JAGGED PEAK®

AGILE WEBSITE MANAGEMENT

All the tools you need to build and manage eCommerce sites with ease!

AGILE™: CREATE AND MANAGE WORLD CLASS ECOMMERCE SITES

Great-looking and great-performing eCommerce websites have one thing in common: they provide an outstanding customer experience. The problem is that most platforms used to build eCommerce sites don't make it easy for non-technical marketing staff to manage them, nor do they give developers the flexibility they need to build world-class sites. The EDGE eCommerce platform is the exception thanks in large part to its built-in CMS module, called Agile.

At a Glance
- Create a wide array of B2C and B2B websites
- Configure mobile sites that display responsively based on viewing device.
- Control site administration.

Designed with You in Mind

Whether you're a developer who needs to build world-class eCommerce websites, or a marketer who needs to maintain your company's online store without depending on the vendor, Agile was designed by Jagged Peak with you in mind!

An advanced WYSIWYG content management and drag and-drop page-editing toolbox, Agile enables users to create unique page layouts or replicate existing design templates quickly and easily. It embodies the latest page layout, content and graphic administration capabilities; as well as product cataloging, merchandising, campaign and promotion management, SEO administration and payment processing. With all of this capability at your fingertips, it's easy to see how you can independently and efficiently create and manage an array of B2C, B2B andmobile commerce websites—all within a single platform.

Agile Key Benefits
- Intuitive and Easy to Use
- No Integration Requirements, because Agile is built into the EDGE platform
- Eliminates Web Development Time and Cost
- Extensible and Flexible to Support the Most Demanding eCommerce Requirements
- Vendor Independent, Self-Service Website Administration
- No Third-Party Integration Challenges & Costs

Rather than facing the expense, time and hassle of cobbling together multiple systems to get a complete eCommerce solution, Jagged Peak's EDGE™ platform gives you everything you need in one, easy-to-use system. This includes a full-featured website development and content management engine called "Agile" that makes both Marketing and IT folks happy. That's because marketers can independently add Web pages, update content and graphics, and run promotions and campaigns—all without support from IT.

Websites that Marketers can Manage

Flexible drag-and-drop layout tools enable users with very little technical know-how to dynamically set up pages, build site navigation, and add pre-built eCommerce functionality, content, graphics and rich media.

- Drag-and-Drop Page Creation and Layout
- Point-and-Click Target and Block Administration
- Integrated Content Management System with CK Rich Text Editor
- CSS Style Administrator
- Configurable Functional Blocks for Cart, Catalog, Blog, Wiki, Search, Social Media, etc.
- A/B Capabilities
- Independent and Full-Featured Navigation Administration
- WYSIWYG Tools for Preview and Permission-Based Publication

Mobile Sites Optimized for Touch

Adaptive delivery of multi-channel content based on device, browser, IP or variable detection, along with full support for CSS3, make Agile users equally adept at creating and managing both mobile and traditional websites. Agile supports flexible layouts, CSS file alternatives and flexible images, all of which are activated using media queries. The EDGE platform in general—and Agile specifically—supports all standard mobile operating systems, including iOS, Windows, Blackberry and Android.

- **Mobile Compatible Pages** – Build alternative versions of layouts, pages, blocks and views that display based on device, including all standard mobile devices.
- **Adaptive Delivery** – Serve up multi-channel content based on device, browser, IP or variable detection.
- **Responsive Design** – Dynamic CSS support ensures pages render correctly in both portrait and landscape formats.

Easy-to-Manage SEO

Agile contains everything necessary to create and manage websites that are optimized to generate targeted traffic, improve conversions and enhance your keyword search rankings.

- **Meta Tags** – Set up and manage unique meta tags, including titles, keywords and descriptions for all pages, including category and product pages.
- **Vanity URLs** – Automatically generate search engine friendly vanity URLs.
- **XML Site Maps** – Support XML site maps for easy indexing by major search engines, including Google, Bing and Yahoo.
- **Keyword Content Management** – Add and control page content to improve organic search placement leveraging your keyword strategy.

With an intuitive, tab-based user interface, Agile makes it easy to create and manage all of the elements that comprise an eCommerce website.

LAYOUTS	PAGES	NAVIGATION	CONTENT	STYLE	SETTINGS	SITE MAP	VARIANTS
LAYOUTS - Build custom page layouts and an unlimited number of content pages without the constraints of prescribed templates.	**PAGES** - Add, delete or modify page functionality (e.g., product search, mini-cart, account login, "Contact Us" forms, etc.) quickly and easily using drag-and-drop editing tools.	**NAVIGATION** Flexibly create and position custom, multi-level menus for intuitive site navigation or control animation of pre-built menus (e.g., accordion, drop-down, fly-out views and mega menus).	**CONTENT** - Create and publish banners; customer testimonials; picture galleries; calendar of events; image, video, audio and document files; external links, FAQs; RSS feeds; etc.	**STYLE** - Use built-in CSS editor to control the look and feel of the website, including the styling of page elements and management of background, text, fonts, borders, padding, margins and other site design elements.	**SETTINGS** - Control and customize site features, functions and display settings for non-content elements, such as button text, column headers, form labels, product images, searchable product attributes, site Favicon, etc.	**SITE MAP** - Dynamically create an XML sitemap for SEO (sitemap.XML) with page, category and catalog item flags that ensure their inclusion.	**VARIANTS** - Create alternative versions of layouts, pages, blocks and views that display when specific conditions are met (date, device, URL and browser resolution).

Agile Capabilities

- **Site Development** – Build and manage multiple, feature-rich B2C, B2B, micro-sites and mobile sites from an intuitive, easy-to-use application interface.

- **Site Administration** – Create unlimited users and manage their permissions for content management either at the individual or group level.

- **Site Design** – Use built-in CSS editor to control the look and feel of the website, including the styling of page elements and management of background, text, fonts, borders, padding, margins and other site design elements.

- **Page Functionality** – Add, delete or modify page functionality (e.g., product search, mini-cart, account login, "Contact Us" forms, etc.) quickly and easily using drag-and-drop editing tools.

- **Page Layout** – Build custom page layouts and an unlimited number of content pages without the constraints of prescribed templates.

- **Page Updates** – Use WYSIWYG rich text editor and drag-and-drop design tools to build, edit and update pages.

- **Dynamic Media** – Create and publish banners; customer testimonials; picture galleries; calendar of events; image, video, audio and document files; external links (e.g., third-party blogs, community forums); FAQs; RSS feeds; etc.

- **Page Elements** – Control and customize site features, functions and display settings for non-content elements, such as button text, column headers, form labels, product images, searchable product attributes, site Favicon, etc.

- **Responsive Design and A/B Options** – Create alternative versions of layouts, pages, blocks and views that display when specific conditions are met (date, device, URL and browser resolution).

- **Content Sharing** – Implement "Add This" to allow site visitors to share content with more than 300 social networking services. This feature generates a broad range of analytical reports detailing how visitors are sharing your content.

- **Social Site Links and Logins** – Automate cross links with social networking sites, such as Facebook, Twitter, LinkedIn, YouTube, etc., and enable new and existing members to use their logins for Facebook and Google+ to log into the merchant site.

- **Lists and Registries** – Enable customers to create, manage and share "Wish Lists," "Favorites," "Tell-a-Friend" and Gift Registries.

- **Store Locator** – Add a store locator that can display store profile and maps, providing customers with a list of nearby store locations in order of proximity.

- **Third-Party Apps** – Manage implementation of third-party applications to support enhanced front-end website capabilities such as Customer Reviews, Live Chat, Sales Tax Calculations, Guided Search, Product Recommendations and more.

Unlike solutions comprising multiple systems that require integration, Agile is already built into the EDGE platform as a native module. However, this doesn't mean it lacks functionality. Agile is an all-in-one website development and content management solution that supports every aspect of the front-end eCommerce enterprise.

- **Sign Ups** – Include newsletter sign-up and product update forms on content and catalog pages.
- **Menus** – Flexibly create and position custom, multi-level menus for intuitive site navigation or control animation of pre-built menus (e.g., accordion, drop-down, fly-out views and mega menus).
- **Site Links and Search** – Dynamically create and administer site navigation links, search sort order and display status. Also establish parameters for filtered guided search, such as price range, product type, brand, attributes and more.
- **Page URLs** – Automatically generate Search Engine Safe (SES) URLs.
- **XML Sitemap** – Dynamically create an XML sitemap for SEO (sitemap.xml) with page, category and catalog item flags that ensure their inclusion.
- **Language** – Display page content in any language supported by major browsers.
- **Publishing** – Publish page content and graphics in real time without code moves, or preview changes in a staging environment to test prior to pushing changes to the live production environment.
- **Analytics** – Use real-time, cross-channel customer and order data displayed through personalizable dashboards to gain customer behavioral insights to increase sales.
- **Traffic Access** – Control website access by visitor IP address (country inclusion/exclusion).
- **Customer Registration** – Manage and control customer registration rules, including default opt-in settings, email as user name, force validation of billing and shipping address, email format, phone number, etc.
- **User Login** – Set up customer login requirements as well as options for guest check out.
- **Password** – Control "Forgot Password" form input requirements and manage content for email notification, including subject line text.
- **Order Detail Access** – Provide customer and/or guest with self-service access to order detail, order disposition, order tracking, order history, return order processing (RMA issuance) and administration of auto-ship and continuity orders.
- **Opt-In Q&A** – Add opt-in subscriber questions and available answers.
- **Site Performance** – Monitor and control catalog category caching to improve site performance.
- **Catalog Item Display** – Determine catalog item dynamic field attributes as well as number of columns used for category-level product display.

Ongoing Analysis and Optimization

Once your site is built, you can begin to analyze and optimize its performance to ensure it drives sales. EDGE enables marketers to gain a real-time, multi-dimensional perspective of site performance. Actionable data can be displayed in a wide array of graphical views both on- and offline, providing critical customer behavioral insights that can be used to improve site sell-through, launch marketing campaigns, optimize inventory and enhance customer service.
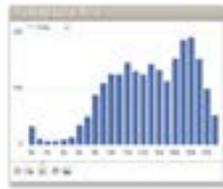
Visits Summary

Access all site visits as well as visits over time, visits by local time, visits by server time and visits by day of week.

Live!

See where the world your site traffic is coming from in real-time with a global heat map that shows visitor locations, as well as a real-time counts and visitor details, including listing pages visited, IP addresses, browser settings, etc.

Visitors

In addition to identifying visitor location by continent, country, region and city, understand how often and how long visitors are interacting with your website using a frequency overview that displays returning visits, length of visits, pages per visit, days since last visit and a range of other custom variables.

Visitor Settings

Find out which devices are being used to access your site, including operating system, language and settings, screen resolution and orientation (normal/widescreen), browser information and any plug-ins.

Actions

Learn how visitors interact with your site, including entry and exit pages, outlinks, downloads, referrers, search engines, keywords, social networks, campaigns and more.

Goals

Define and set up goals (e.g., number of orders, number of items in order, total cart value, etc.) and then track your site's progress toward achieving these goals over a specified timeframe so you can determine the effectiveness of your corresponding marketing campaigns.
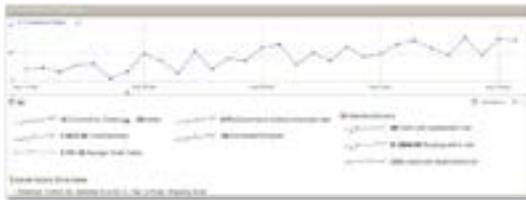
eCommerce

Keep tabs on all the eCommerce activities on your site, including the number of orders, revenue and conversions generated by product SKUs, categories and names.

SEO

Track top keywords for each page URL on the site as well as your overall site SEO ranking. All of these analytics can be personalized by the individual user so their dashboard displays the data that's most relevant to their job function.

Ahead of the Curve

Agile is constantly evolving to stay a step ahead of the latest eCommerce trends. One recent example of this includes a unique, pre-built Customer Delivery Promise (CDP) calendar that allows you to give your customers the power to define how, when and where they want to receive their purchases. CDP provides options for in-store pick up, same-day delivery with a specified time, as well as future delivery dates displayed with the associated shipping costs so the customer can select the date that meets their budget and timing.

At Jagged Peak our philosophy is Enterprise Commerce Made Easy…, and we really mean it!

Whether it's supporting clients with site development and site administration, or enabling those who prefer self-sufficiency to become totally independent, Jagged Peak's solutions and services make it easy to support the most demanding eCommerce requirements.

For a comprehensive overview of how the EDGE platform and the Agile CMS module support best practices for the eCommerce user experience, you can download the white paper, "Optimizing the User Experience," at http://www.jaggedpeak.com/event/page/pageCode/whitepaperstechnicaldocuments

JAGGED PEAK®

**Contact Jagged Peak today
to speak to an experienced
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