



SmartPrise Social Commerce

Deliver Personalized Online Shopping Experience | Increase Customer Engagement | Multiply Your Revenue

ZSL's SmartPrise Social Commerce, powered by myBantu's recommendation engine (powering myBantu.com a Smart personal assistant, very similar to iPhone 4S), is a patent pending recommendation technology - based on Natural Language understanding, Social Intelligence, and Social Media outlets such as Facebook, Twitter, etc. SmartPrise Social Commerce empowers online retail and media applications with **intent based personalization** capabilities designed from the consumer perspective.

“**SmartPrise Social Commerce is all about empowering your online store & online media properties through personalized social recommendation approach that helps to increase the conversions and transactionability.**”

SmartPrise Social Commerce delivers **Personalized Recommendations & Experience** – one among the six dimensions of Social Commerce. The solution addresses the real time challenges in retail and online media markets for transactionability and sales conversions through hyper relevance by adopting “Go social” and deep personalization strategies.

Its recommendation engine thrives on the massive volume of data collected from users as they interact over web and social media outlets, while personalized recommendations, references, search, location and other services are based on greater knowledge of the habits and preferences of consumers.

- **Context Sensitive & Intent-based Personalization**
- **Socially Intelligent Recommendations**
- **Real-time Social Influence for Increased Transactionability**
- **Intuitive User Interface**
- **Consumer Engagement & Retention**
- **Up-sell & Cross-sell**
- **Reduced TCO & Increased Sales**
- **Multi-Channel Commerce**

Business Impacts

SmartPrise Social Commerce enables retail and online media companies to achieve their revenue and profit goals with

- Up to 150% increased consumer engagement
- More sales conversions
- Increased Consumer Transactionability (visit to buy) with 10-20% sales lift
- Repeated customer visits and retention rate growing stronger by up to 70-80%
- New consumer-base (5 to 9%) acquisition through powerful viral loops
- Raised AOVs for retail stores, up to 120%

SmartPrise Social Commerce delivers recommendations personalized to **YOU** rather than recommending interests or likes for people **similar to you**.

ZSL SmartPrise Social Commerce Offering

SmartPrise Social Commerce for Retail

➔ Social Commerce & Personalization Solutions for mid-market Retail

➔ F-commerce (stores in **facebook**) & M-commerce Solutions:



iPads iPhone Android + more...

➔ Social Commerce & Personalization Solutions for **IBM** Smarter Commerce



SmartPrise Social Commerce for Online Media

➔ Personalization Solutions for Online Media



SmartPrise Social Commerce Solutions & Consulting

➔ Strategic Consulting on Social Commerce & Personalization Solutions

➔ **IBM** Smarter Commerce Consulting & Staff Augmentation

➔ **Magento** Commerce Consulting & Staff Augmentation



About ZSL

Zylog Systems Ltd (ZSL) is a leading ISV, Global Systems Integrator & Business Solutions Provider based in Edison, NJ with more than 4000 employees worldwide focused in developing and delivering enterprise IT solutions and services using the emerging technology platforms to keep the TCO low and ROI high. ZSL is a pioneer in providing business aligned technology solutions to enable the growth and make the enterprises responsive and agile. ZSL's Technology Leadership and value added R&D helped the enterprises globally to achieve their business goals cost effectively. To learn more about ZSL and its solution offerings, please visit <http://www.zslinc.com>.