on delivery, fax or phone transactions
  ▪ Full statistics
  ▪ Communication and security layer
  ▪ User registration and personal page
  ▪ Extendable profiles for shipping costs
  ▪ Customization layers
  ▪ Cross-selling and product matching
  ▪ …

► ICS fully supports the transition from a simple one-product presentation to a fully functional e-commerce site.

More views on the Instant Commerce Server

► ICS is:

- A tool to easily build highly customized e-commerce sites
- A tool to create a new type of advertisements
  - ► click-and-buy advertisements
- A distributed network of sellers and site-owners
  - ► A pool of products where you can add to or from where you can consume product presentations for your site

Who is ICS for?

- **Buyers**
  - Shop from everywhere with the same service quality
- **Sellers**
  - Sell products through multiple channels
- **Site-owners**
  - Sell focused products and earn commissions
    - Without having to build or change infrastructure
- **Site designers**
  - Use ICS as a service to build transparent e-commerce functionality for customers
- **ISPs**
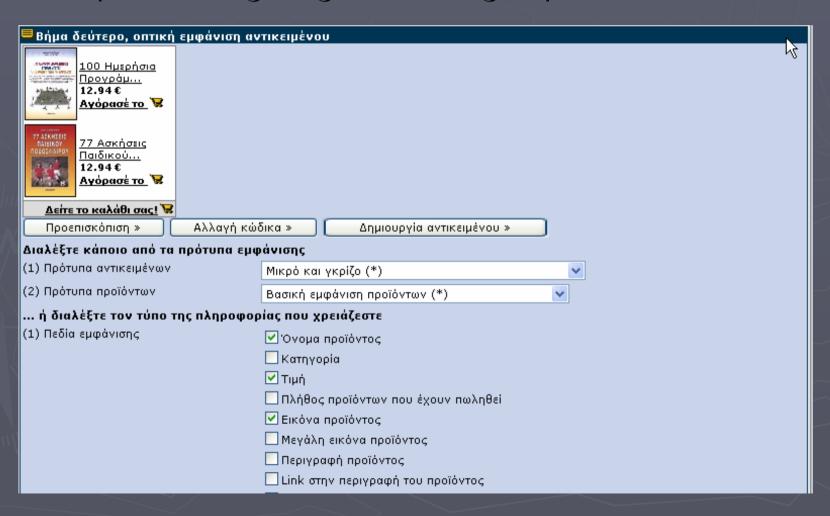 - Use ICS resell the service to site designers and site owners.

Interfacing and Technology

▶ ICS is at http://www.icommerce.gr

▶ Friendly wizards assist with most tasks almost eliminating the need to program

▶ ICS integrates both **presentation** and **logic** in a transparent way

▶ The interconnection between ICS and sites is the minimum: just a short line of HTML code

▶ unlimited scaling without any backward compatibility issues

Building and consuming presentations: an example

► Step 1: Choosing products

Building and consuming presentations: an example

► Step 2: Designing/Choosing a presentation

Building and consuming presentations:
an example

► Step 3: Creating an object

Building and consuming presentations: an example

▶ ## Step 4: Consuming objects

<script src="http://www.icommerce.gr/generator.html?scriptID=1007416520">
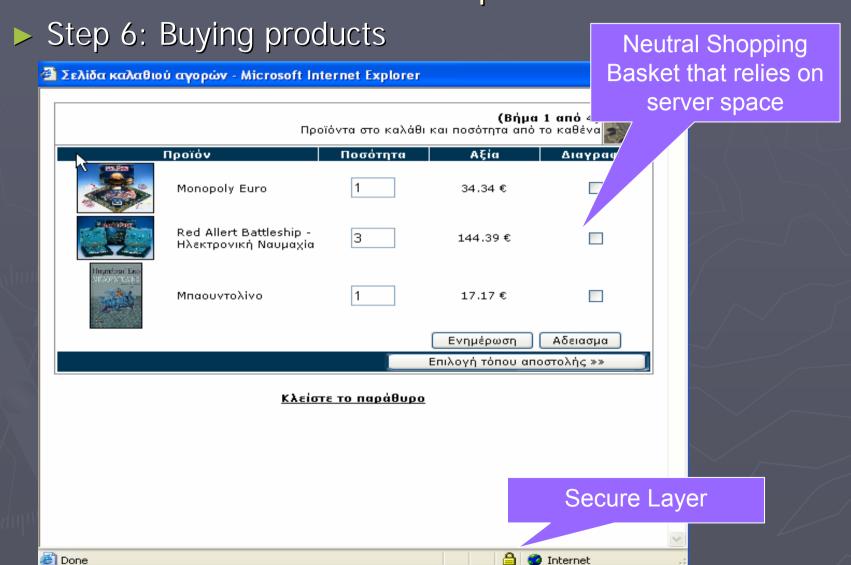
Put this line inside a web page, at the point that you want the product presentation to appear.

The hosting web page can be any page.

Building and consuming presentations: an example

► Step 5: A page that consumes objects

Building and consuming presentations: an example

► Step 6: Buying products

Neutral Shopping Basket that relies on server space

Secure Layer

What have we seen ?

► The distance between
  - e-buyers requirements
  - e-sellers costs and risks to provide them

► A tool that addresses those problems

► By offering a standard level of centralized service quality ICS can:
  - convince traditional business to become e-business
  - and web-surfers to become e-buyers