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## Overview

### The need

To drive its revenues, 360training.com wanted to deliver a seamless online experience that would convert interested visitors into committed customers – but how could it gain the necessary insight?

### The solution

Working with IBM® Business Partner Royal Cyber, 360training.com deployed IBM WebSphere® Commerce to create a versatile e-commerce platform that provides fine-grained visibility of customer activity.

### The benefit

Insights into customer behavior help 360training.com shape higher-quality customer journeys – increasing conversion by up to 20 percent and boosting digital revenues by 10 percent.

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## 360training.com

*Boosting conversion by up to 20 percent with seamless customer journeys on every channel*

Founded in 1997 and headquartered in Austin, Texas, 360training.com is a specialist e-learning services provider. Through its own flagship online store and a network of more than 1,500 value-added partners, the company offers over 6,000 courses that help its customers gain valuable skills and certifications.

### Understand online interactions to drive growth

To grow its revenues, 360training.com wanted to deepen its understanding of the way that customers interacted with its digital channels, and to take action to enhance the customer experience.

Junaid Quraishi, Senior Manager, WebSphere Commerce Engineering at 360training.com, explains: “As a company that was born on the web, we understand that a seamless online journey can make the difference between a visitor who bounces from the site and a customer who completes the checkout process.

“Using our previous e-commerce processes and systems, it was difficult to implement granular tagging and tracking capabilities to analyze the way that customers were interacting with our site, and identify the break points that led some visitors to terminate their sessions prematurely.”

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*“Partnering with Royal Cyber enabled us to home in on the e-commerce capabilities that could deliver the most noticeable experience improvements for our customers, and the greatest return on investment for the business,” says Junaid Quraishi, Senior Manager, WebSphere Commerce Engineering at 360training.com.*

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## Solution components

### Software

- IBM® WebSphere® Commerce

### IBM Business Partner

- Royal Cyber Inc.
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Quraishi adds: “Another issue was that making changes to our product catalogs required time-intensive web development. The manual effort of managing and maintaining these catalogs distracted us from more valuable work – such as developing new features that we could offer to our partner network to drive incremental revenues.”

## Selecting a versatile e-commerce platform

After reviewing solutions from a number of vendors, 360training.com decided to replace its online platform with IBM WebSphere Commerce software.

“One of our key aims for the new e-commerce platform was straightforward manageability, and IBM WebSphere Commerce met this requirement perfectly,” says Quraishi. “For example, many of our e-learning products vary according to differences in state regulations. We realized that the IBM solution would enable us to accommodate these differences without time-consuming manual effort.

“By creating each product as a single logical entity in IBM WebSphere Commerce, we can add state-specific content as metadata. The solution then serves that content dynamically based on the geographical location of each customer’s IP address – offering every visitor a personalized, relevant experience.”

## Valuable partnership

To accelerate deployment for its fresh e-commerce solution, 360training.com engaged the services of IBM Premier Business Partner Royal Cyber.

Quraishi comments: “Working with Royal Cyber was an extremely positive experience, and it was clear from the outset that their consultants were experts with the IBM WebSphere Commerce solution. Royal Cyber helped us define the operational requirements for the new platform, and design the optimal configuration to deliver value quickly.”

## Discovering experience improvements

Today, 360training.com uses IBM WebSphere Commerce software to uncover actionable insights to refine its digital stores.

“With IBM WebSphere Commerce, it is faster and easier than ever to implement the tagging and tracking tools that power our analytics processes,” says Quraishi. “Since the solution went live, the granularity of our analytics data has increased dramatically. And as a result, we have discovered valuable ways to reshape our e-commerce environment to drive revenues.”

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*“One of the greatest benefits of IBM WebSphere Commerce is that we don’t need to reinvent the wheel to roll out new services.”*

— Junaid Quraishi, Senior Manager, WebSphere Commerce Engineering, 360training.com

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### **Reducing cart abandonment**

Quraishi continues: “After reviewing the analytics data for our flagship online channel, we discovered that a significant number of customers were abandoning their carts mid-way through checkout. Based on that insight, we took action to improve the checkout process for our customers by shortening the journey and integrating live-chat capabilities to field any last-minute questions.

“Over two years, these checkout improvements cut our cart abandonment rates by 30 percent. Our IBM solution even enables us to create automated campaigns that send reminder emails to customers who’ve abandoned their carts – helping them to complete their journeys and helping us increase digital revenues by 10 percent.

“Based on the success of our cart-abandonment reduction strategy, we are using similar techniques to streamline the customer journey in other parts of the site. For example, by creating industry-specific campaigns with the IBM solution, we have increased conversion rates for some of our key product categories by up to 20 percent in just six months.”

### **Boosting mobile conversion**

The IBM platform is also helping 360training.com to drive conversion on its mobile channel.

“Conversion rates on the mobile platform were typically much lower than on the web,” says Quraishi. “Thanks to the in-depth analytics capabilities that our IBM solution has enabled, we realized that the complex mobile checkout process was confusing to some customers, causing them to abandon their carts. By paring down the functionality of our mobile checkout, we achieved a 10 percent boost in mobile conversion rates within just two months.”

### **Freeing time to add value**

360training.com can now offer its partners a richer, more responsive e-commerce platform – and roll out innovative new services.

“Making changes to one of our partner’s virtual storefronts used to be a complex process,” says Quraishi. “Today, we’ve cut the management workload by 60 percent, freeing our developers to focus on creating new features. As a result, we’ve recently been able to release a rich array of templates to help our partners develop and promote their own e-training brands – and selling these templates contributes to our revenues.”

## Ready for the future

“One of the latest initiatives we’ve launched is our ‘author and teach’ service,” says Quraishi. “We can empower our partners and end customers to author, promote and sell their own training courses through pre-configured mini-sites – all driven by the IBM WebSphere Commerce Multi-Site Management engine.

“The IBM solution enables us to use shared functionalities for shopping carts, catalogs and content management to deploy mini-sites rapidly, and to help each stakeholder to tailor the site’s branding and shopping experience.”

He concludes: “One of the greatest benefits of IBM WebSphere Commerce is that we don’t need to re-invent the wheel to roll out new services. Based on the success of the new e-commerce platform, we plan to extend the solution with social media integration – enabling us to create closer relationships with its customers, partners and content-creators.”

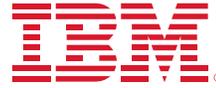
## About Royal Cyber Inc.

Headquartered in Naperville, Illinois, and with operations worldwide, Royal Cyber Inc. is a leading software deployment services provider. With expertise in a wide range of IBM Smarter Commerce software, Royal Cyber Inc. helps businesses optimize their infrastructures with innovative, tailored solutions.

To learn more about products, services and solutions from Royal Cyber, please visit [royalcyber.com](http://royalcyber.com)

## For more information

To learn more about IBM Smarter Commerce solutions, contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/smartercommerce](http://ibm.com/smartercommerce)



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