Scalable and Interoperable ecommerce Infrastructures: The Instant Commerce Server Paradigm

Transforming web-surfers to e-shoppers PC-HCI 2001

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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 ecommerce 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.

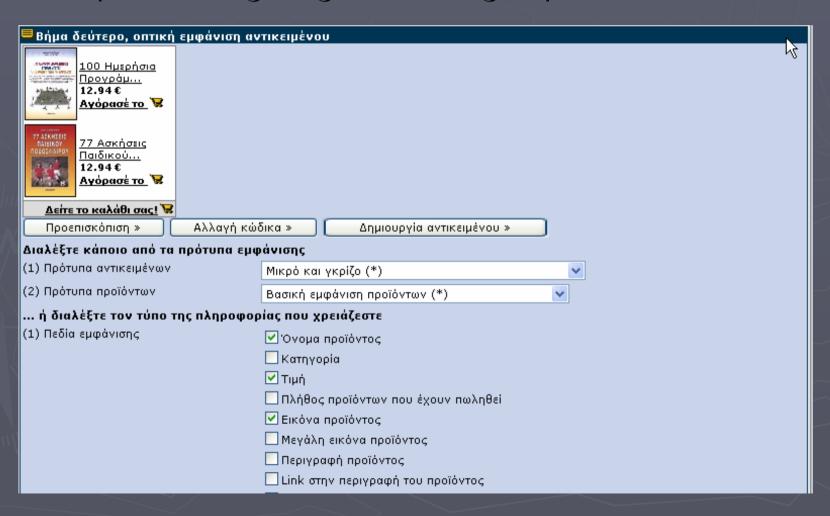
Interfacing and Technology

- ► 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

► Step 1: Choosing products

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► Step 2: Designing/Choosing a presentation



➤ Step 3: Creating an object

Σας στάλθηκε email με πληροφορίες στον email λογαριασμό papagel@aheadrm.com

Το δυναμικό αντικείμενο που φτιάξατε έχει την παρακάτω μορφή





Ο παρακάτω κώδικας είναι ο ίδιος με αυτόν που σας εστάλει με το email. Μπορείτε να τον μεταφέρετε όπως είναι σε μία σελίδα HTML και θα εμφανιστεί το δυναμικό αντικείμενο που έχετε δημιουργήσει.

<script src="http://www.icommerce.gr/generator.html?scriptID=1007416520" language="javascript"></script>



► Step 4: Consuming objects

<script src="http://www.icommerce.gr/generator.html?scriptID=1007416520">

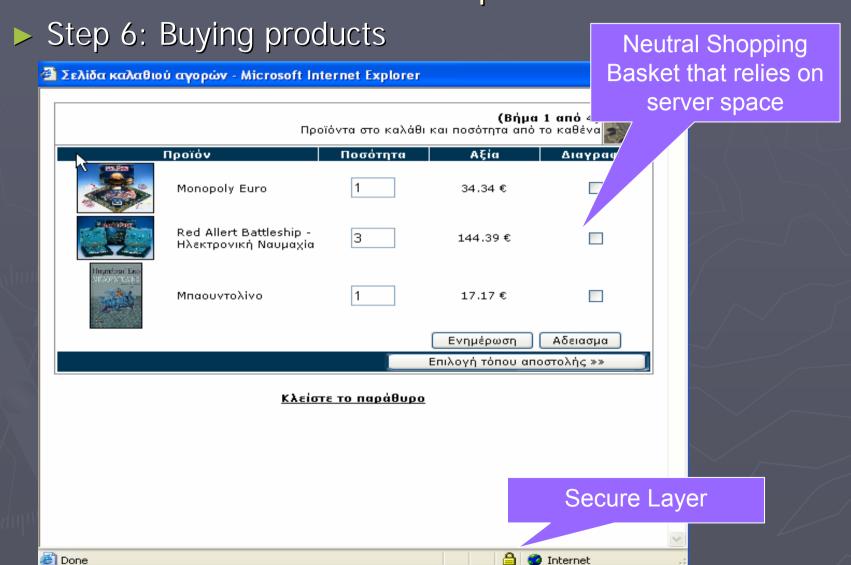
Put this line inside a web page, at the point that you want the product presentation to appear.

The hosting web page can be any page.

Step 5: A page that consumes objects

ICS Object





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 ebusiness
 - and web-surfers to become e-buyers