

SALMON + IBM WEBSPHERE COMMERCE = TRANSFORMATIVE ECOMMERCE SOLUTIONS

Salmon is a long-standing IBM partner. We are the largest platform practice in Europe and have expertise in implementing this omnichannel platform for some of the biggest names in retail and wholesale over more than 12 years.



For Sainsbury's, Salmon delivered the world's largest online grocery commerce re-platform (measured by annual sales) offering customers a truly connected experience across all channels.



IBM PREMIER BUSINESS PARTNER



DELIVERED, DEVELOPED AND SUPPORTING MAJOR TIER 1 / ENTERPRISE RETAIL SITES



OPERATING GLOBALLY



PART OF IBM EARLY ACCESS PROGRAMME – GUIDING AND INFLUENCING ROADMAP



EXPERTISE ACROSS MULTIPLE VERTICALS INCLUDING FASHION



WON 2014 IBM BEACON AWARD FOR OUTSTANDING SMARTER COMMERCE SOLUTION



WON 2013 IBM INDUSTRY SOLUTIONS CHOICE AWARD FOR OUTSTANDING PERFORMANCE



WON ONLINE RETAIL AWARD FOR MULTIPLE WEBSPHERE COMMERCE IMPLEMENTATIONS



SALMON PARTNERSHIP WITH IBM WEBSPHERE COMMERCE

Salmon's experience as a trusted IBM partner gives us a clear advantage in implementing WebSphere Commerce successfully. Our long-standing team has built strong relationships with IBM, offering unrivalled expertise in delivering wide-ranging capabilities.

FUNCTIONALITY & CAPABILITY

- **Extended Sites** – single code and assets which can be shared flexibly across multiple sites e.g. by geography or brand
- **B2C Starter Store** – specifically designed for many verticals, including fashion
- **Responsive Design** – one set of pages which adapt to different devices of all sizes
- **Improved Business User Tooling** – empowers non-technical users to manage products, catalogues, content, promotions and merchandising
- **Integrated Search** – allows business users to manage search results, synonyms, facets, attributes, etc. without additional licences
- **Internationalisation** – full language, currency, tax and shipping support
- **Composer Tool** – allows business users to create flexible, rich content without the need for IT support
- **Composer Tool** – includes pre-built widgets to integrate with leading industry third parties
- **Precision Marketing capability** – with dialogue builder for easy set-up of personalised marketing

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Sainsbury's

It's taken Sainsbury's 14 years to reach £1bn annual sales online and this new platform gives us the capacity to double this. Salmon has been a key partner in helping us transform our digital offer, managing the overall programme and more than ten third parties. With ongoing support from Salmon, we look forward to achieving this significant milestone.

Jon Rudoe
Digital and Technology Director at Sainsbury's

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dfs

“We looked at a number of platform options and we ended up with IBM WebSphere Commerce and Salmon, simply because they are the best in Europe from the point of view of delivering WebSphere as a platform.”

Russell Harte
Head of Multichannel Development & Delivery at DFS

Find out more



Email info@salmon.com or visit www.salmon.com

Salmon
SHAPING FUTURE COMMERCE