



Streamline your online operations and create a seamless flow of goods and services.

Ecommerce Services for the mid-market



Let our ecommerce expertise help you develop and run a website that can drive profits and boost business operations globally.

Mid-market businesses must adopt viable ecommerce strategies

Commerce in today's web-connected world is an integrated social platform where buying and selling are getting more complex every day. Even if consumers are not buying online, they are increasingly relying on online resources — such as social media, search engines and review sites — to help make buying decisions.

Recent research confirms that the socially-networked digital consumers will continue to increase their influence over the market. A 2012 report by the Interactive Media in Retail Group (IMRG) indicates that global business-to-consumer ecommerce sales are expected to pass \$1.25 trillion by 2013 with the total number of internet users increasing to approximately 3.5 billion (from 2.2 billion in 2011).¹

Adapting to this new world of commerce can be difficult, especially for mid-market businesses. With competition from large enterprises with huge online presence and small web-only operations that are capable of undercutting your prices, you must find new ways to operate within the current economic plateau to improve your bottom line. In order to achieve this you need an approach that:

- Operates across markets and channels
- Endeavors to be flexible and adaptive
- Manages inflationary and deflationary pressures
- Competes on a global scale
- Provides an enhanced customer experience

According to recent research by Alibaba.com, 78% of the U.S. small business owners surveyed plan to automate to cut costs and streamline operations, while 49% plan to create a new ecommerce website.²

Dell online by the numbers:

- Online presence in 160 countries and in 30 languages
- Dell is included in approximately two million searches per day
- An order is placed every three seconds on Dell.com
- Half a billion unique visitors to Dell.com annually
 - Over 18 visits per year for each unique visitor
 - ~78 page views per year for each unique visitor
- More than 13 million people are connected to Dell through social media
- Over 25,000 posts per day online mentioning Dell
- Over 100,000 Premier stores for business customers

¹ Internet® Retailer – portal to ecommerce intelligence, "Global e-commerce sales will top \$1.25 trillion by 2013, <http://www.internetretailer.com/2012/06/14/global-e-commerce-sales-will-top-125-trillion-2013>

² .docstock PREMIUM, "78% of Small Business Owners Plan to Automate to Cut Costs" February 8, 2013, <http://premium.docstoc.com/article/144343526/78-of-Small-Business-Owners-Plan-to-Automate-to-Cut-Costs>

Consumer decisions and behaviors are increasingly driven by the opinions, tastes and preferences from an exponentially larger, global pool of friends, peers and influencers.

70% hear other's experience

65% learn more about brands / products / services

53% compliant brands

50% express concerns / complaints about brands / services

47% share money incentives

Source: The Social Media Report State of the Media: 2012 by Nielsen and NM Incite.

You need more than just a website

Having an ecommerce strategy is more than just putting up a website. Mid-market businesses looking to truly expand into the new frontier of online commerce must ask themselves the following questions:

1. How do you ensure online consumer loyalty and improve customer experience for online business?
2. How do you keep operating costs low while increasing brand awareness and consumer marketing?
3. How do you focus on the fundamentals of the business without worrying about technology and process complexity across regions?
4. How do you gain insight to consumer behavior and drive growth?

You need to transform your strategic vision beyond having a website that provides an understanding of your company and services, and focus on measurable return on investment (ROI) — enabling you to scale business operations globally and drive profitability.

Let Dell help

Utilizing our expertise of online business and efficient supply chain processes, our ecommerce services are tailored to streamline your online operations and create a seamless flow of goods

and services. We provide a full set of technology and process solutions to help you achieve your ecommerce goals — from consulting with you to help develop strategies and goals to deriving business insights through social media analytics to managing your entire web storefront operations.

Combining technology, process, analytics and our own best-in-class supply chain efficiency, our ecommerce services enable you to achieve higher levels of customer engagement through your online channel. And they allow your customers to make transactions easily, quickly and cost effectively — anytime, anywhere, on any device. Our services provide:

- Global delivery and operational excellence support by industry-specific experts
- End-to-end back office process service for online business — order management, online fraud prevention, inventory/SKU tracking, collections/ dispute management, audit, analytics and web storefront operations
- Expertise on leading ecommerce tools for web storefront operations and analytics — CMS, Omniture, data analytics/cubes, procurement and business intelligence (including ARIBA)

Consumer marketing	E-tailing	Inventory	Operations	Settlement	Analytics
<ul style="list-style-type: none"> • Brand management • Campaigns • Profiling • Targeted digital marketing • Digital asset management 	<ul style="list-style-type: none"> • Creation of web storefront • Content creation • Product info management • Interactive selling • Cart and catalog management • Search engine optimization • Standards 	<ul style="list-style-type: none"> • Procurement • Vendor enablement (EDI) • Merchandising maintenance • Item master, size, cluster assortment • Warranty/returns management 	<ul style="list-style-type: none"> • Account management • Quote generation • Order receipt • Fulfillment <ul style="list-style-type: none"> – Logistics, tracking and shipment – Fraud prevention – Compliance 	<ul style="list-style-type: none"> • Quotes/billing • Collections • Currency • Taxation • Chargeback • Mobile commerce 	<ul style="list-style-type: none"> • Reporting • Web analytics • Site errors • Uptime • Abandoned carts • Campaign effectiveness • Profiling • Advisory services

To reinvent your web operations with innovation and technology, please visit Dell.com/bpo or contact bpo@dell.com.



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