

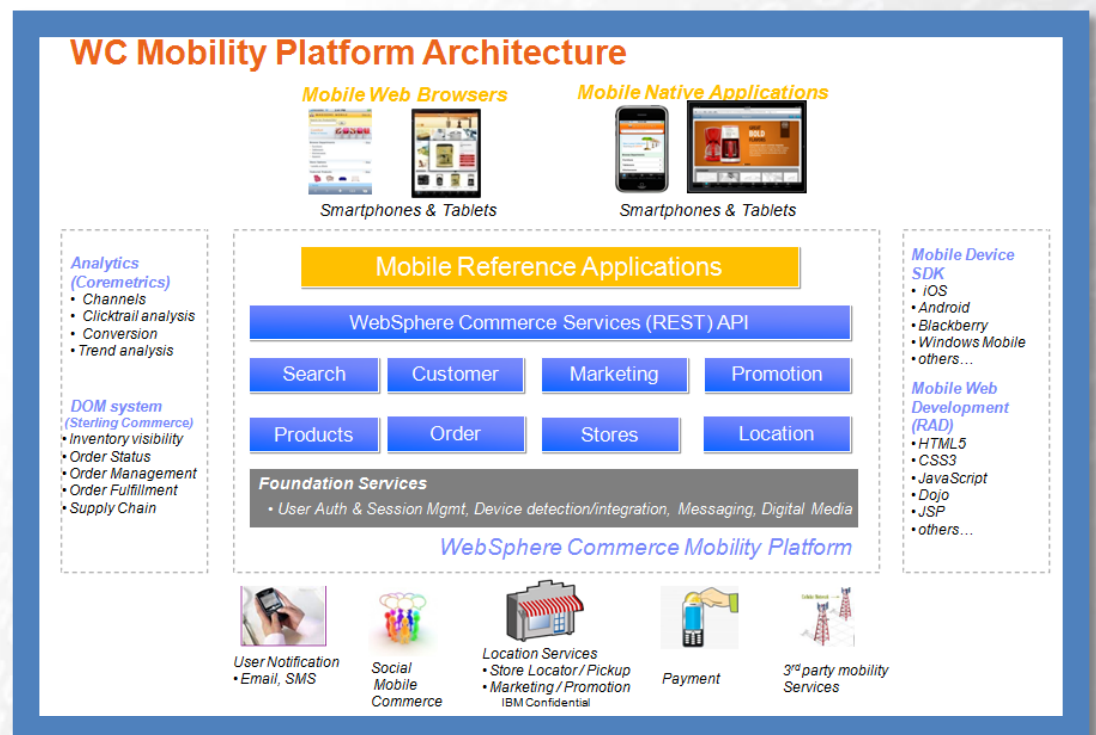


Open New Sales Channel with m-commerce

Gartner estimates some 149 million smartphones sold worldwide in Q4 2011, while according to IDC it is around 157.8 million. These devices provide compelling internet usage experience. More and more people are accessing internet with their mobiles. Foreseeing the importance of mobile, IBM has introduced an integrated Mobile Commerce solution as part of WebSphere Commerce 7.

IBM WebSphere Commerce 7.0 enable smartphone users to browse online stores, view side-by-side product comparison, promotion codes, inventory availability, receiving marketing messages, and store location information.

Besides, out of the box mobile applications WebSphere Commerce 7.0 provides web services which can be used to create not only native mobile application but also opens a gate to access the platform services across multiple channels:





WCS 7.0 out of the box provides three type of reference mobile applications: 1) Mobile Web 2) Native Application and 3) Hybrid Applications:

- **Mobile Web**
 - Mobile web application optimized for smartphones
 - Compatible with iPhone, Blackberry, Nokia or any other smartphone using Android or Windows Mobile
 - User registration, Login, My Account
 - Cross channel inventory and pricing
 - Product navigation and search
 - Buy-online, Pickup-in-store or ship-To
 - Location based marketing and promotion
 - Marketing E-spot

- **Native Application**
 - Native application is currently available for Android OS
 - Native application provides a very rich UI experience (as compare to mobile web) and native appearance
 - Native applications can access various device and OS features, e.g. address book, camera, GPS
 - Downside of the native application is that they are not portable across multiple platforms
 - Native application offers all the features available in Mobile Web, plus:
 - Barcode scan for product or marketing landing page
 - Address book integration with billing and shipping
 - Voice search for product information
 - Store locator with local maps

- **Hybrid Application**
 - Hybrid application bridges the gap between Mobile Web and Native Application by providing the portability of underlying application (to an extent) and by providing the device integration features such as camera, address book
 - Hybrid application provides almost all of the features available in Native Application and Mobile Web
 - However, it compromises on performance and native appearance/look and feel (as compare to Native Application)



WC Mobile sample applications

	Android phone	Android tablet	Apple iOS iPhone	Apple iOS iPad
Web Browser only *	Y	Y	Y	Y
Hybrid app	Y		Y <small>open source sample (Separate download)</small>	Y <small>open source sample (Separate download)</small>
Native App	Y			

* Mobile web - Webkit based browsers support (eg. iOS, Android, Blackberry 6)

While WebSphere Commerce 7.0 provides you a full-fledged mobile option and enables you to cater for your customer needs to use your eStore from their smartphones, Royal Cyber enables you to get the best of this powerful platform.

We are IBM Premier Business partner, IBM Authorized trainer and Microsoft Certified Gold Partner. Headquartered in Chicago, Illinois we have a global footprint with offices and development centers across North America, Asia, Europe, Africa and the Middle East. Royal Cyber strategic move of establishing an offshore center in Asia has helped us to reduce costs and provide highly competitive rates to our valued clients.