

dotSource[®] the social commerce agency

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WHO IS SOCIAL COMMERCE?

 Community management

 Shopping community

 Social shopping

 Affiliate marketing

dotSource[®] social commerce agency

 Live shopping

 Communication

 Visual shopping

 Widgets

 Product worlds

 Reviews

 User generated content

 Social networks

 Future

 Bookmarking

 Viral marketing

 Social media marketing

Social commerce

 Networking

 Recommendation marketing


 Design

 Social software

 Usability

 Word of mouth

 Visual live store

 Collective intelligence

 Web 2.0

 Design



Christian Otto Grötsch/Managing Director

Christian Malik/Managing Director

Dear Reader,

Last week, I saw it again:

A good friend had invited me to his birthday party. I enjoyed the party and had several interesting conversations with the other guests. One in particular stuck out: my friend's wife, Sarah, told me how difficult it was to find the right gift for him. And she didn't want to tip him off to the surprise beforehand by asking him questions. So she went into the city to find something fitting. After she had been in a few stores, her patience finally ran out. The clerks were either busy or couldn't advise her well and since she was alone she couldn't ask a friend for advice. Feeling alone and confused, she decided to continue her search on the internet. Most of the online shops she visited showed the same sad picture:

The products were presented in an attractive manner, but that didn't help her feel confident about buying anything. Just when Sarah was about to give up, she found an internet shop that was different than the others — much different — according to her. She immediately noticed that other users were discussing products and sharing tips and experiences. Sarah felt welcome in this group and discussed a few interesting products with other shop users.

The advice and experience of others finally convinced Sarah and she ordered the perfect gift in the shop. She felt like she had made an informed decision and that was important. And her husband really liked the present, which was the best part of all.

The message for online retailers, direct sales manufacturers, and brand name dealers is clear: the future of e-commerce is in social commerce. Indeed, the future of electronic commerce belongs to those online shops that can tap the energy of users and motivate them to exchange ideas and information. And this brochure will show you how you can apply the principles of social commerce to your online shop.

Good luck with your customer-centric business,

Christian Otto Grötsch
Managing Director - dotSource

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**WHO IS
SOCIAL
COMMERCE?**

The future of e-commerce

The internet is a global storage and processing center that influences and even restructures our daily lives.

Many aspects of our lives are moving from the analog to a digital world. There, we are faced with completely new challenges. The keyword «Web 2.0» is part of a completely new phase of media usage. This phase is characterized by powerful action, educational advertising, and switching roles between the sender and receiver. This process is also powerfully affecting the world of online commerce on the internet and in online shops.

E-commerce used to be nothing more than an extension of analog business logic into a digital world.

Now, however, e-commerce is progressing to the next stage of evolution that shifts the human need for communication to a virtual space. Despite continually-rising e-commerce revenues, most online shops

still only consist of virtual store shelves. This will make the goal of constantly rising revenues difficult to achieve in the future. Against this backdrop, social commerce offers valuable and unique benefits through inviting web shop visitors to participate in the shop.

In the new world of social commerce, customers have the opportunity to organize, recommend, advise, and sell. The shop operator offers the platform and his customers freely participate in the value-creation process. An active shopping community not only measurably increases customer retention, but enables improves acquisition of new customers as well.

In this changing e-commerce environment, social commerce offers you exceptional benefits over competitors.

PSST
YOU WOULD LIKE IT, TOO...
WHAT'S YOUR OPINION ABOUT IT...
I'VE GOT TO TELL YOU SOMETHING...



CORPORATE PROFILE



dotSource GmbH is based in Jena, Germany, a city that has become one of the most influential centers of e-commerce in Europe for the last 15 years.

Here, numerous companies with hundreds of experts serve customers in the fields of software development, project management, sales, and marketing. These customers include some of the most well-known and largest online retailers in the world.

In this dynamic environment, dotSource GmbH has become one of the leading social commerce agencies in German-speaking countries.

The agency has over 10 years of practical experience in e-commerce and community management and is on the cutting edge of social commerce in Germany with their Preisbock and Handelskraft projects.

As a full-service agency that continually pursues the goal of fostering innovative customer potential, dotSource GmbH has

dedicated itself to being a leader in managing successful e-commerce projects through its trendsetting social shopping solutions.

The dotSource GmbH team bundles e-business with social commerce know-how and understands both traditional marketing processes and how to implement creative and unconventional solutions. The education and continued personal development of our employees are significant success factors for the company.

As member of the Towerbyte eG software cooperative, certified Magento Platinum Partner, and Intershop partner, dotSource GmbH has access to a powerful network of partners and a large pool of competent IT professionals.

Acquire and retain customers through social commerce.

The safe and secure way to move into the future of e-commerce—with dotSource GmbH at your side.

THE SCOOBX PLATFORM

The «Social Commerce Out-Of-The Box» standard solution from dotSource GmbH — called SCOOBX for short — is a mature and powerful high performance e-commerce software that excels in functionality, quality, and stability. SCOOBX has a large range of powerful and advanced social commerce functions that foster the development of an active online community and provides numerous interaction possibilities for online shop users. In addition, SCOOBX includes a valuable repertoire of advanced AJAX functions. Through the consistent participation of customers in value-adding processes in the shop, the social commerce and AJAX functions foster continual revenue growth in e-commerce projects.



The social commerce experts at dotSource provide the services that are necessary to enable operation of an optimal social commerce solution based on SCOOBX.

This begins with precise planning and continues through the technical operation and continual optimization of the application.

The front end design is totally adaptable and customizing for an existing corporate design is very easy.

New front end designs can also be developed and implemented by dotSource GmbH upon customer request. In addition, SCOOBX offers a flexible foundation

for conception and implementation of new ideas. Through combining technologically advanced applications and a user-friendly design, SCOOBX enables creation of persuasive social commerce platforms with exceptional user acceptance.

dotSource GmbH offers a SCOOBX license as part of a total project or as an ASP solution.

This enables online merchants to concentrate on the most important thing: **success in online commerce.**



Using SCOOBOX, e-commerce companies have significant advantages:

- > **Precise cost planning**
- > **Competent full-service support**
- > **Short implementation phase**
- > **Low-priced, flexible, and modular extensibility**

To be able to create a high degree of flexibility, dotSource GmbH offers the SCOOBOX social commerce solution as a customized application and as a standard add-on module for the following e-commerce platforms:



Magento is a professional open source e-commerce platform with a powerful and easy-to-use front end and administration. Through powerful marketing and catalog

management tools, online merchants can manage the shop efficiently and easily. - Magento is highly recommended for mid-size e-commerce projects.



With increasing revenue volume, the requirements for e-commerce software will grow. Intershop offers the high performance Enfinity Suite 6 e-commerce software that fulfills these growing requirements.

The time-tested and powerful software includes a portfolio of standard functions that fulfill even the most complex corporate and project requirements.

Enfinity Suite 6 is especially well suited for large and high-performance e-commerce projects.

SCOOBOX FUNCTIONS

SCOOBOX contains a rich repertoire of innovative social commerce and AJAX functions that provide the ability to foster an active online community and provide users in the online shop with numerous ways to interact.

Through the utilization and participation of customers in online shop processes, the social commerce and AJAX functions of SCOOBOX increase revenue growth, improve customer retention, and effectively support customer acquisition endeavors in e-commerce projects.

COMMENTS

Users have the ability to provide a short comment about a product. Through the comments function, questions can be asked about the product that can be answered by customer support as well as by other customers.

RATINGS

Users can rate products or services using the ratings function. This can take the form of a long review or a short rating. In addition, the publishing of customer opinions can be set to occur either after approval in the back end or automatically upon submission.

>Short ratings

Products and services can be rated on a pre-defined scale of 1 to x. The rating is performed by clicking the corresponding icon.

>Shop ratings

The service in the online shop can be rated independently of specific products. Short ratings as well as detailed reviews are possible.

Some possible categories are: support both before and after the sale, web site performance, payment options, shipping options, shipping costs, delivery times, delivery details, packaging, and service for returns.

These ratings can be presented in the front end to convince new customers about the online shop's quality of service. The results can also be used to improve internal processes as well.

>Reviews

Users can use this function to create detailed review texts. Various pre-defined categories can be created that the user can refer to in his review (for either positive or negative aspects).

Other users can then classify the review as inaccurate or accurate.

›Video reviews

Users have the ability to create a video review with this function. This can be done with the Flash plugin and a webcam in the browser or with an uploaded video file.

SOCIAL TAGGING



The shop operator and users can use the social tagging function to create keywords for products in the online shop. Users can then find the indexed products using keyword searches. This significantly improves the search results.

›User tags

Users can provide keywords for a product and thus support the categorization of this product. User tags can either be published immediately or after verification and approval in the back end.

›Operator tags

Online shop operators have the ability to provide key words for products in the administration area.

›Tag cloud

The tag cloud is an efficient way to visualize information. The keywords provided by the online shop operator and users are shown larger or smaller depending upon how often they are used. This provides new customers with a quick and simple overview of the product catalog.

RECOMMENDATIONS



›Recommend to friends

This function allows users to recommend products from the product catalog to friends. To do so, the shop system sends an e-mail to an e-mail address provided by the user. The recommendation function can also be linked to an affiliate program.

›Alternative products

This function displays a selection of alternative products that are similar to the current product close to the product description.

If the customer is not interested in the current product, he is shown specific similar products from the product catalog. These product recommendations are created based upon the ratings and recommendations which are provided by the online shop community.

›Accessories

Accessories for the current product are shown after a product is placed in the shopping basket. Accessories as well as complimentary products can be presented by this function.

YOUR RECOMMENDATIONS...

I HAVE A HOT TIP RIGHT NOW...

TRY THIS ONE...

social





LISTS



›Wish lists

With this function, a customer can create a wish list of products that he desires but does not want to purchase at this moment from the product catalog.

The wish list thus initially becomes a shopping list. It can, however, also serve to provide friends and family with a real «wish list» (for a special event such as a wedding or birthday, for example).

Friends and relatives can then select products from this list and have them sent to the creator of the list.

›Top lists

This function allows the creation of various «top» lists in the front end. The following lists are currently available: best selling products, most viewed products, most recommended products, products with the highest customer ratings, as well as products with the highest discounts.

›Recommendation lists

Users have the ability to create lists of products from the product catalog. This functionality is similar to that of a shopping basket. These lists can be visible or invisible to other users.

These lists can consist either of a bundle of products or of individual products. An example for a recommendation list would be the creation of a new computer system by a customer.

One customer creates a list with the recommended components. Other customers then place the entire list in their shopping baskets.

These recommendation lists can also be rated by other users. Integration with an affiliate program is also possible as an additional option.



COMMUNITY FUNCTIONS

The integration and building up of an active community is the foundation for the next evolutionary step of e-commerce.

Through the user and customer community, synergy effects result that create even more revenue potential for online commerce.

›User profiles

Users can create user profile pages on which they can publish their names, birthdays, location, and/or interests. It is also possible to upload photos. This allows users to introduce themselves to other users and to get into contact with them.

In this context, users can restrict viewing of their profile to specific users. To simplify contact, users are shown a list of registered site members that have viewed their profile on their profile start page.

In addition, a list of relations to other users is shown on the profile page: this explains who knows who through whom.

›Forum

The forum is a focal point of information exchange and communication between users.

Users can exchange information about specific topics, ask questions about the shop or products, share experiences, provide suggestions, and discuss them. In addition, some support functions can also be managed through the forum.

›Groups

Registered users can create topic-specific groups. Members of groups can meet in a private forum, exchange thoughts about products, or simply get to know one another.

Groups have their own group pages that list all members. This social commerce function allows you as the shop operator to be able to send offers to groups of customers with exactly this area of interest.

›Messaging system

The messaging system offers users the opportunity to send messages to one another, both for private purposes and to exchange product-relevant information.

The messaging system can also be used for internal messages or product recommendations for customers.





LET'S MAKE A CONTRIBUTION...

IT'S INTERESTING FOR YOU AS WELL...

THERE ARE SOME HOT FEATURES...

COMMUNITY

›Live feeds

The live feed is an informational channel that communicates news about the shop and the community in real time. This shows registered users what other users in the community have purchased and which products have been placed on shopping lists. This keeps users in-the-loop about shop news and news from the shopping community.

›Media and image gallery

Customers can upload photos and videos of purchased products to a media gallery and make them available for the community. This gallery is then linked to products from the shop to provide additional purchasing impulses. Multiple products can also be combined.

›Wiki

Users can create informational pages about all products and topics of a shop that they are registered members of and save these in an informational system.

This allows the creation of additional product documentation, reduces customer support requirements, and provides new purchasing impulses.

›Member rewards system

Registered users can be rewarded with points for their activities in the shopping community. These points can be awarded for posting to the forum or writing product reviews, for instance.

Customers can then use these points in the following ways, for example:

They can receive a higher «social status» in the community.

Defined ranks can be created that can also be graphically displayed.

Monetary rewards for points can be given as well. These can be redeemed during the next purchase. The exchange ratio can be defined in the back end.

This rewards system helps to create a fast-growing community and rewards frequent buyers.

›VIP area

Certain parts of the shop can be activated for specific member groups.

This increases the motivation for potential new customers to register and increases the bond customers have with the shop.

In addition, shop operators can send existing customers special offers or conduct test sales for new products.

›Blogs

Blogs have various functions as a communication instrument for online shops. On the one hand, they can be used to reach marketing and communication goals. However, they can also be used to manage internal and external communication processes.

In addition, blogs can support the customer service division by providing customers with more information about products, explaining special offers, and providing customers with the opportunity to provide suggestions.

SYNDICATION



›Widgets

A widget is a small application that does not stand alone, but is instead included in any web site.

›Product widgets

This widget can be included in other internet pages, in web browsers, or on desktops or sidebars.

It presents one or more current products (for example, with discounts or additional product information). News and best sellers can be published using the product widget.

To provide motivation for integration on external internet pages, it can be connected to an affiliate program.

This means that the operators of other pages advertise the products of your shop and receive a provision.

›Recommendation widgets

This is similar to the product widget, except that customers themselves can select which products are shown in the widget.

That makes it possible to place topical assortments on user blogs or informational web sites.

›Widget integration

Widgets from other providers that display product ratings, product videos, or seals of approval with ratings can be easily integrated into the online shop.

›RSS feeds

Customers can subscribe to information about the online shop using RSS feeds. This information can be read by users using a feed reader without the user having to visit the internet presence of the online shop. RSS feeds can be created for products, product categories, general information, and blogs.

›Affiliate program

An affiliate program allows the online shop operator to reward sales partners based upon successful sales.

It encourages users to recommend products or include widgets on their internet pages for marketing purposes.

›Social bookmarks

Social bookmarks are used on the internet to make collecting and finding links easier. Users can gather links to the online shop or to individual products or product groups using social bookmarks and provide these



to other users using social bookmarking networks.

The online shop and product palette will then be better known on the internet and have a higher search engine ranking.

›Newsletters — E-Mail, SMS, Twitter

In addition to or as a substitute for RSS feeds, information can also be sent to customers in the form of newsletters via e-mail, SMS, or Twitter.



AJAX FUNKTIONEN



›Product carousel

The animated product carousel is a virtual eye-catcher and offers users an interactive and optically attractive view of the product catalog. By positioning the mouse, users can rotate the product carousel in the desired direction. The user can also change the speed of rotation by moving the mouse further.



›Visual shopping

In visual shopping, the customer moves through a digital product world in which multiple product offers are displayed using multimedia. Multiple products that share a connection are shown with this function. This provides a «Catalog 2.0» with an experiential character that displays products to customers in an attractive and emotionally positive way.



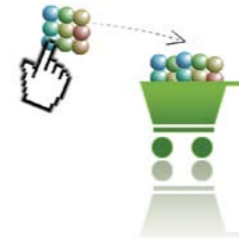
›Slideshow

Through including a slideshow, product images can be displayed in a dynamic and interactive manner. The user can influence the order of images using the integrated buttons (left, right or forward, back).



›Google Maps

Google Maps are an excellent supplement to the product display and community functions. They can be used to connect product and user information to a geographical reference point. For example, users can enter their location using images or provide a geographic reference point for product images. This creates a new visual information space.



›Drag-and-drop shopping basket

The user can virtually and playfully transfer any product from the catalog of the online shop to the shopping basket using drag-and-drop. The user simply clicks a product and drags it to the shopping basket icon. The image of dragging-and-dropping optimally complements the customers' interactive shopping experience.



›Continuously variable product image scaling

With freely-scalable product images, users can look at products down to the smallest detail. Customers have the possibility to enlarge or reduce products by clicking on plus and minus signs. In addition, by holding the mouse button down, the section shown can be dragged as well. This detailed and interactive display of the catalog reduces returns and resolves possible concerns about shopping online.



›Minimizable and movable layers

The function fields on the user profile pages in the community area are embedded in small windows called «layers». Users can turn these layers on or off and move them around. This allows every user to design his own profile page according to his own preferences.



›Visual live store

With this Ajax function, a live feed with information about the online shop and the shopping community is supplemented with multimedia and additional visual elements. Users are thus enabled to quickly receive an overview of what the online shop community is doing on the platform at the moment. This creates a very strong feeling of community—the user does not feel alone in the online shop.

dotSource SERVICES

It applies to online commerce as well: success is based on knowledge and knowledge is gained through experience. For over 10 years, the team of dotSource GmbH has been supporting internationally-focused social commerce and e-commerce projects throughout Germany. Highly-qualified and project-tested teams offer competent service in the areas of:



COMMUNITY MANAGEMENT

An active online community is the foundation for social commerce. Through the user and customer community, synergy effects result that foster additional revenue potential for online commerce. The social commerce agency dotSource has been a key player in the creation, management, and successful development of online communities for years.

The consulting services in community management stretch from conception and implementation of an effective program for customer retention and acquisition up through managing the user community and design and implementation of new and innovative community functions.



ONLINE MARKETING

dotSource GmbH develops innovative concepts to support efficient online marketing processes. Our long experience in online marketing is the basis for effective and successfully-run marketing strategies.



COMPETITIVE ANALYSES

The analysts at dotSource GmbH identify the relevant competitors in a specific online sector and perform a detailed product catalog and price structure analysis. Based upon the analysis that is created and considering marketing aspects, concrete suggestions are provided that show how to improve internet sales over the short and medium-term.

PROJECT PHASES



01 WORKSHOP

The experts at dotSource GmbH bring their collective knowledge about social commerce directly to the client in the form of a workshop. Based upon the client's business model and sector, they create the specific requirement profile for the optimal social commerce solution during the workshop.



02 CONCEPTION

In this project phase, the optimal social commerce solution is conceived in continuous consultation with the client.



03 IMPLEMENTATION

The development team at dotSource GmbH implements the concept and performs all services which are necessary to create a social commerce solution based on SCOOBOX which fulfils client requirements for quality, stability, and performance.



04 ACTIVATION

Even after the launch of the social commerce platform, the experts at dotSource GmbH will be there to support you with technical operation, optimize the platform, extend existing applications according to your needs, and continually assist in the process of nurturing and managing the community.



SOCIAL COMMERCE

IT'S A GREAT HAPPENING...
SHOPPING IS FUN...

SUCCESS WITH SOCIAL COMMERCE

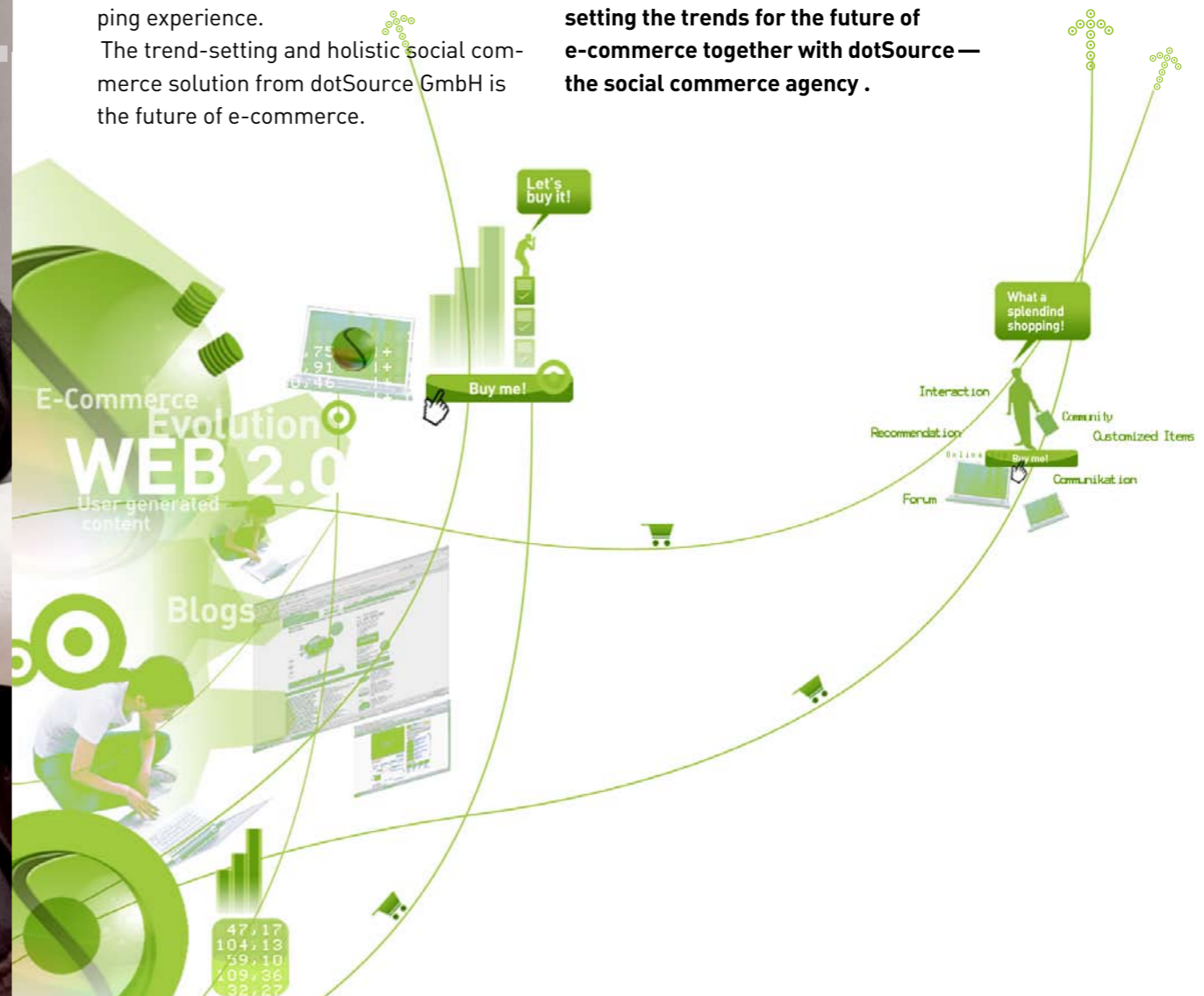
A completely new phase of internet usage was introduced by the phenomenon of Web 2.0 that shifted the human need of interpersonal communication into a virtual space. This process has strong repercussions in the world of online commerce.

An internet presence that only displays products in digital shelves will not achieve the goal of consistently-growing revenue in the future. In the context of this digital evolution, online shops will only be able to succeed that provide their customers with a modern and communicative social shopping experience. The trend-setting and holistic social commerce solution from dotSource GmbH is the future of e-commerce.

No other e-commerce software on the market has a comparable offering of social commerce functions.

With SCOOBOX, customers can organize, recommend, advise, and sell. Through the consistent participation of customers in value-adding processes and an active community, SCOOBOX accelerates revenue generation in e-commerce endeavors and provides a measurable increase in customer retention.

Profit from a growth market and help setting the trends for the future of e-commerce together with dotSource — the social commerce agency .



Contact information

Created by
dotSource GmbH Jena

www.dotSource.de
www.socialcommerce.de

Management
Christian Otto Grötsch
Christian Malik

dotSource GmbH Jena
Leutragraben 1
Intershop Tower
07743 Jena
Germany

Tel: +49 (0) 3641/573 34 91
Fax: +49(0) 3641/573 33 06
info@dotsource.de

WE ARE SOCIAL COMMERCE

dotSource[®]
the social commerce agency

 Crowdsourcing

 Consumer Created Shops

 Favorites

 Syndication

Thanks for paying attention.

 Flash

 Agenda

 Web Standards

 Personal Customization

 RSS

 Advertising

 Mass Customization

 Long Tail

 Collaborative Intelligence