

EasyAsk for Commerce

The Market Leader for eCommerce Search and Navigation

Online shoppers let their fingers do the shopping. If your site is easy to search and navigate and is well merchandised, it has the stickiness to keep them shopping and buying. According to Forrester Research, 47% of shoppers visit two or more retailers' sites before purchasing. They also report that online shopping will experience double-digit growth. Why? A lack of time. Shoppers are focused on searching for the item they want and receiving precise, relevant choices. When they don't get it – CLICK – off to one of your competitors. Shoppers want an answer to their question, not hundreds of choices to sift through. They want a personalized shopping experience. At the same time, retailers are focused on maximizing conversions. These intertwined goals can be accomplished with one solution – EasyAsk® for Commerce B2C.

Online retail will continue to experience double-digit growth in the near term, with eCommerce business-to-consumer (B2C) sales expected to top \$200 billion in 2009 and grow to more than \$270 billion in 2011.

— Forrester Research, US eCommerce: Five-Year Forecast and Data Overview, October 2006

Lillian Vernon®

Recipient of the 2006
Excellence in Search Award

LANDS' END

Recipient of the 2004-2005
Excellence in Search Award

EasyAsk for Commerce B2C has helped its customers win coveted awards and achieve industry-leading conversion rates. Its intelligent product search, navigation and merchandising capabilities provide an integrated, interactive shopping experience that drives customer purchase decisions. EasyAsk leverages analytic metrics across search, navigation and merchandising. Search analysts can instantaneously decide to feature your "most popular" items separately or to display them at or near the top of the result set. Or, your merchandisers can offer "complementary" items based upon previous buying behaviors.

But, to offer a truly distinctive shopping experience – one that drives conversion rates and average basket sizes and keeps shoppers coming back – requires a balance. A balance across search, navigation and merchandising that changes based upon your product set and target audience, but which is also consistent across each of your customer interaction channels. This is unique to EasyAsk.

Deliver Superior Shopping Experiences

EasyAsk offers a highly efficient and fluent online shopping experience. With minimal effort, shoppers find relevant products whether they choose to search or navigate. Search results can be "dynamically" affected by leveraging the product reviews of other shoppers. Results are neatly grouped by category and include a rich selection of navigable product attributes enabling the shopper to refine and browse. Each shopper can quickly drill down on detailed product features that drive purchase decisions. Most product catalogs contain diverse merchandise where the navigation attributes are very different from category to category.

EasyAsk handles this variety better than competing solutions since it has no limit on the number of attributes it can designate. Shoppers can also find product related information such as magazine articles or site-related information such as return policies.

Achieve Industry Leading Conversion Rates and Larger Order Sizes

EasyAsk customers regularly lead Nielsen/NetRatings quarterly reports for conversion rates. For example, in June 2006 leading women's apparel retailer Lane Bryant Catalog ranked first with an astounding 24% unique visitor-to-buyer conversion rate.

How can EasyAsk help you? EasyAsk enables non-technical business users to manage the presentation of navigation refinement choices for each product category while quickly and easily presenting alternative or complementary products and promotional items – collectively increasing conversion rates, larger basket sizes and ultimately, ROI. Using natural language query tools unique to EasyAsk, marketing managers can easily create campaigns that embed business rules directly into the website. For example, "hot items" could drive shoppers towards "top five highest margin products that are also high in inventory."

Increase Productivity for Merchandisers and DBAs

EasyAsk provides your IT staff and marketers with powerful tools and services, including the Merchandising Administrative Dashboard and Conversion Optimization, for controlling when, where and how results, search refinement options and product promotions are displayed to customers or internal users – creating a personalized experience for each shopper.

Administration is simplified through an intuitive, web-based interface that streamlines defining, monitoring and refining the presentation rules and display options. Site administrators and merchandisers can easily optimize product and information placement based on defined criteria. Retailers can quickly fine-tune business rules to promote, cross-sell and up-sell products. EasyAsk's Conversion Optimization services are central to targeting the direction needed to be taken during implementation.

Why is Natural Language Query Better?

One reason is natural language linguistic technology. While shoppers don't typically use full sentences – most use only two or three words in a search – they do ask complex questions! For example, the queries "dress shoes," "laptop batteries" or "12 HP mowers." Each phrase is "word soup" to any other search technology as the words themselves represent different products or describe units of measure. Imagine if the result set from "dress shoes" reflected dresses, sneakers, deck shoes as well as an assortment of dress shoes. How would you then guide the shopper? EasyAsk's linguistic technology understands these questions as intended by the shopper – that's why the results and follow-on refinements are so accurate!

Progress Software Corporation (Nasdaq: PRGS) provides application infrastructure software for the development, deployment, integration and management of business applications. Our goal is to maximize the benefits of information technology while minimizing its complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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Capabilities and Features:

- **Relevancy tuning and management.** Provides advanced tuning options such as phrase matches, column weighting/ranking and value-based relevancy to expand control over search results and deliver a better hit rate.
- **Product index scaling.** Doubles the capacity of an in-memory, high-speed, searchable product index, providing a significant performance boost in searches across large datasets.
- **Advanced data cleansing.** Supports state-of-the-art data-cleansing options during product-index development; lowering maintenance and search tuning in instances where product information/descriptions are irregular in nature.
- **Rapid time-to-value.** Provides excellent, unmatched search quality without the need for expensive, time-consuming "tuning" efforts-out of the box. Minimal search maintenance components leverage a broad industry-specific knowledge base to drive quality search results in days, while reducing the level of implementation time and resource investment normally required to maintain high quality product search.
- **Language support.** Allows global retailers the flexibility to market faster across multiple countries using local languages without sacrificing anything!
- **Industry-specific support.** Simplifies matching of search requests with relevant merchandise in all supported languages using pre-defined vertical market dictionaries, thesauruses and extended attributes (i.e., apparel, consumer and household goods, education and manufacturing suppliers, outdoors and technology) tied to a particular vertical market.

