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We are human focused.

UX Playbook

Prepared for Westcon Group

Version 2

Submitted on 05/07/15



Methodology

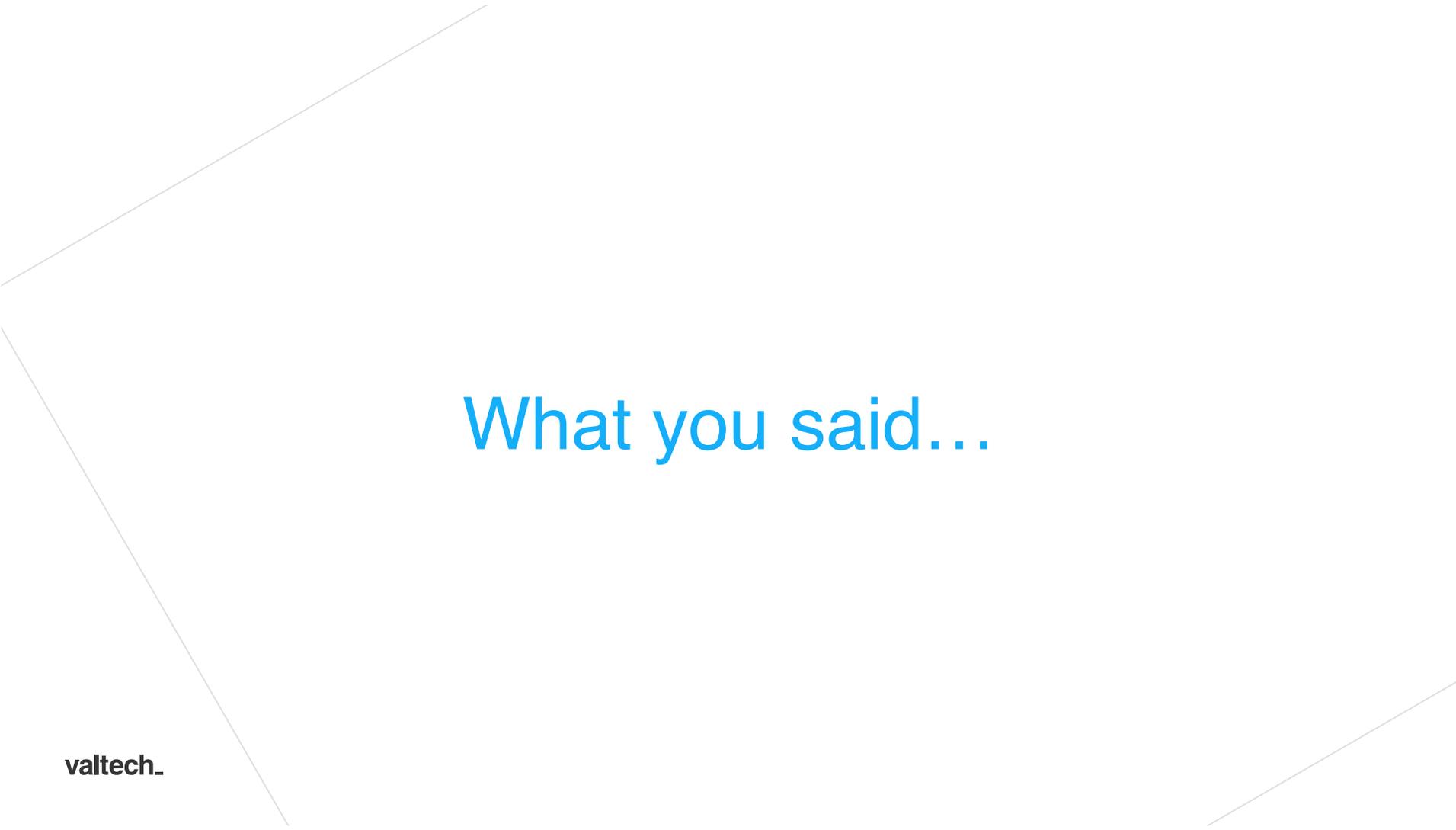
What Have We Been Up To?

As part of the Discovery Phase on DTE project, Valtech's Experience Design and Strategy teams met with Westcon Group's Business teams during a workshop conducted at their Tarrytown office. These workshops were structured to give a broader insight of Westcon Group's operations, processes and systems that are likely to play an important role in the envisaged Dot Com and E-commerce solutions. Following these workshops, we spent an additional three weeks interviewing internal and external stakeholders to gain additional insights.

We also reviewed Westcon's digital landscape and evaluated it in comparison to the competitors.

Workshop Insights

- North American Westcon/Comstor is a distributor for technology products through vendor relationships
 - Very selective about vendor partnerships
 - About 20 suppliers make up 95% of NA business
- Value added services and relationships are what set WCG apart from their competitors
- Seven practice areas in two categories
 - Capabilities: Global Deployment Services (GDS), Cloud, Services
 - Technologies: Data Center, Networking, Security, UCC (and Mobility)
- WCG typically acquires customers through vendor relationships- distributors are identified by vendors, or is only distributor for a vendor
 - A reseller typically has relationships with multiple distributors who all sell the same thing
 - Pricing is not a differentiator, resellers will typically get the same pricing across distributors
- Sales cycle can start from the vendor level, or from WCG
 - Depending on the size of the reseller, typically reseller will come to their AM with a solution looking for pricing
- Entire transaction- quoting, purchasing, logistics, invoicing and RMA – tends to happen via email between reseller employees and AM
 - Multiple employees on reseller side
 - Send request to a variety of different “gatekeeping” email address depending on step in the process
- Multiple login/password combinations to access a variety of content
 - No SSO
 - Requesting a “site” login is not the same as requesting an “e-commerce” login
 - No strategy behind site gated content
- Becoming a new reseller is a manual process
 - Can initiate request online but most of the process/validation takes place offline



What you said...

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Internal Stakeholder Interviews

- 17 individual interview sessions over a four week period
- Each session lasted about 45 minutes
- Interviewees ranged from Project Sponsors and EVPs to BDMs and Account Managers

*How much does the digital space play into
WCG's opportunity for success?*

- “I have rarely leveraged or sent a customer to the e-com portal because that information isn't reliable or accurate.”
- “We need to focus on the end-user, which we haven't had to do before.”
- “My concern is that we're building DT on top of a foundation that is not solid; I don't know if we've got our business process well defined; I don't get a comfortable sense that we're able to automate those processes yet.”

What is your expectation for the public facing site and how it influences your sales funnel?

- “Almost none. The majority of our business is vendor driven.”
- “It almost got me to not join the company because it was so terrible.”
- “We want our Services to be an obvious differentiator between the competition– other distributors don't have these services. The site needs to be very oriented to explain this type of info.”
- “I don't think the sales team directs resellers to site as often as they could, it kind of gets forgotten about. The content is pretty good, but awareness is lacking.”

What is your vision for the new e-commerce site?

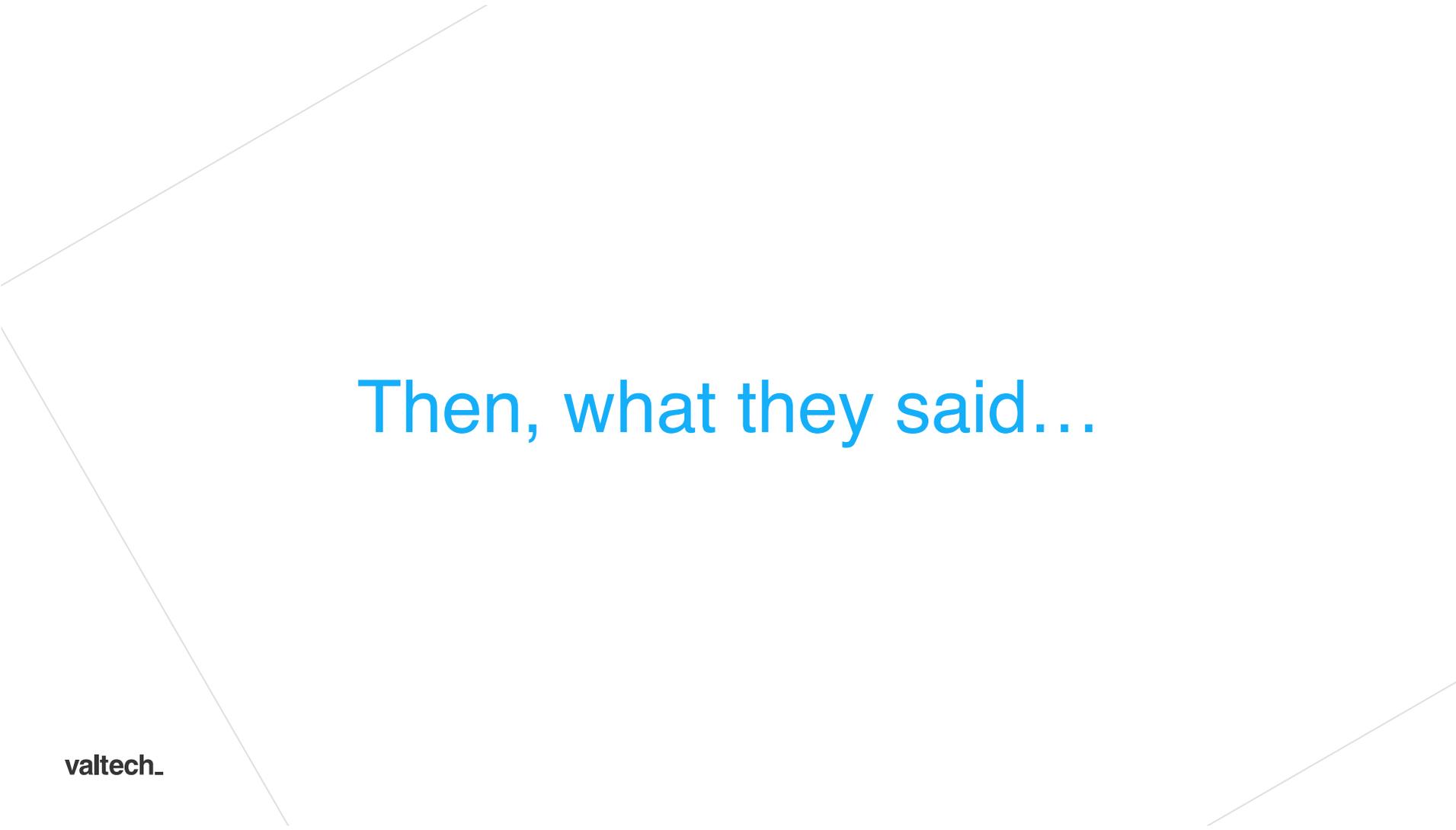
- "Distribution is reaching the 'disruptive stage' – we need to figure out how to be game changers."
- "The site should be something that leads to a transaction, beginning and maintaining of a relationship."
- "If we can take some of the operational and update component out of the hands of our AMs we can actually get them doing more pro-active and relationship development work as opposed to more of the day-to-day."

What are some of your understandings around reseller needs?

- “Our DNA is our ability to take complex orders, complex configurations together, those are our employees who have that ability, can't do that with a machine.”
- “When it comes to our tools set and customer facing electronic set, we do not have a good reputation. We are seen as hard to do business with and it is something we over come with human power and capital, but it is not sustainable.”

Any insight as to what your competitors are doing better than you?

- “We are behind the competition.”
- “Customers are leaving WCG because the competition has done things to leapfrog us from an informational transparency perspective.”
- “Competitor’s online tools are much easier to use, more streamlined. We are getting crushed by competition in terms of their online content and what they have to offer versus what we have.”



Then, what they said...

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External Stakeholder Interviews

- 9 individual interview sessions over a two week period
- Each session lasted about 30 minutes
- Interviewees included Buyers, Contract Analysts, Sales, and an RMA Specialist

How often do you visit Westcon/Comstor.com?

“I don’t think I’ve ever been on the dot com site.”

Are you a Westcon or Comstor customer?

“I don’t exactly understand the relationship or why two sites.”

What are some of the things you like about the existing RMA process using the e-commerce platform?

“I like how Westcon does their RMA process: I have an email that confirms the request, I can grab the tracking online which is great, I can look at shipping and make sure it’s correct, I can pull up the info online, I can track everything on the website that I need to find. I can't do that with other vendors, it’s all through email. And I like having someone to call/talk to if I need to.”

What are some of the things you dislike about the E-commerce portal?

- “Checkout is time consuming - three screens for end-user information.”
- “The online tracking of orders is woefully misrepresented.”
- “I don’t trust the availability or ETA data.”
- “I should be able to have real-time shipping information, not receive a tracking number after a shipment has been delivered.”

What are Westcon's competitors doing better or worse with their portals?

- “Being able to get the tracking without having to get a hold of someone else is really convenient.”
- “Ingram has the best keyword search.”
- “It’s easier for me to find contract #, end date, start date- I just enter an order number and will pull up the details I need.”

If you could push a magic button and have the e-commerce portal do something for you, what would it be?

- “Look up tracking, ETAs, availability.”
- “Information relay from the manufacturer, updates on orders that are "stuck" or that are not getting completed - good news, bad news, indifferent it doesn't matter.”
- “I’d like to have an overview of status with the ability to look deeper if I needed to.”
- “The ability to customize my view.”
- “It’d be able to put everything on one order; a lot of our Purchase Orders would have multiple Sales Orders in one system, if I have an invoice it will tell me what Sales Order to look at, if not, I’m chasing a lot of details.”

Key Observations and Findings

- Management and internal teams are aware of reseller needs and frustrations
- Dot com presence is overlooked by internal and external stakeholders
 - Analytics reflects this
 - Focus of all conversations centers on e-commerce
- Services and GDS rely on the dot com properties to be a marketing platform for their practices
 - These are differentiators for WCG
 - Users come to the dot com properties for training
- Users have to move in and out of different portals to accomplish different tasks
 - Platforms all have different log-ins, no SSO or seamless experience
- Customers are looking for an e-commerce platform with a few purposes-
 - Smaller customer can be self-sufficient, significantly less reliant on AM resources
 - Larger customers are looking for capabilities and functionality that competitors have that will allow them to be a bit more self-sufficient

Dot Com Digital Landscape

The Current Digital Landscape

34

Separate sites under the North America Westcon Group Umbrella

*this does not include WestconGroup.com or www.Comstor.com

16

Of those sites are Comstor microsities, most of which are hosted by a third-party

649,238

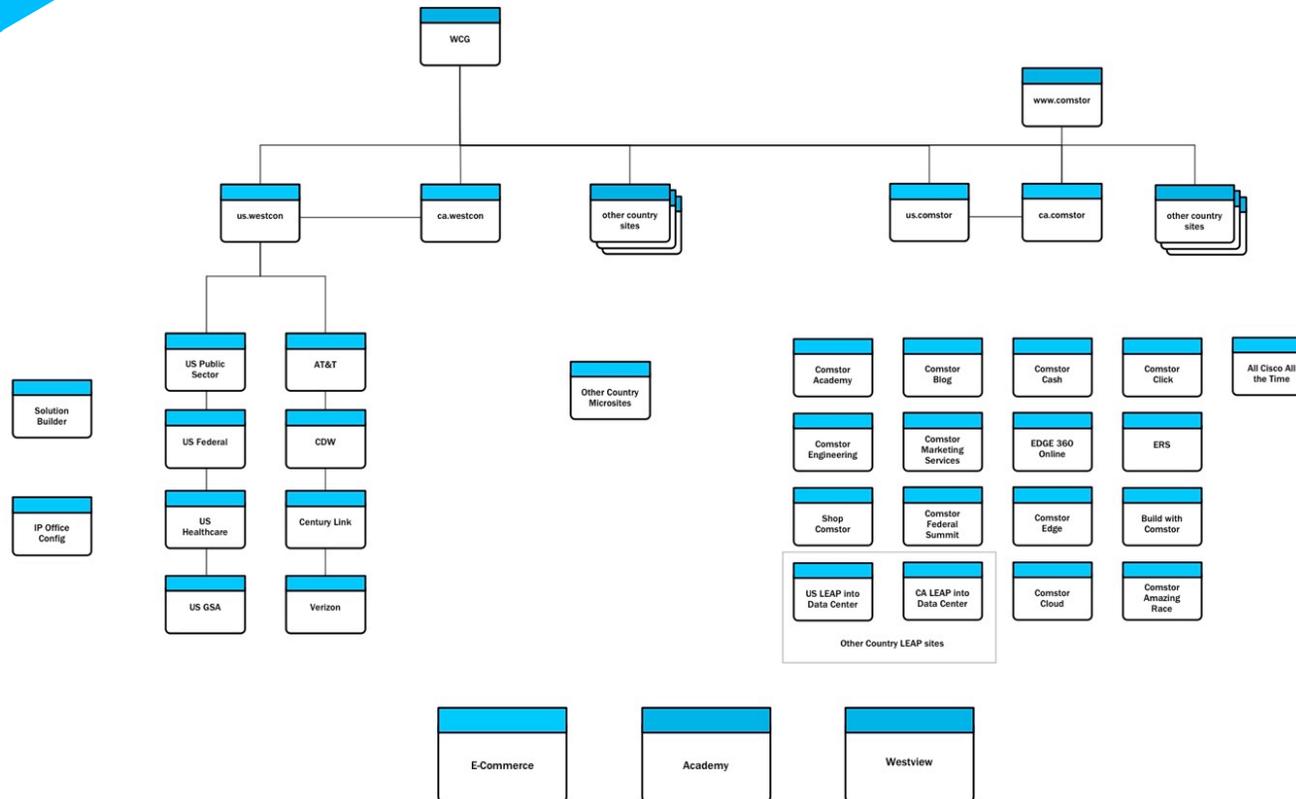
Page views for all North America sites from Dec 2012 to Feb 2015

*this number does not include Westcon or Comstor microsities

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A Picture



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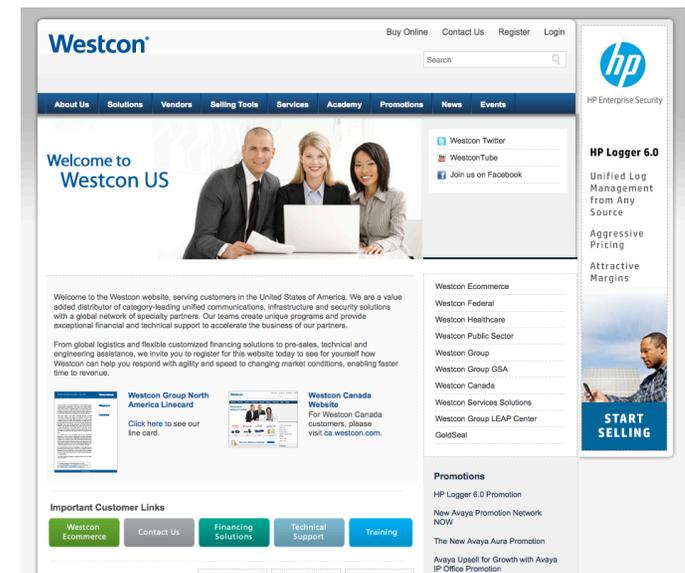
Site Structure



Site structure and labeling is consistent between brand sites.

Maybe too consistent, very little visual difference.

No use of visual affordance or breadcrumbs on main brand sites. Some visual affordance is used on vertical and service provider sites.



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Links

Numerous outdated and broken links.

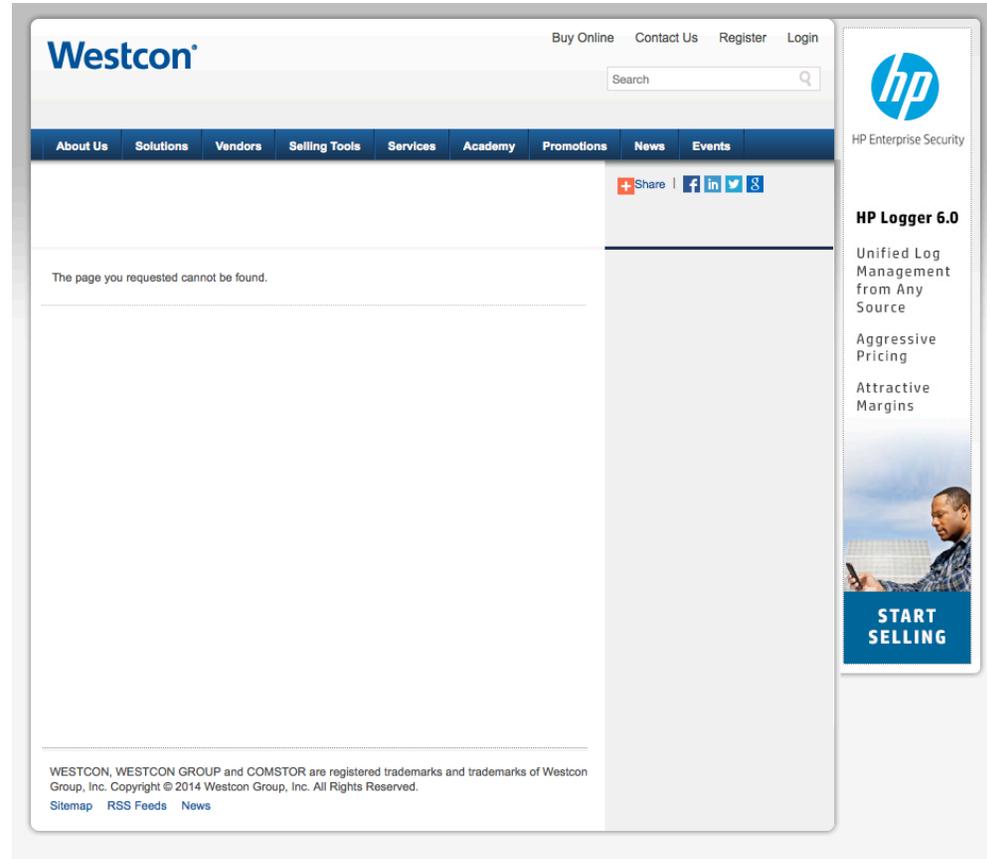
Seemingly random pattern for opening links in new tabs or not.

Cross linking to content between the two sites is confusing to users who aren't familiar with the Westcon and Comstor relationship.

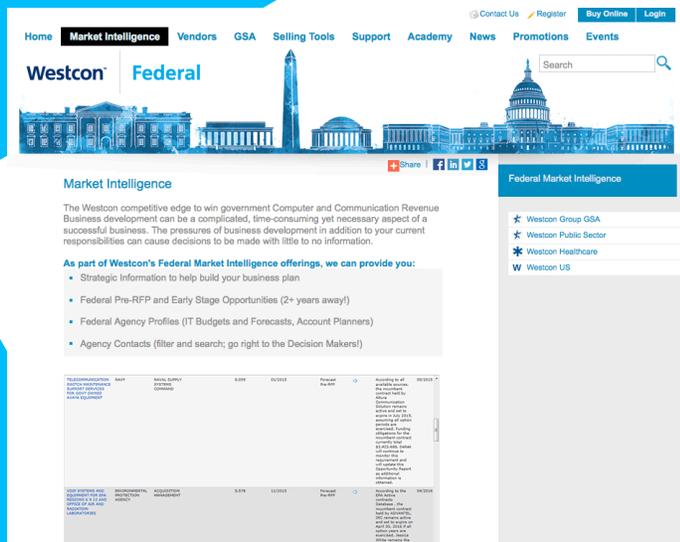
Links don't always open where they're supposed to- often time the user is directed to the site homepage when they're expecting to land on content within the site.

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Page Hierarchy



The page hierarchy is often confusing – sections have landing pages (left) and child pages (right) with the same content but different URLs.

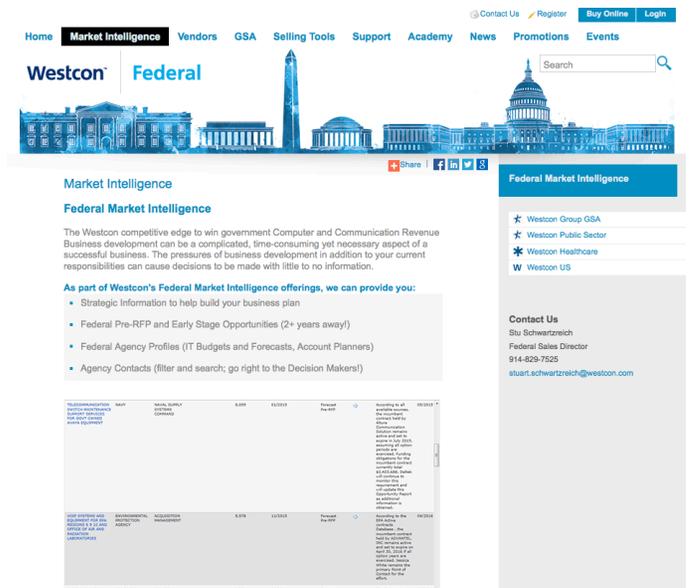
This is seen across the digital landscape.

This negatively impacts Search Engine Optimization (SEO).

<http://us.federal.westcon.com/content/market-intelligence>

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<http://us.federal.westcon.com/content/market-intelligence/market-intelligence>

Emphasis

The focus of these sites is all about the linecard, not about WCG's value added services. This is what differentiates WCG from their competitors.

The screenshot shows a website layout with several sections:

- Header:** Includes a "Contact Us" link and a note for Westcon Canada customers to visit ca.westcon.com.
- Important Customer Links:** A row of buttons for "Westcon Ecommerce", "Contact Us", "Financing Solutions", "Technical Support", and "Training".
- Quick Links to Key Vendors:** A section with logos for AVAYA, BLUE COAT, Check Point, Palo Alto Networks, and Polycom. Text below states: "Westcon offers deep expertise across a variety of technologies. Click one of the key vendor partner buttons here to learn more about the technologies we support."
- Become a Westcon Customer:** A banner with a puzzle piece icon and a "Learn more >" button.
- Latest News:** A section titled "Westcon | PublicSector" with a sub-heading "Important E-rate Update: FY2015 Filing Deadline Window Extended" and a snippet of text: "The USAC and FCC have announced".
- Right Sidebar:** Contains sections for "Westcon Group LEAP Center GoldSeal", "Promotions" (listing HP Logger 6.0, Avaya Aura, Avaya Upsell, and Avaya Fabric), "Events" (listing webinars from Apr 28 to May 20, 2015), and "Documentation Center".

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Outdated Content

Vendors

FUJITSU

Fujitsu

Fujitsu Dynamic Data Center Solutions

Why Fujitsu and Westcon

Westcon is excited about our partnership with Fujitsu who shares our commitment to data center transformation. With a focus on Westcon's extensive IT distribution experience and global footprint, both Fujitsu and Westcon meet the growing needs of resellers with industry leading servers and storage solutions.

To learn more, call us today at 1-800-545-4964!

The Fujitsu Opportunity

Today's data center refresh is one of the more complex projects attempted by enterprises. You can differentiate yourself by taking immediate advantage of this opportunity by providing your customers with choices on what, where and when to optimize with Fujitsu Dynamic Data Center solutions that directly address their business needs.

Fujitsu

Documentation

Fujitsu Distributor Reseller Application Form

Fujitsu Accelerator Channel Partner Program Request Form

Learn to Sell Server and Storage Virtualization

Learn How to Turn Your Own Data Center into a Private Cloud

Fujitsu's EASY Solution Bundles

Tell Me About the Data Center Market

Fujitsu PRIMERGY Servers

Fujitsu Storage Solutions

Integrated Solutions

Fujitsu Rewards Portal

Fujitsu Podcasts

Fujitsu Product Directories

Westcon US

- Westcon Federal
- Westcon Healthcare
- Westcon Group GSA
- WestconTube

Contact Us

Donny Lu
Sr. Product Sales Manager
716-447-3373
donny.lu@westcon.com

Donny Lu, the contact listed on this page hasn't been in the Federal Group for a while now. He is now on the Services team. However, he is listed as a vendor contact on this page and still receives calls requesting information.

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CCNA: Interconnecting Cisco Networking Devices: Accelerated



Interconnecting Cisco Networking Devices: Accelerated (CCNAX) v1.0 is a 60-hour instructor-led course that provides students with the knowledge and skills necessary to install, operate, and troubleshoot a small to medium-sized network, including connecting to a WAN and implementing network security.

Course Objectives

After completing this course, the student will be able to:

- Describe how networks function, identifying major components, function of network components, and the OSI reference model.
- Using the host-to-host packet delivery process, describe issues related to increasing traffic on an Ethernet LAN and expand the switched network from a small LAN to a medium-sized LAN with multiple switches, supporting VLANs, trunking, and spanning tree.
- Describe the reasons for extending the reach of a LAN and the methods that can be used, with a focus on RF wireless access.
- Configure and verify a Cisco router for WAN connections with HDLC and PPP encapsulation, NAT, and Static Routing.
- Use the command-line interface to discover neighbors on the network and manage the router startup and configuration.
- Describe routing concepts as they apply to a medium-sized network and discuss dynamic routing with distance vector and link-state routing protocols and configuring RIP.
- Determine how to apply ACLs based on network requirements, and to configure, verify, and troubleshoot ACLs.
- Describe when to use NAT / PAT on a medium-sized network, how to configure NAT / PAT, and explain IPv6 addressing and configuration on a Cisco router Configure, verify, and troubleshoot Frame Relay.

Locations and Dates: March 24, 2014 - March 28, 2014
Time: 8:00am - 8:00pm EST
Format: Virtual - Delivered via WebEx
Cost: \$1,700 or 17 Cisco Learning Credits



Welcome to Comstor Academy

- Cisco SMB Select Bootcamp Registration May 26-27
- Cisco SMB Select Bootcamp Registration August 18-19
- Step Up to Cisco Premier
- Capture the Data Center
- Express Security Specialization - Next-Generation Firewall
- Step Up to Cisco Select SMB Boot Camp
- Register for Comstor Executive Reference Selling (ERS)
- CCNA: Interconnecting Cisco Networking Devices: Accelerated
- CCDA: Designing for Cisco Internetwork Solutions
- CSE: Cisco Sales Essentials

Authorized Training Center for



Contact
Jessica Altman
Training Manager

This page in the Academy section of Comstor features information about an event that took place in March 2014. And it's not buried in the section, it is part of the secondary navigation

Design



Site is not context aware, content is hard to read on tablet and smartphone devices.

Designs are outdated and do not accurately represent the brands.

The current site templates are restrictive.



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Login

Access to some content requires a login.

There is no strategy behind what requires a login and what is public facing.

Login for the dot com sites is different than the login for e-commerce:

- Dot com uses an email address to identify the user
- E-commerce uses a username, not an email address, to identify the user

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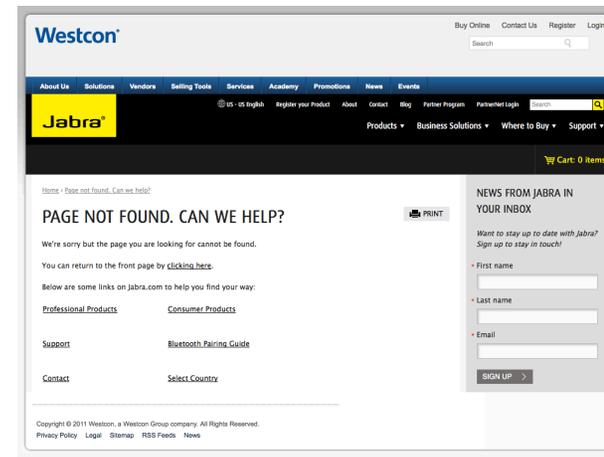
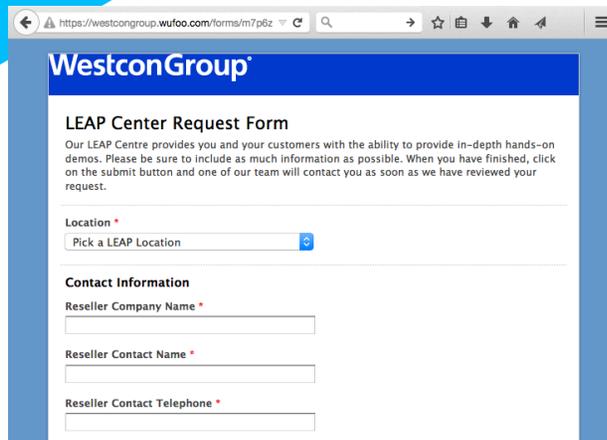
Login

You must have an existing account to view some areas of this site. Please log in first. If you do not have an account, please [register](#).
Please complete the username and password fields.

Business E-mail:	<input type="text"/>	
Password:	<input type="password"/>	Forgot Password?
Remember me	<input checked="" type="checkbox"/>	

LOGIN

Use of Third Party Services and iFrames



The use of third party services to build forms and microsites, as well as iFrame integrations (especially broken ones) reduces the level of professionalism and online reputation of a company. It reflects an apathy for a holistic user experience and a digital platform that can't support a company's needs. If your website is a patch work, what does

Comstor ERS | Why ERS | Selling With Relevance | ERS As Your Answer | Get Started

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FLASH!

In the current landscape of technology and accessing the Internet through devices such as picture frames, netbooks, cell phones and televisions, the benefits of Web standards outweigh those of Flash, especially when delivering content to a broad audience on various devices.

Since the introduction of smartphones 10 years ago, there has been a shift from Flash to HTML5. Enterprise sites across the board are slow to adopt this technology and apply it to their digital spaces.

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Westcon Services are uniquely positioned to offer pre- and post-sales support, as well as Westcon's top-quality maintenance programs that protect the investments your customers' have made in their networks. Our broad portfolio of services provides you with the competitive edge to win, install, and support multi-vendor, cross-technology projects for your customers – on time and within budget.

Westcon™ Services Solutions

Westcon™ Academy

Westcon's Professional Service offers are designed to complement your skills, your capabilities and your capacity. We provide you access to high level specialist skills, enabling you to extend your geographic reach and go to market with new products and solutions, while allowing you to maximize your services revenues.

Logistics Management

Channel Enablement Services

Read on to learn how Westcon Services can positively impact your bottom line!

Westcon Services Solutions Portfolio

Sales Enablement Services

Pre-Sales Support Services

- Knowledge Assistance
- Design and Custom Services

Westcon Academy
WestView Online Services Tool
GoldSeal Maintenance

Westcon Ecommerce
Comstor Canada for Cisco
Westcon US
Westcon Group
Westcon Services
WestView Technical Support
Westcon Group LEAP Center
GoldSeal

 Contact Us

Contact

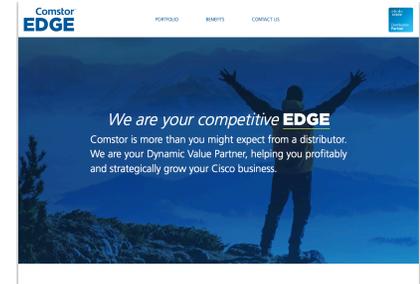
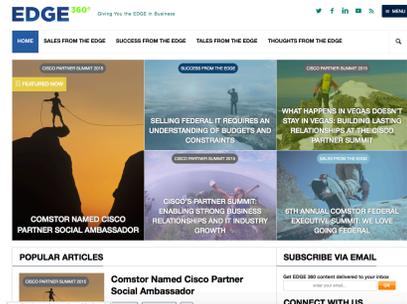
Jeffrey Kastroll
Director of Technical Services
412-209-1075
jeffrey.kastroll@westcon.com

Attractive Margins



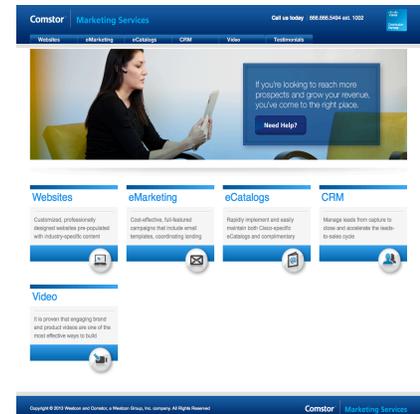
START SELLING

Mircosites



Multiple microsites confuse users, they don't know where they should be looking for the information they need.

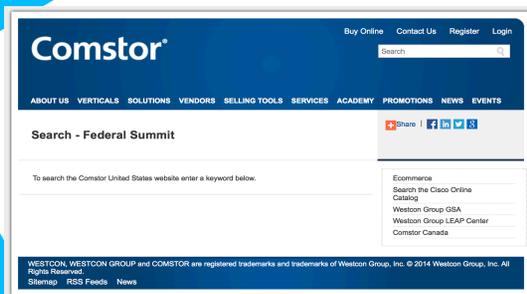
However, these microsites do a better job of highlighting GTM strategy and engaging users.



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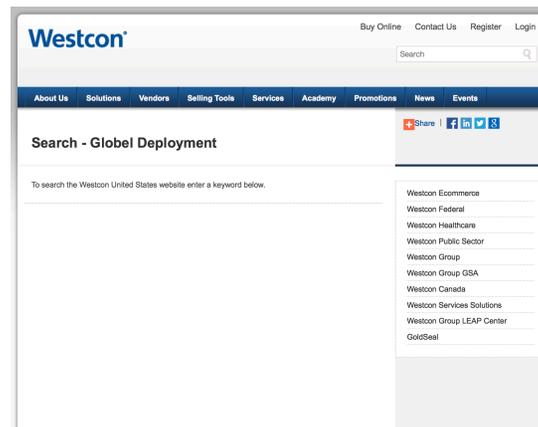
Search



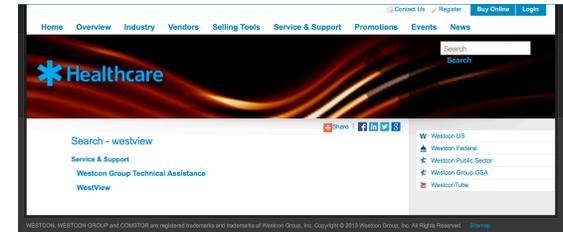
A search for “Federal Summit” returns no results. Yet there is an entire microsite dedicated to the event.

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When a keyword is misspelled, no alternate options are provided.



When search results are returned, they are not meaningful to the user.

Analytics

Analytics and interviews confirm and reinforce that resellers are not using the sites for vendor content beyond identifying which vendors are on the line card:

Avaya is one of WCG's largest vendor partners. This section is made up of 86 pages- one of the largest under the vendor header.

In 27 months, the entire section received 11,484 hits.

That's an average of 133 hits per month, or 5 page views in this section per day.

Half of the 11,484 hits sited above consisted of three pages:

- Avaya Landing page
- IP Office Support Services – IPOSS
- Avaya IP Office

Overall, the entire US Westcon vendor section averages 3 hits per month.

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Vendors Information



Avaya

Avaya and Westcon: A Formidable Team for More Than 25 Years

Westcon and Avaya have a long history of working closely and successfully together, always providing the very best solutions, services, and support to our reseller partners. As Avaya's largest global distributor, Westcon offers the dedicated tools, resources, services and support to help our partners respond with agility and speed to changing market conditions so they can achieve the fastest time to revenue.

Important Links

Price Change Notices

Configuration Tools

New Partners

Why Westcon for Avaya

We Deliver the Solutions and Services You and Your Customers Need in the SMB Sector
Avaya offers a complete collaboration solution based on the Avaya IP Office™ Platform. Westcon's tools for SMB make it simple to quote, demo, configure and order Avaya SME Solutions. We help our partners identify their customers' needs, assess how to approach the account, and provide reliable staging and professional support to close the sale.

+ Share |

RSS

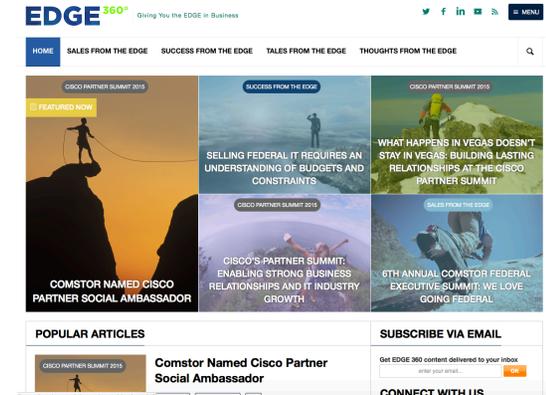
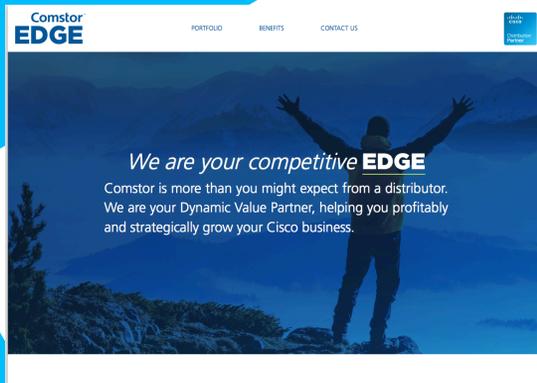
Avaya

- Events
- Promotions
- Documentation
- Avaya APM
- Avaya Pricing Change Notifications
- Become an Avaya Reseller
- Avaya Partner Enablement Sessions
- Finding Leads
- Qualifying Opportunities and Selling Avaya
- Configuring Solutions
- Purchasing and Fulfillment Options
- Special Bids
- Westcon Integrated Solutions for Avaya
- IP Office Support Services - IPOSS
- Professional Services and Technical Support

Westcon Ecommerce

Westcon Federal

Comstor Microsite Analytics



Some of the Comstor microsites get more traffic in a month than the Comstor site:

- Cash In with Comstor averaged 922 page views a month over an 18 month period
- EDGE 360 Blog averaged 953 page views a month over a 7 month period
- Comstor EDGE averaged 1,104 hits a month over an 11 month period
- Comstor Academy averaged 1,187,922 page views a month over a 25 month period
- Comstor US Engineering averaged 1,796,922 page views a month over a 9 month period

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E-Commerce Digital Landscape

Post-Login Line of Business Landing Page

Site pages and content are slow to load, this is time consuming

No real visual differentiator between countries (US/CA) and business lines (Westcon/Comstor)

Can see all available manufacturers regardless which line of business I am viewing or what I am eligible to purchase

Not easy to switch between different businesses

Home landing page could do a better job promoting vendors, products and services without being overly obtrusive

Positive feedback from users regarding lack of visual clutter (ads, promos, etc.) throughout the entire e-commerce experience

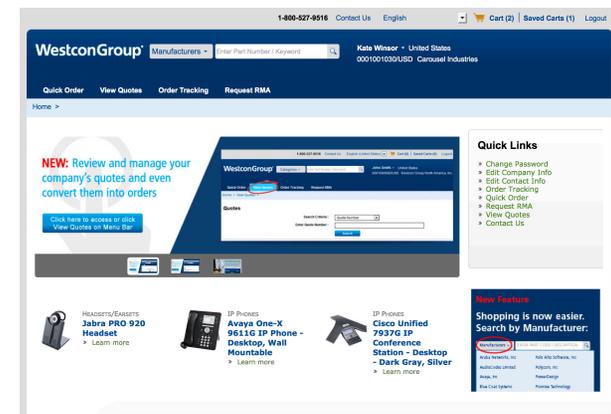
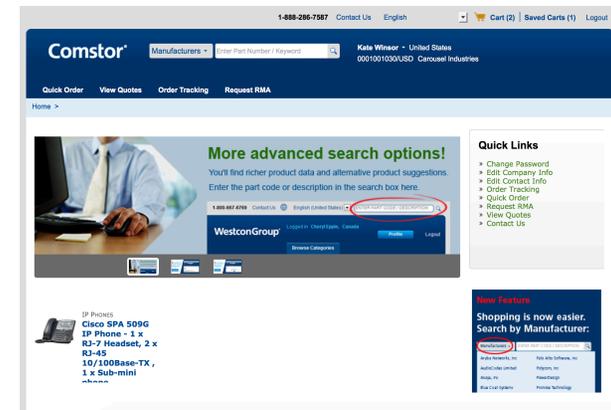
Breadcrumbs are present under main navigation but not properly populated as the user moves about the site

Account

- Standard account management functionality
- Opportunities for allowing user to customizing their portal experience

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Quick Order

Customers would like the ability to upload a spreadsheet and have their order populate based on data points

Quick Order

Instructions

1. In the left hand box "Paste" a list of product codes separated by a comma or a line break
2. Click "Add Products to List" button below the left hand box and items will be transferred to the "Product" column
3. Enter quantities for each item in the right hand column
4. Click "Add to Cart";
5. If needed, repeat Steps 1 to 4 for additional items
6. Click the "Cart" Icon on the top of the page to view items in the cart

You can add products directly to your list by entering them directly into the 'Products' column.

Separate multiple Part Numbers with a comma or a line break.

Add Products to List

Product	Quantity
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>
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<input type="checkbox"/> <input type="text"/>	<input type="text"/>

Product Listing

Ability to quickly get to a specific manufacturer

Limited sorting tools, but robust filtering capabilities

Product data powered by third-party (etelize)

Resellers do not trust accuracy of Availability/ETA information

Dates are listed in European order (DD/MM/YY) – this could be confusing

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Search Filters

Search Trail
 Polycom, Inc
 IP Conference Station

Choose a filter below, or enter a keyword below :

Categories
 IP Phones(16)

Features

Connectivity Technology

PoE (RJ-45) Port

Speakerphone

Total Number of Phone Lines

Product Details

Viewing 1 to 16 of 16 Results per page 50 1

Product Details	List Price (USD)	Availability
 Polycom SoundStation Duo 2200-19000-001 IP Conference Station - Cable 1 x Total Line - VoIP - Caller ID - 1 x Network (RJ-45) - PoE Ports 2200-19000-001	849.00	Local Availability 27
 Polycom SoundStation2 2200-16200-122 IP Conference Station VoIP - Caller ID - 1 x Network (RJ-45) 2200-16200-122	811.00	28/04/2015
 Polycom SoundStation IP 7000 Conference Station 1 x RJ-45 10/100Base-TX 2200-40000-001	1339.00	Local Availability 161
 Polycom SoundStation IP 7000 IP Conference Station VoIP - Caller ID - 1 x Network (RJ-45) - USB - Monochrome 2230-40300-015	1449.00	21/04/2015
 Polycom CX5100 IP Conference Station - Cable VoIP - SpeakerphoneNetwork (RJ-45) - USB 2200-63990-001	5999.00	Local Availability 14
 Polycom SoundStation2 2200-16200-120 IP Conference Station VoIP - Caller ID - Monochrome 2200-16200-120	811.00	21/04/2015
 Polycom SoundStation IP 6000 IP Conference Station - Cable 1 x Total Line - VoIP - SpeakerphoneNetwork (RJ-45) - PoE Ports 2200-15660-002	1029.00	28/04/2015

Product Detail

Telecommunication / Phones / IP Phones

Nortel 1140E IP Phone - Cable - Bluetooth - Desktop, Wall Mountable

12 x Total Line - VoIP - USB - PoE Ports - Monochrome

WestconGroup

Manufacturer Part: N7YS05AFER
 Alternate Part: 43191511
 UNSPSC: EAN

Availability
 In Stock: 0
 On Order Qty: 0
 Next ETA: 24/04/2015

Pricing
 List Price: 885.15 USD

Customer Price: 427.09 USD
 Customer Discount %: 51.75%

Quantity

Suggested Products

AVAYA

Avaya ID Label - 50 - Rectangle
 50 - Rectangle
 700415656

Cisco 7861 IP Phone - Cable - Wall Mountable - 18 x Total Line - VoIP - Caller ID - Speakerphone/Enhanced User Connect License - 2 x Network (RJ-45) - PoE Ports - Monochrome

18 x Total Line - VoIP - Caller ID - Speakerphone/Enhanced User Connect License - 2 x Network (RJ-45) - PoE Ports - Monochrome CP-7861-K9P

Polycom VVX 600 IP Phone - Cable - Desktop - 18 x Total Line - VoIP - Caller ID - Speakerphone - 2 x Network (RJ-45) - USB - PoE Ports - Color

18 x Total Line - VoIP - Caller ID - Speakerphone - 2 x Network (RJ-45) - USB - PoE Ports - Color
 2200-44600-018

Product Data Powered by iThrive

Telecommunication / Phones / IP Phones

This part is obsolete. Please call for replacement alternatives.

Avaya One-X 9611G IP Phone - Desktop, Wall Mountable

8 x Total Line - VoIP - Speakerphone - USB - PoE Ports

WestconGroup

Manufacturer Part: 700482993
 Alternate Part: 43191511
 UNSPSC: EAN

Availability
 In Stock: 0
 On Order Qty: 0
 Next ETA: None

Pricing
 List Price: 461.00 USD

Customer Price: Call
 Customer Discount %: Call

Suggested Products

AVAYA

Avaya ID Label - 50 - Rectangle
 50 - Rectangle
 700415656

Cisco 6961 Unified IP Phone - 1 x RJ-9 Headset, 1 x RJ-45 10/100Base-TX PoE - 12PhoneLine(s) - Desktop

1 x RJ-9 Headset, 1 x RJ-45 10/100Base-TX PoE, 12PhoneLine(s) - Desktop
 CP-6961-C-K9P

Cisco 6961 Unified IP Phone - 2 x RJ-45 10/100Base-TX, 1 x RJ-9 Headset, 1 x RJ-45 10/100Base-TX PoE - 12PhoneLine(s) - Desktop, Wall mountable

2 x RJ-45 10/100Base-TX, 1 x RJ-9 Headset, 1 x RJ-45 10/100Base-TX PoE, 12PhoneLine(s) - Desktop, Wall mountable
 CP-6961-C1-K9P

Main Features

Manufacturer: Avaya, Inc.
 Manufacturer Part Number: 700482993
 Manufacturer Website Address: http://www.avaya.com
 Brand Name: Avaya
 Product Line: One-X
 Product Series: 9600
 Product Model: 9611G
 Product Name: One-X 9611G IP Phone
 Marketing Information: The 9611G IP desk phone is an 8-line intermediate telephone ideally suited for everyday users who consider their phone to be one of many useful communication tools and who rely on common functions like directory and speed dial to enhance productivity and communications. Enabling digital customers to transition easily to the best of IP phone technology, the 9611G delivers intelligent communications with a traditional look and feel, graphical color

Overview | Technical Specifications | Similar Products

Amount of content varies greatly from product to product, even in the same categories

Overview and Technical Specifications usually contain the same information, third tab “Similar Products” provides almost identical information as the column on the right

Opportunity to enhance product details with (where applicable) diagrams, development kits, reference designs, complementary products, training and events related to the product or vendor, technical papers, application notes, products other users have viewed similar/related to this, etc.

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Shopping Cart

Multiple CTAs at the bottom overwhelm the user – primary and secondary actions not clear

User can easily update quantity and remove items from cart

3 steps of end-user details is seen as overwhelming

Recommended products section at bottom is not always populated

1-800-527-9516 Contact Us English Cart (2) | Saved Carts (0) Logout

WestconGroup Manufacturers Kate Winsor - United States
0001001030/USD Carousel Industries

[Quick Order](#) [View Quotes](#) [Order Tracking](#) [Request RMA](#)

Home >

Shopping Cart

Shopping Cart Shipping Billing User Details Summary Confirmation

Shopping Cart : Unsaved Cart
Created By : Kate Winsor, Carousel Industries
Currency : USD
Vertical Market :

Part No.	Part Description	Price (USD)	Quantity	Local Availability	Global Availability	Backorder Qty	ETA	Extended Price (USD)
<input checked="" type="checkbox"/> 2457-30821-002	Polycm Eagle Eye QDX Cable	70.07	<input type="text" value="6"/>	0	0	6	28/04/2015	420.42
<input checked="" type="checkbox"/> M2K-D6	AudioCodes Mediant 2000 VoIP Gateway	3,654.00	<input type="text" value="2"/>	0	0	2	5/05/2015	7,308.00

Sub-Total : USD 7,728.42

[Empty Cart](#) [Update Cart](#)
[Save Cart](#) [Continue Checkout](#)

May we also suggest

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Order Tracking

Sorting and date range selection features add value

Column labels are useful – can click to sort chronologically

Order details provide high-level information with optional detail views – proper visual affordance is not used here to indicate when details are showing

Easy access to invoices

Products in order can be on multiple invoices – all appropriate invoices are accessible from within the order detail

Tracking information is provided but isn't always timely or trusted

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Order Tracking

Search Criteria : All Orders by Date Range

Choose a date range to search : 28/10/2014 To 26/04/2015

Search

Current Account Carousel Industries

Viewing Results 1-10 of 5200

Results Per Page 10

<< Previous 1 2 3 4 5 6 7 8 9 10 Next >>

Order No.	Purchase Order No.	Authorisation No.	Ship Complete Requested	Order Date	Requested Date	Order Status
454721	339450		No	24/04/2015	24/04/2015	In Process
454807	339446		No	24/04/2015	24/04/2015	In Process
454219	339470		No	24/04/2015	24/04/2015	In Process
454498	339392		No	24/04/2015	24/04/2015	In Process
454518	339447		No	24/04/2015	24/04/2015	In Process
454528	339509		No	24/04/2015	24/04/2015	In Process
454494	339488		Yes	24/04/2015	24/04/2015	Invoiced
454450	339487		Yes	24/04/2015	24/04/2015	Invoiced
454220	339470		No	24/04/2015	24/04/2015	In Process
454485	339485		Yes	24/04/2015	24/04/2015	Invoiced

Viewing Results 1-10 of 5200

Results Per Page 10

<< Previous 1 2 3 4 5 6 7 8 9 10 Next >>

Display Item Additional Information Hide Item Additional Information

Manufacturer Part Number	Invoice No.	Order Line Status	Est./Actual Ship Date	Quantity Ordered	Quantity Shipped	Quantity Pending	Carrier	Method	Tracking No.
PAN-PA-3020 Palo Alto Networks PA-3020				1		1			
		Backordered	8/05/2015			1			
Item Additional Information Manufacturer Quote Number : 12270082									
PAN-PA-3020-GP GlobalProtect Gateway subscription year				1		1			
		Backordered	8/05/2015			1			
PAN-PA-3020-TP Threat prevention subscription year 1, P				1		1			
		Backordered	8/05/2015			1			

Request RMAs

Process seems intuitive and straight forward

Noted as “best in class”

6 step wizard to complete process

Link to “Order Tracking” took me back to e-com landing page

Part Details



[Order Tracking](#)

Order No. : 397842
Purchase Order No. : 328904
Date : 28/01/2015

Part Details

Part No.	Quantity	Quantity / Serial Number for Return
268687	25	<input type="text" value="0"/> Valid quantity range 0 to 25
269363	25	<input type="text" value="0"/> Valid quantity range 0 to 25
269390	25	<input type="text" value="0"/> Valid quantity range 0 to 25
269405	25	<input type="text" value="0"/> Valid quantity range 0 to 25
269422	25	<input type="text" value="0"/> Valid quantity range 0 to 25

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Competitive Analysis

TechData

No real “Dot Com”

Ecommerce landing page focuses more on products and less on vendor content – login required to view e-commerce

Outdated look and feel

Promotional content is a bit overwhelming, feels cluttered

Primary navigation leads with selling, company marketing pages are farther to the right

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The screenshot displays the TechData website interface. At the top, the TechData logo is accompanied by the tagline "The Difference in Distribution". A search bar is positioned below the logo, with a "SEARCH" button and an "ADVANCED" link. The main navigation menu includes links for Home, Products, Solutions, Markets, Tools, Services, Manufacturer Stores, TechSelect, Support, Account, About Us, Investors, and Careers. On the left side, there are two vertical menus: "Quick Links" and "Our Products". The "Quick Links" menu includes items such as "Saved Shopping Carts", "Software License Selector", "Open Line Report", "Order/Invoice Status", "End User S.P.A. Search", "Password Maintenance", "Site Options", "MyOrderTracker", "Become a Tech Data Reseller", "Cloud Solutions Store", and "Renew Your Account". The "Our Products" menu lists categories like "Accessories", "Cameras", "Components & Accessories", "Consumer Electronics", "Mobility", "Networking", "Office Products", "Peripherals", "Power Devices", "Service / Support", "Software", "Storage", "Systems", "Tablets", and "TVs". The central area features a large promotional banner for "td engage" with the text "FREE Content. Automatic Demand. Bring more to your website with FREE content! Sign up now". Below this banner, there are several smaller promotional tiles, including one for "springpath" and another for "eBusiness Message Center" which includes a video player titled "Take a tour of your new Product Filtering experience". On the right side, there are two vertical sections: "What's New" and "Featured". The "What's New" section contains news items about "Tech Data Offers Customized Enterprise Mobile Apps Through Agreement With InnovatiMobile" and "Tech Data Corporation Announces Retirement of Jeffery P. Howells, Chief Financial Officer". The "Featured" section highlights "Authority" magazine with the headline "A Better Data Center for the New Year" and a sub-headline "INCREASE EFFICIENCY IN 4 EASY STEPS".

IngramMicro

Corporate site explains different business lines and regions, no real equivalent

All content about the different business lines is awkwardly arranged in tertiary and quaternary navigation

Site does have some engaging content info graphics, but very little

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The screenshot displays the Ingram Micro corporate website. At the top left is the Ingram Micro logo. The top right navigation bar includes links for "Solutions", "About Us", "Investor Relations", "Newsroom", and "Contact Us", along with a search bar and a "Global" selector. Below the navigation is a large banner image of a city at night. The main content area is divided into two columns. The left column contains a "Partnerships We Value" section with sub-sections: "Become a Reseller", "Global Training", "Cloud", "Mobility", "Supply Chain", and "Technology Solutions". The "Technology Solutions" section lists: "Asia Pacific", "Europe", "Latin America", "Middle East, Turkey & Africa", "North America", "Management Team", "Services", and "Solutions". The "Solutions" sub-section lists: "Advanced Computing", "Advanced Technology", "Data Capture/Point-of-Sale (POS)", "Ingram Micro Consumer Electronics (IMCE)", "Physical Security", "ProAV/Digital Signage", "Public Sector (Healthcare, Government, Education)", and "Services/Cloud". The right column features a "Solutions" section with a dropdown menu listing: "Services/Cloud", "Data Capture/POS", "Physical Security", "Ingram Micro Consumer Electronics (IMCE)", and "Public Sector (Healthcare, Government, Education)". Below this is an "Advanced Computing" section with a paragraph of text and a "Read More »" link. At the bottom of the right column is an "Advanced Technology" section with a paragraph of text and a "Read More »" link.

IngramMicro E-Commerce

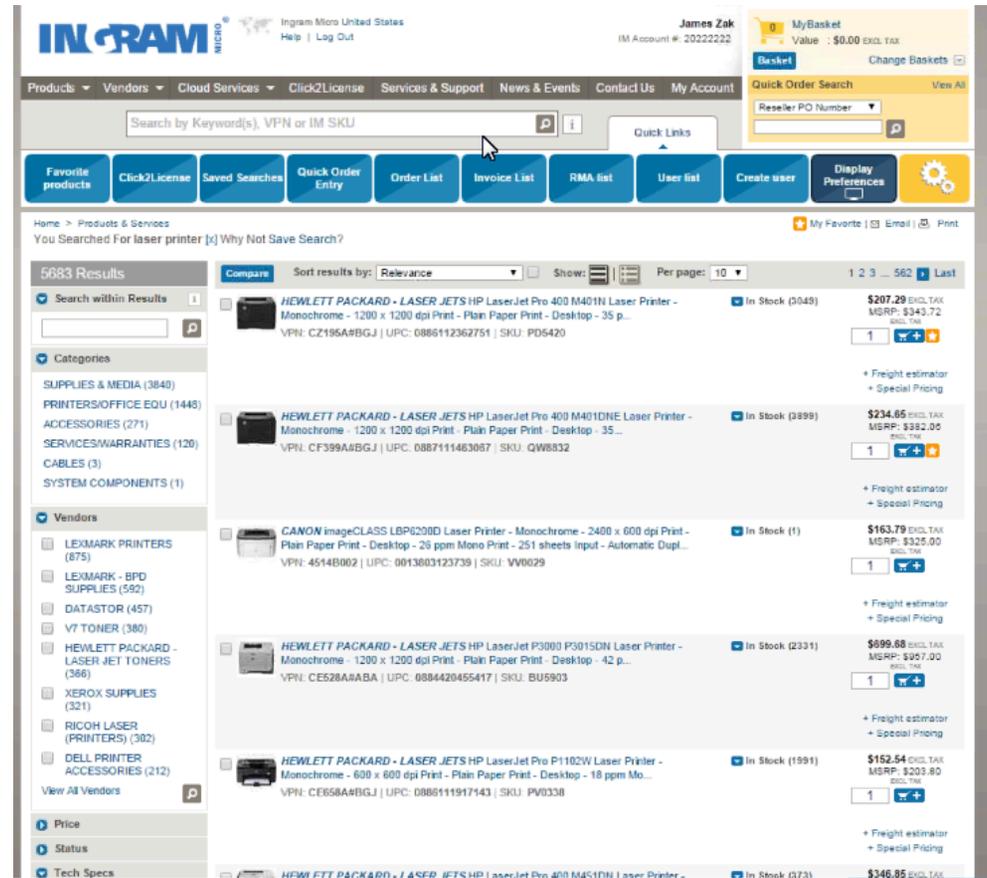
E-commerce experience is rich with features including:

- “Quick Links” at the top of the screen – are customizable in the “My Account” section
- Ability to search by Categories and Vendors
- Suggestive/predictive search returns relevant results as you type
- Ability to tag items as favorites
- Ability to quickly add products to the cart from the products search results page
- Sort results
- Grid view or list view
- Compare functionality – can highlight differences and similarities between products
- Ability to view stock in different locations and ETAs from the product search results page

Users feel the site is cluttered with promotions and other distracting content

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Avnet

Site identifies user by IP address and directs them to the correct URL

- the user can not easily identify that this has happened other than reading the URL
- user cannot easily change regions

Not easy to get from the corporate site to the E-commerce portal or Technology Solutions site

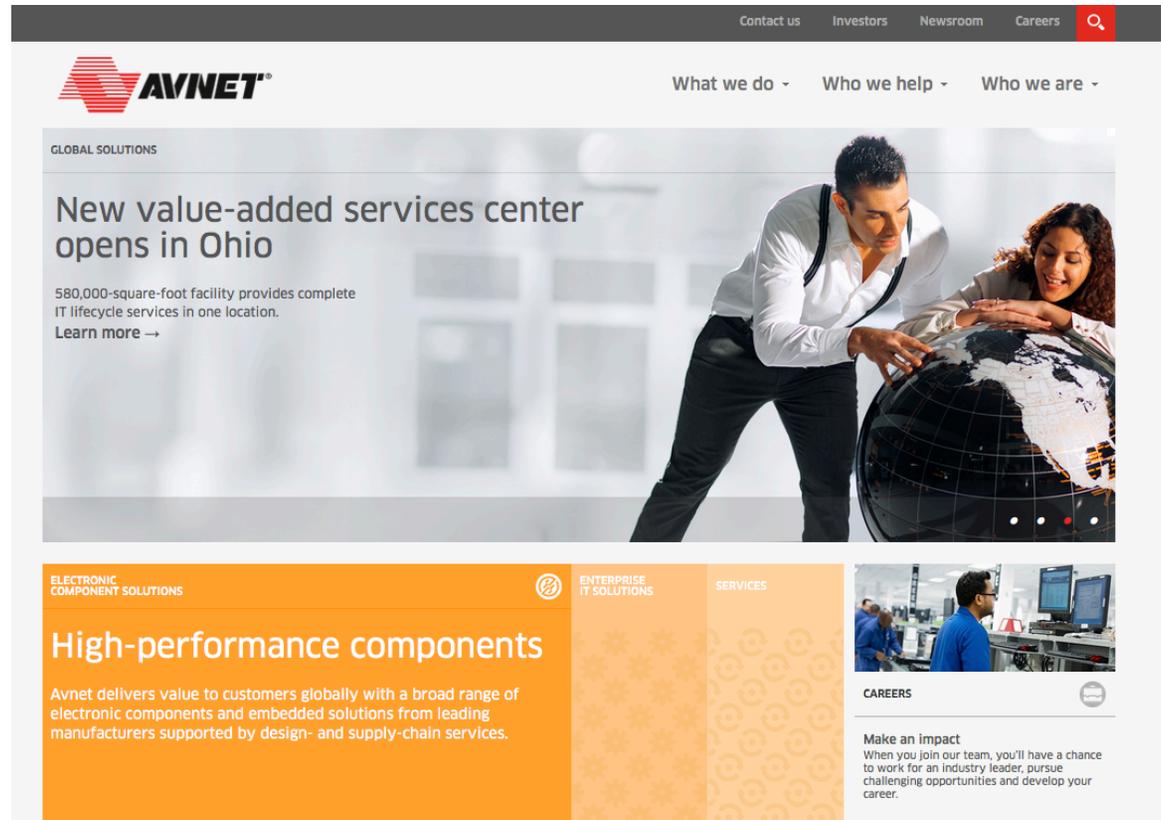
Site is clean and simple

Updated, responsive design

Use of colors, images, interactions and visuals tell a compelling story

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Avnet Express

Site attempts to be responsive, but not executed well

Can access parts of the e-commerce portal without logging in, this includes availability information

Faceted search across the top of the page is confusing and overwhelming

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The screenshot shows the Avnet Express website interface. At the top, there is a navigation bar with links for Home, Products, Design, Services, and BOM Upload. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a sidebar on the left with a 'Filter Your Search' section. This section includes a search type dropdown, checkboxes for 'In-stock', 'RoHS Compliant', 'Prototype quantities', 'Top sellers', 'Americas Warehouse Only', and 'New Product'. There is also a 'Browse' section with expandable categories for Applications, Manufacturers, Products, and Displays. A 'LIVE HELP' button is visible at the bottom of the sidebar. The main content area is titled 'CCFL Inverters' and shows 'Part Data (342)'. Below this, there is a table of search results. The table has columns for Manufacturer, Number of Lamps, Typical Input Voltage, Typical Lamp Start Voltage, Typical Lamp Operating Voltage, Typical Lamp Current, and Typical Operating Frequency. The first row of data shows Endicott Research Group with 1 lamp, 3.3 V input voltage, 1200 Vrms start voltage, 370 Vrms operating voltage, 4.5 mArms current, and 27 kHz frequency. Other manufacturers listed include EPCOS (TDK), Microsemi, Renesas Electronics, Spectrah Dynamics, and TDK. At the bottom of the page, there is a 'Buy Now' button and a 'Submit Feedback' link.

Arrow Electronics

Search on the homepage takes user directly to the E-commerce portal

Arrow has a suite of tools for design exploration and collaboration – login required to see additional details

ARROW [RSS](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Google+](#) [Facebook](#) [Login to MyArrow](#)

[Our Company](#) [Electronic Components](#) [Computing Solutions](#)

Search by Part #, Manufacturer, or Keyword **SEARCH**

LINEAR TECHNOLOGY
WIRELESS MESH NETWORK.
WIRED RELIABILITY.
DC9000 SmartMesh IP Starter Kit

har-flexicon Pushing Performance
PCB terminal blocks and connectors for SMC/SMT reflow s...

ANALOG DEVICES
ADA4610-2ARZ-R7
OP Amp Dual GP R-R
O/P ±15V 8-Pin SOIC N
T/R
as low as **\$2.8467**

longsys
GT202 KITS
Low Cost, Low Power,
Wifi Module, base on
Qualcomm's QC...
as low as **\$ 17.79**

molex
SlimStack™ Connectors
Ideal for tight-packaging
applications such as
mobile p...

[Datasheet](#) [Learn More](#) Qty: 315 [Buy](#) Qty: 336 [Buy](#) [Learn More](#) [Buy](#)

Arrow Electronics Completes Acquisition of immixGroup, Inc.
March 31, 2015

Arrow's Gretchen Zech named one of The Most Powerful Women in HR by Human Resource Executive Magazine
March 19, 2015

Arrow and Splunk Announce Distribution Agreement
March 16, 2015

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Arrow ECS

Business lines are color coded

Site has an updated look and feel and is responsive

Engaging content, use of info graphics and not overly wordy

Clear CTAs under each of the practice areas to drive users to “get started”

High level vendor content with “complementary suppliers” section

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Regions

Business Intelligence | Data Center | Cloud | Mobility | Security

Enterprise Computing Solutions - North America

Services | Technologies | Line Card | Connect | About Us | MyArrow

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violin
MEMORY

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and see the true value of
Arrow Support and Services

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News

- [ECS - Magazine](#)
- [Arrow Solutions Practice Portal is open for business](#)
4/24/2015
- [Webinar: "IBM Guardium Technical Test Overview"](#)
4/24/2015
- [Earn \\$\\$ with IBM Software Incentive](#)
4/24/2015

HEADLINES BY

Events

- APR 28 TUE** CommVault A600 Appliance
Tue., Apr. 28, 9a.m. MDT
Online
- APR 28 TUE** Nutanix 101
Tue., Apr. 28, 10a.m. MDT
Online
- APR 29 WED** Clustered ONTAP Overview
Demo
Wed., Apr. 29, 11a.m. MDT
Online

[See all >](#)

Leverage the powerful capabilities of Veeam and HP integration

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Parts.Arrow.Com

Site has an updated look and feel sets high expectations

Getting to a specific product can be a challenge

Search results page can be just as overwhelming as Avnet but also provides sorting/filtering tools

Product detail page allows for multiple ways to order and displays relevant information and tools

Vendor pages within the portal with appropriate information: product categories, development kits, design diagrams, contact information

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The screenshot shows the Arrow.com website interface. At the top right, it says 'Welcome, Guest | Login or Register | 1-855-326-4757 | Customer Support'. Below this is a search bar with the text 'Enter a part number or keyword' and a 'Search' button. To the right of the search bar are 'Alerts 1 Item' and 'Cart 0 Item' icons. Below the search bar, there's a section for 'Amplifiers' with '28983 Parts' and a 'Set an Alert' button. Below this is a 'Compare' button and 'Save Search', 'Add & Remove Columns', and 'Reset Filters' options. The main content is a table with columns: 'Manufacturer Part Number', 'Product Type', 'Manufacturer', 'Type', 'Supported Device', 'Manufacturer Type', 'Number of Circuits', and 'Minimum Op...'. The table lists two parts: 'DATA5952-9063301MCA' and 'DATA5952-9151901MPA', both 'OP Amp' products from 'Analog Devices'.

Manufacturer Part Number	Product Type	Manufacturer	Type	Supported Device	Manufacturer Type	Number of Circuits	Minimum Op...
	<input type="checkbox"/> Active Filter <input type="checkbox"/> Amplifier IC Development Board... <input type="checkbox"/> Amplifiers Misc <input type="checkbox"/> Analog Divider and Multiplier <input type="checkbox"/> Audio Amplifier <input type="checkbox"/> CATV Amplifier <input type="checkbox"/> Comparator <input type="checkbox"/> GPS Amplifier <input type="checkbox"/> OP Amp <input type="checkbox"/> RF Amplifier Chip <input type="checkbox"/> RF Amplifier Module	<input type="checkbox"/> Analog Devices <input type="checkbox"/> Atmel <input type="checkbox"/> Avago Technologies <input type="checkbox"/> California Eastern Laboratory... <input type="checkbox"/> Diodes Incorporated <input type="checkbox"/> e2v <input type="checkbox"/> Esau <input type="checkbox"/> Fairchild Semiconductor <input type="checkbox"/> Freescale Semiconductor <input type="checkbox"/> Hitt Integrated Circuits <input type="checkbox"/> Honeywell Microelectronics & P...	<input type="checkbox"/> Auto Zero Sensor Amplifier <input type="checkbox"/> Automatic Gain Control <input type="checkbox"/> Band Pass Filter <input type="checkbox"/> Buffer Amplifier <input type="checkbox"/> Cascadable Amplifier <input type="checkbox"/> Chopper Stabilization <input type="checkbox"/> Current Feedback Amplifier <input type="checkbox"/> Current Sense Amplifier <input type="checkbox"/> Current Shunt Monitor <input type="checkbox"/> Demonstration Board <input type="checkbox"/> Demonstration Kit	<input type="checkbox"/> AD8222 <input type="checkbox"/> AD8224 <input type="checkbox"/> AD9231 <input type="checkbox"/> AD9231ARM <input type="checkbox"/> AD9313ARM-REEL <input type="checkbox"/> AD9313ARM-REEL17AD9313ARMZ <input type="checkbox"/> AD9313ARMZ-REEL1 <input type="checkbox"/> AD9313ARMZ-REEL7 <input type="checkbox"/> AD9318ACF2-WP <input type="checkbox"/> AD9318ACF2-R2 <input type="checkbox"/> AD9318ACF2-W7	<input type="checkbox"/> AGC Amplifier <input type="checkbox"/> Audio Amplifier <input type="checkbox"/> Auto-Zero Amplifier <input type="checkbox"/> Broadband Amplifier <input type="checkbox"/> Buffer Amplifier <input type="checkbox"/> Cascadable Amplifier <input type="checkbox"/> CATV Amplifier <input type="checkbox"/> Clamping Amplifier <input type="checkbox"/> Current Sense Comparator <input type="checkbox"/> Current Shunt Comparator <input type="checkbox"/> Differential Amplifier	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 80 <input type="checkbox"/> 200 <input type="checkbox"/> 400 <input type="checkbox"/> 400	<input type="checkbox"/> 0 <input type="checkbox"/> 5 <input type="checkbox"/> 10 <input type="checkbox"/> 50 <input type="checkbox"/> 40 <input type="checkbox"/> 80 <input type="checkbox"/> 200 <input type="checkbox"/> 400 <input type="checkbox"/> 400
<input type="checkbox"/> DATA5952-9063301MCA	OP Amp	Analog Devices	General Purpose Amplifier		High Speed Amplifier		
<input type="checkbox"/> DATA5952-9151901MPA	OP Amp	Analog Devices	General Purpose Amplifier		High Speed Amplifier		

User segment profiles &
customer journey map

Personas



A Persona Defined

1.
Personas
bring focus

More often than not, serving a specific audience extremely well is smarter than partially servicing a larger audience

2.
Personas build
empathy

You are not your users – personas help you live in your users' shoes

3.
Personas encourage
consensus

A shared understanding within the project team helps establish appropriate expectations and goal setting

4.
Personas create
efficiency

Personas serve as a tool for facilitating decision making when creating or enhancing a website

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The User Journey Defined

A user journey map is a framework that enables you to improve the experience of your site's users.

By documenting each persona's site experience through the overall journey, the journey map helps you to best understand how customers and internal users are interacting with the site now and helps to identify areas for improvement moving forward.

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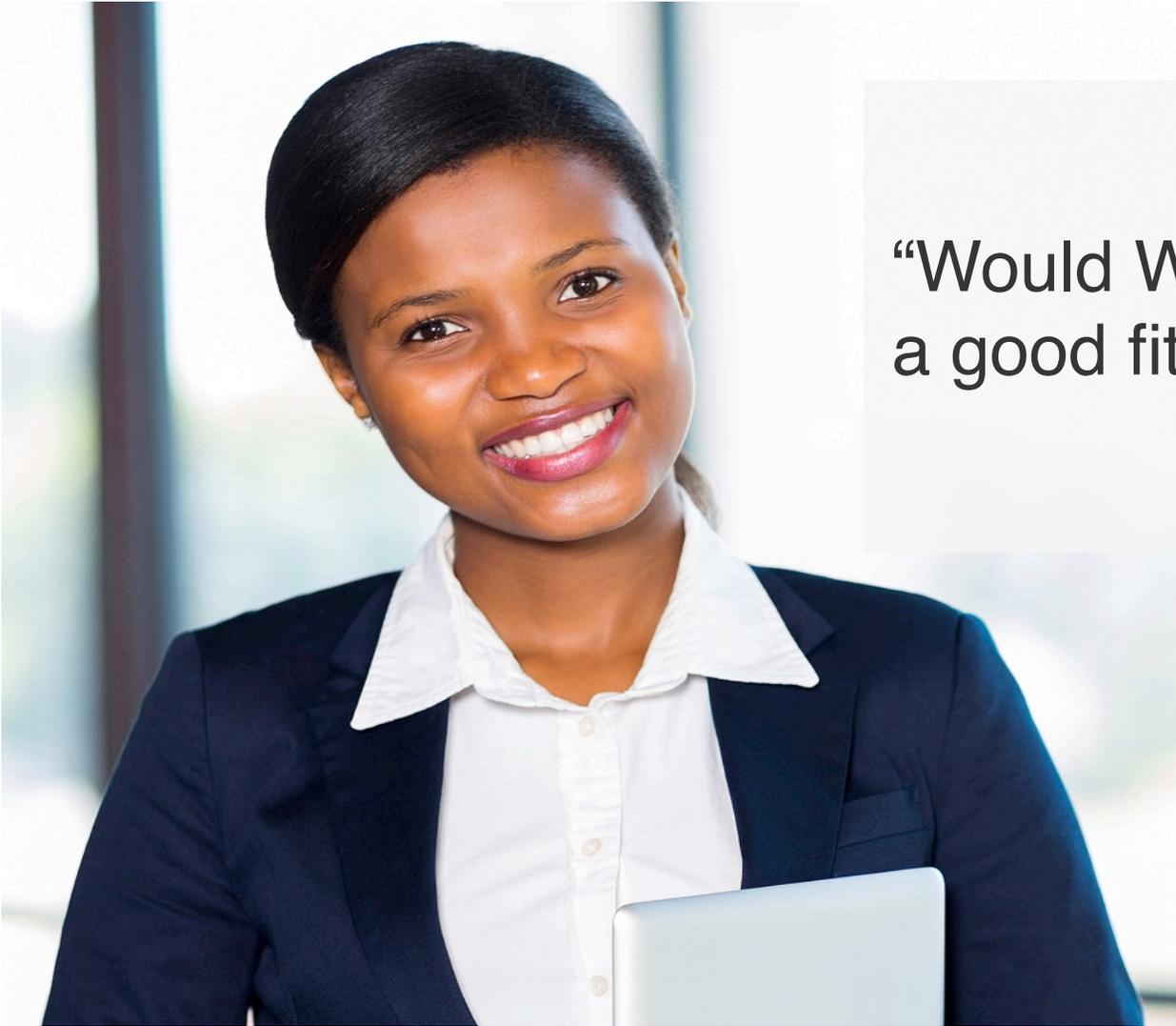
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To better understand the user, their objectives, & digital needs, we've identified **8 different types of users** that will each have specific needs throughout the customer journey.

Identified Customer Segments

Each of these segments needs to tell a specific story, which will correspond to specific journeys to information:

- Visitor - purpose is to seek information, could be a job seeker or candidate wishing to learn more about the company
- New Reseller - purpose is to begin new reseller process
- Existing Reseller Shopper/Decision maker - seeking to add vendors
- Reseller Sales Engineer - using e-commerce portal to create quote, check availability, etc.
- Reseller Purchaser - using e-commerce completing a buy on behalf of their customer, post-sales activities including shipment tracking
- Reseller Post-Sales Specialist - using the e-commerce portal to track packages, initiate/manage/track returns, manage contracts and renewals and audit invoicing
- WCG Account Manager – using the digital landscape as a resource to enrich their customer relationship
- Vendor – purpose is to seek information to consider partnering with Westcon for distribution



“Would Westcon Comstor be
a good fit for me?”

Vicky

Site Visitor

College Student



Vicky

Site Visitor / College Student

“Would Westcon Comstor be a good fit for me?”

Summary

Vicky will be graduating from college this Spring with a degree in business. She attended a job fair on campus and met with a representative from Westcon Comstor looking for entry-level candidates. Her curiosity was roused, now she is seeking more information about the company, culture and benefits.

Site Based Goals

I want to learn more about Westcon Comstor.

I want to view job openings.

User Information Needs

- Company information/History
- Careers/benefits
- News
- Branding/Positioning
- Competitive differentiators
- Value added services

Pain Points

- Google search for Westcon Comstor, returned a dozen different results that all look legitimate- doesn't know where to look
- Social media isn't strongly represented

Devices





“I know who Westcon Comstor is from experience in the industry, but I’ve never initiated the new reseller process before. How do I get started?”

Neal

New Reseller

CTO Sunrise Securities



Neal

New Reseller / CTO, Sunrise Securities

“I know who Westcon Comstor is from experience in the industry, but I’ve never initiated the new reseller process before. How do I get started?”

Summary

Neal and his business partner have recently branched out on their own to start a network security firm. Both of them have been in the reseller business for many years, working for a couple of different companies, but they see an opportunity for market disruption and are looking for a distributor to partner with to sell security products in a new and innovative way.

Site Based Goals

I want to find a distributor who understands my business.

I want to use the website to learn how to become a Westcon Comstor reseller.

User Information Needs

- How to do business with Westcon Comstor
- How to become a reseller
- Financing information
- Vendor linecard
- Value Added Services
- Thought leadership

Pain Points

- Offline application process seems archaic
- The contact listed on the website isn’t responding/doesn’t work in that position any longer

Devices



A portrait of a man with short, light brown hair, smiling. He is wearing a dark suit jacket, a light-colored striped shirt, and a dark tie. The background is blurred, showing what appears to be an office setting with windows and shelves.

“When looking for a new cloud services distribution partner, I want to know about long-term viability, how the company is funded, their performance, and understanding how outages are handled.”

Edward

Existing Reseller

VP Cloud Solutions, ACME Reseller



Edward

Existing Reseller / VP Cloud Solutions, ACME Reseller

“When looking for a new cloud services distribution partner, I want to know about long-term viability, how the company is funded, their performance, and understanding how outages are handled.”

Summary

Edward is responsible for deciding what cloud services ACME will take to market. Once a partnership is established, the marketing, selling, delivery and analysis of those services are all part of his domain. His counterpart in the Security practice of ACME does a lot of business with Westcon and has nothing but good things to say about his experiences. Based on that existing relationship, Edward has begun investigating Westcon Comstor’s cloud offerings with an eye toward potentially becoming a cloud partner.

Site Based Goals

I want to learn more about Westcon Comstor’s Cloud practice.

I want to know how it can help grow my business.

I want help educating my sales team on how to sell cloud to our customers.

User Information Needs

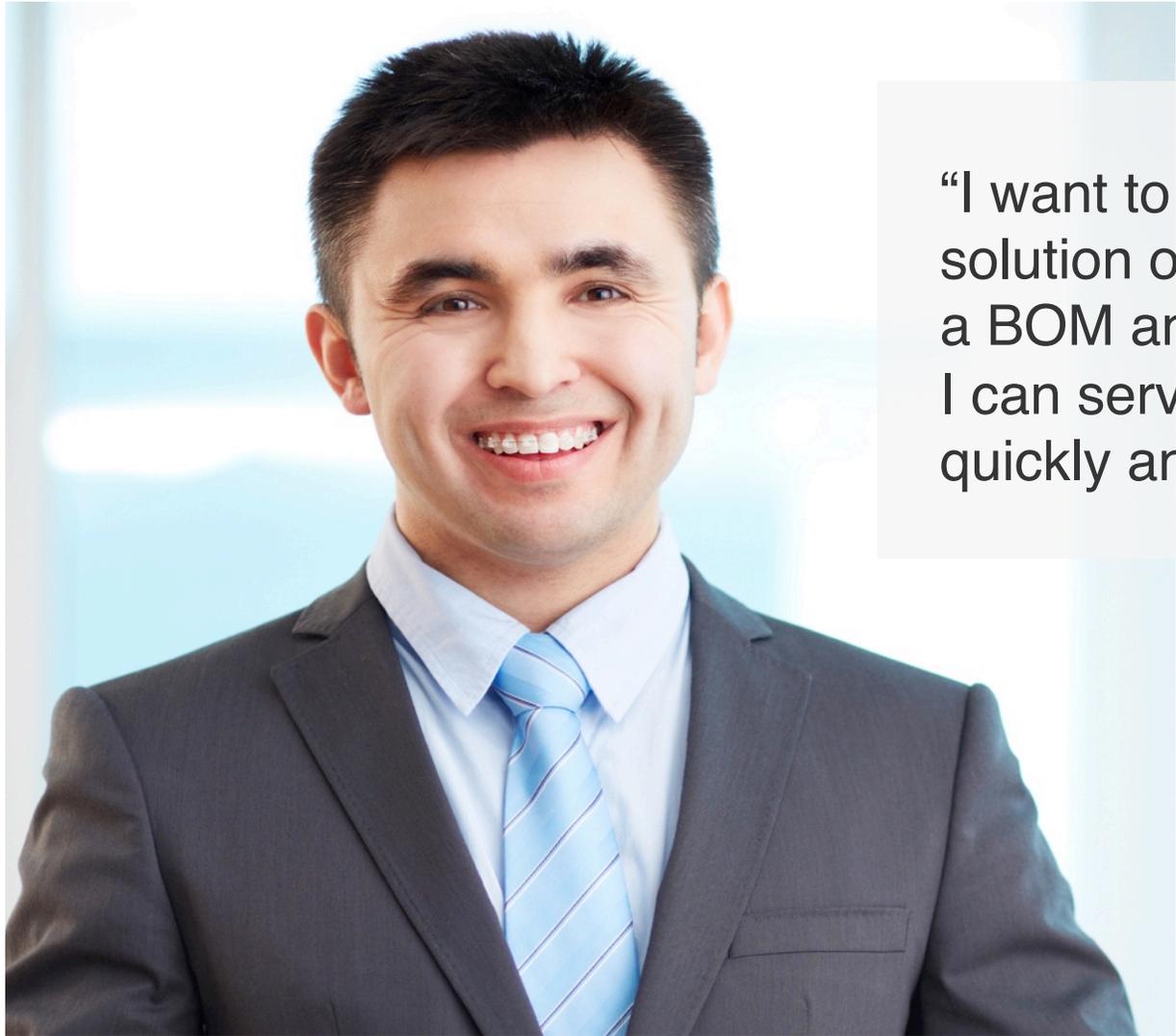
- Sales enablement process
- Pricing model
- Scalability
- Company information: funding, history, reputation
- Technology and infrastructure
- Thought leadership

Pain Points

- Information isn’t on the site, redirected to several different places to find it

Devices





“I want to be able to create a solution on the go, convert that to a BOM and quote real time so that I can service my customers as quickly and efficiently as possible.”

Steven

Existing Reseller

Sales, ACME Reseller



Steven

Existing Reseller / Sales, ACME Reseller

“I want to be able to create a solution on the go, convert that to a BOM and quote real time so that I can service my customers as quickly and efficiently as possible.”

Summary

Steven has an engineering background and 8+ years working in sales for ACME. He is very familiar with solution design and is one of the top salesmen at the company. Steven enjoys working with his customers and helping them solve their problems. He splits his time between ACME offices and his customer’s office so he needs a quoting platform that is just as mobile as he is. He is very familiar with discount structures, vendor’s websites and collateral, he goes there or pulls from his personal collection when looking for information to provide to his customers.

Site Based Goals

I want to be able to put together an accurate quote for my customers regardless of my location- at my desk, visiting my customers or their end-users.

I need updated price lists for the vendors I sell.

I want to make sure I’m getting all the promotions and special pricing applied to my quotes.

User Information Needs

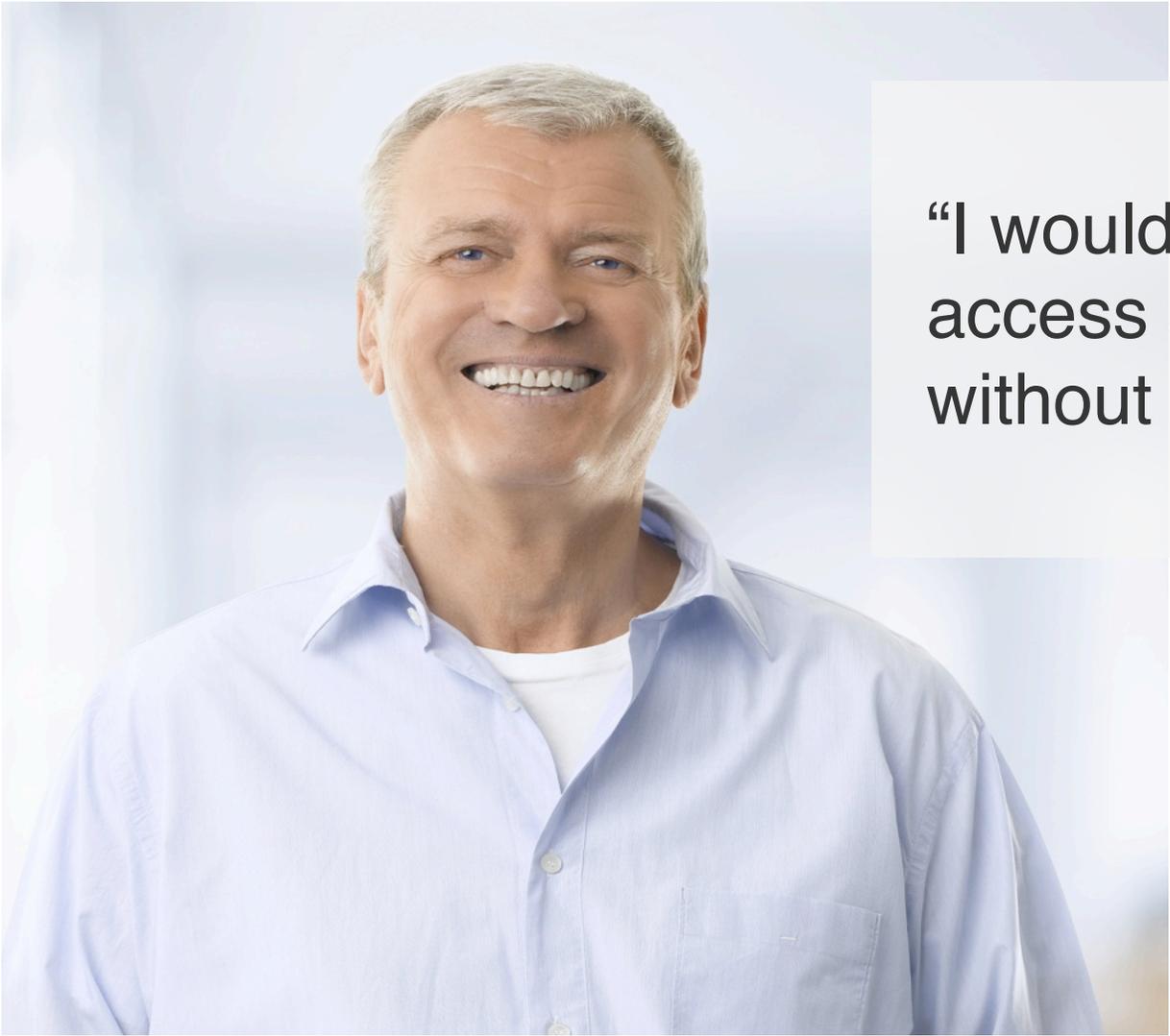
- Content, tools, detailed specs and information that support my needs during the sales process
- Reviewing inventory, checking availability and expected arrivals to compare against project deadlines
- Converting design specifications in to a quote
- Sharing quote with customer for approval

Pain Points

- Pricing on e-commerce doesn’t always match special pricing agreements with the vendor
- Can’t access the tools needed on the go
- Cannot easily move data between internal systems and Westcon Comstor’s systems

Devices





“I would like to be able to
access a registered bid
without bothering anybody.”

Ben

Existing Reseller

Buyer, ACME Reseller



Ben

Existing Reseller / Buyer, ACME Reseller

“I would like to be able to access a registered bid without bothering anybody.”

Summary

Ben used to be in sales but has been handling the purchasing and quoting for ACME for almost 15 years now. He is responsible for the majority of purchasing for the company. In addition to purchasing, he oversees and coordinates all the installs for hardware and software that is ordered from his distributors. He relies on his account manager for ETAs and is constantly checking and re-checking the dates to make sure they align with his end-customer’s project dates.

Site Based Goals

I need to process as many orders as possible throughout my day and I’d like to be able to do it on my own.

I need to move seamlessly between my internal systems and Westcon Comstor’s systems.

I need confirmation that the order was received and when it will be delivered.

User Information Needs

- Content, tools, detailed specs and information that Pricing orders
- Product Availability
- Confirmation
- Shipment tracking

Pain Points

- Having to rely on AM/OM to complete the order
- Lack of self-service

Devices





“Things move quickly and I don’t have time to wait on my account manager to get back to me with a response. I wish I could be self sufficient and not rely on him for the information I need.”

Patty

Existing Reseller

Post-Sales, Ma & Paw Reseller



Patty

Existing Reseller / Post-Sales, Ma & Paw Reseller

“Things move quickly and I don’t have time to wait on my account manager to get back to me with a response. I wish I could be self sufficient and not rely on him for the information I need.”

Summary

Patty is part of a tiny team at Ma & Paw Reseller, and as such she wears many different hats. She takes over responsibility for an order once another member of her team has initiated the purchase. Her responsibilities include tracking orders, logistics, product returns, contracts administration and invoice auditing. She relies heavily on the e-commerce portal to find the information she needs for all aspects of her job. She can eventually find what she needs, but spends a lot of time manipulating the sorting and filtering within e-commerce to slowly extract the information she needs.

Site Based Goals

I want the information I need to be easy to find, or easy to search for. I don’t have time to have to go to several different places to pull bits and pieces.

I want to know that the information I pull from e-commerce is accurate and up-to-date.

I want the system and my AM to be pro-active about providing the information I need.

User Information Needs

- Shipping tracking for incoming products and returns
- Understanding each the RMA policy for each distributor
- Credit memos from the distributor once return has been processed
- Sales Orders and Invoices
- Serial Numbers
- Service Contracts

Pain Points

- Information needed is often buried or not easily found in one central location

Devices





“I’d like to be able to focus more on developing my customer relationships and selling, not chasing order statuses, and checking product availability.”

Wes

WCG Employee
Account Manager



Wes

WCG Employee / Account Manager

“I’d like to be able to focus more on developing my customer relationships and selling, not chasing order statuses, and checking product availability.”

Summary

Wes is the single point of contact for his customers. Although there are other members of his team who handle certain tasks, when a customer needs something, they typically reach out to him. He handles not only the up front pre-sales process of working with the customers to design a solution, he also actively participates in the post-sales process of order tracking,

Site Based Goals

I would like to use dot com as a resource for customers- including tools and information.

I would like to use e-commerce to produce quotes, convert quotes to orders and send to the appropriate workflow.

I would like to direct customers to ecommerce for post-sales self-service.

User Information Needs

- Selling tools – collateral, price lists, etc.
- Pricing, availability, ETAs for quoting
- Compatible and complementary products

Pain Points

- Majority of day is spent on administrative duties
- Would like the website to be a valuable resource, but it seems like it has fallen off the radar
- Westcon Comstor has a lot of good tools available for customers to use, they’re just not all in one location, or have one login

Devices 

Vendor Personas

No vendor interviews were conducted. But based on secondary sources, we have the following understandings about the vendors:

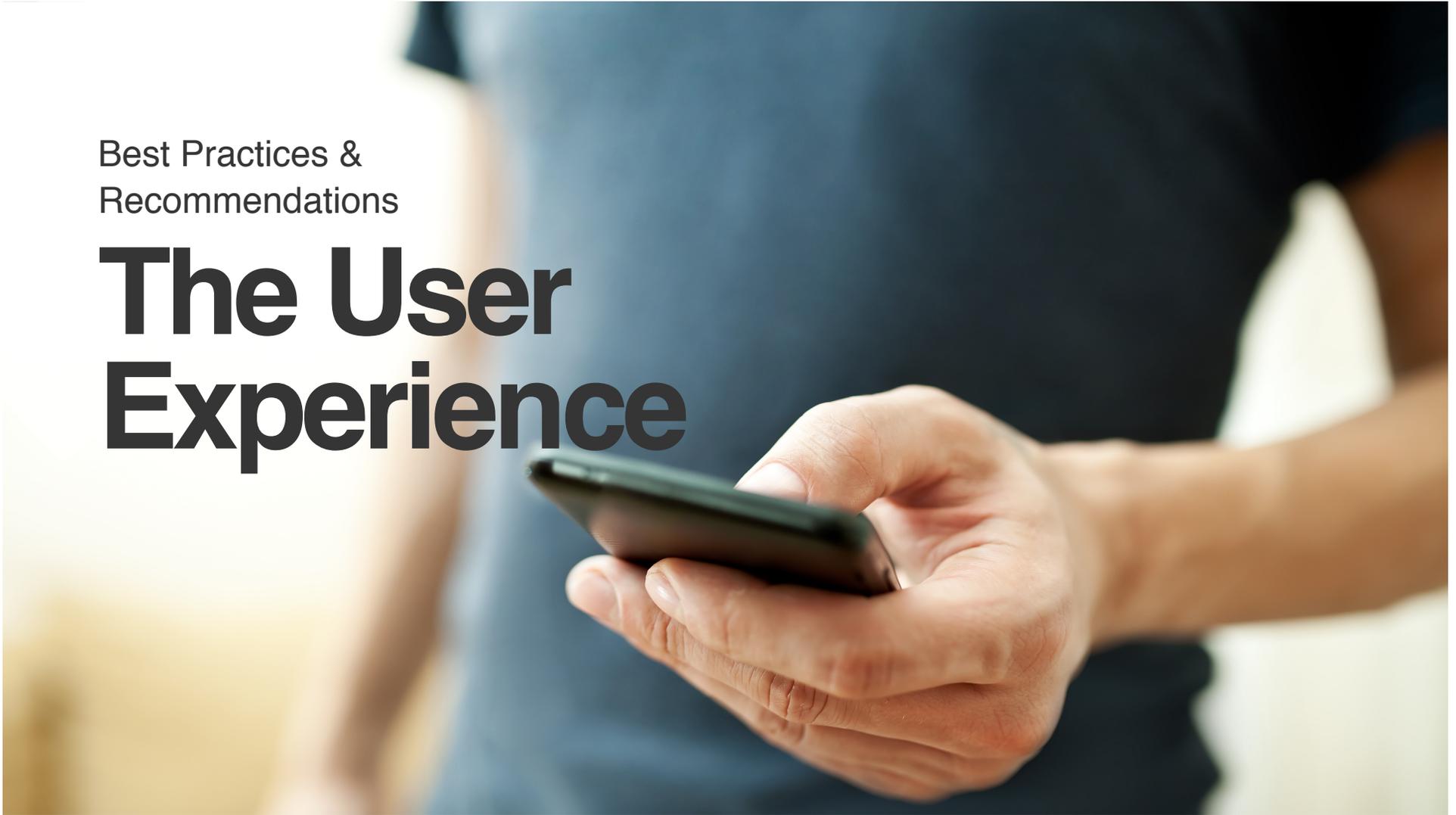
- Vendors look to Westcon Comstor to help take their product to market and/or grow their business
 - Seeking information similar to prospective new resellers
 - Some vendors wish to maintain a certain level of control on how they take their product to market
- Vendors make investment in the business
 - Level of funding influences marketing activities
- Vendor application is an offline process
 - Currently very little (if any) content recruiting vendors is on any site
 - No CTA driving prospective vendors to contact
- Vendors have expressed the desire for a self-service portal
 - Similar functionality/data points as e-commerce

Customer Journey Map

Site Status	PRE-LOGIN			PRE and/or POST	POST-LOGIN	
Stages	Awareness	Research	Implement	Sales	Purchasing	Post-Sales
Persona	Visitor New Reseller Existing Reseller Vendor	Visitor New Reseller Existing Reseller Vendor	New Reseller Existing Reseller WCG AM Vendor	Reseller SE WCG AM	Reseller Buyer WCG AM	Reseller PS WCG AM
Doing	Identify desire for more information; "just browsing"	Learning about how to do business with WCG, exploring options	Completing process to become a reseller; reseller onboarding process	Designing Solutions Creating quotes, BOMs, POs	Verifying Pricing/Availability Passing the PO to the AM	Order tracking and logistics, RMAs, invoice auditing, contract tracking and renewals
Touchpoints	Conferences/ Networking events WCG marketing efforts Email, phone	Network Search engine WC.com Email, phone	Email, phone, WC.com	WC.com, E-commerce, email, phone, vendor sites, WestView, Academy, internal systems	E-commerce, email, phone, internal systems	E-commerce, email, phone, vendor emails, shipping company sites, WestView, internal systems
Thinking	<ul style="list-style-type: none"> I'd like to learn more about WCG 	<ul style="list-style-type: none"> What vendors does WC sell? How can WCG improve my business? Can they support the global needs of my business? What is their reputation? How do they compare to other distributors? What value added services does WCG offer? 	<ul style="list-style-type: none"> I'm ready to start this relationship I'm excited about partnering with WCG I'm looking forward to how WCG can help me grow my business What is the process to complete an order? Who is my main point of contact? 	<ul style="list-style-type: none"> Are there additional resources I can share with my customer to make their job easier? Is my pricing correct? Are the products I need available? Will they be delivered when I need them? Do I have everything I need on the BOM? 	<ul style="list-style-type: none"> How much will shipping cost? When will the order be delivered? What carriers can I use? Can I use a special rate for shipping? What is my total cost? Does this match the quote? Has my order been placed? 	<ul style="list-style-type: none"> Has my order shipped? What is the hold up? What are the return policies for WCG? What contracts are up for renewal? What products have been invoiced? How do I find archived order information?
Current Experience	Doing a Google search returns half a dozen barely active social media accounts; WCG is the first listing, social media accounts are present, but other, non-related links show up as well	Fragmented digital landscape, users don't know where to look and value proposition isn't clearly communicated across properties; services and capabilities are buried	Process is clear, but requires a lot of reading; Offline application process could be seen as out-dated	Most Sales Engineers know the design, submit the design or BOM to AM to turn into a quote with correct pricing; some SE submit design requests directly to WestView	Buyer uses e-commerce to verify pricing/availability then sends PO to AM for fulfillment	Information needed is there, finding it is a task
Opportunities	Social Media strategy SEO	Communicate a clear value proposition; engage users through content, prioritize content	Secure, online reseller application process	Upsell/Cross sell Self-service Quoting; SSO; ability to easily convert a design/BOM for many different purposes	Self-service e-commerce capabilities Ability to convert a PO for many different applications	Self-service Real time tracking updates Ability to pull information down from the site in an easily digestible way

Best Practices &
Recommendations

The User Experience



Overall Recommendations

User Centered Design

Put the user at the center of all design decisions.

UCD is a philosophy that incorporates user concerns and advocacy from the beginning of the design process and dictates that the needs of the user should be foremost in any design decisions.

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Context Aware Design

Provide an experience that adapts to not only the device but the user's purpose.

A context aware design not only responds to the user's device resolution; but more importantly, it adapts the site navigation, content and the design display so that it is relevant to the needs of the user at that specific time and for that device.

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Semantic Search

Search is a bidirectional conversation.
One side has a query, the other has a response.

Semantic search goes beyond keywords to try and identify the user's intent. Semantic search involves adaptive intelligence software that can recognize patterns, make decisions based on previous input, and can correct the most common misspellings of categories on your site.

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Easy & Intuitive Site Architecture

Finding information is critical to the success of any site experience.

The **header** should use practical links that are displayed on every page of the site.

The **main navigation** bar must provide access to the most important content within the site. In addition, transversal content should be displayed directly on the first level of navigation.

The **footer** should also provide practical links. It is recommended to display a list of links at the bottom of the page that can also be occasionally used to navigate the site. These also serve the SEO purpose.

Have Great Forms

Forms stand between
your users and your
business goals.

It is our job to move the users quickly through the form, minimize the potential for error and illuminate the path to completion. We can accomplish this using top-aligned labels, smart defaults, inline validation and forgiving inputs.

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Reduce Cognitive Load

Don't confuse the user
with a complex
structure, instead make
it a smooth ride.

Provide simple, direct and straight to the point content to the user by organizing navigation items and sections that will facilitate identification and tracking of requested information and improve scanning.

Minimize cognitive resources to read information displayed. Our visual system perceives the whole before the detail!

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Maximize Screen Real Estate

Take advantage of
today's larger screen
dimensions.

Provide a complete and more engaging experience using the full resolution
of devices and screens to obtain a more practical journey.

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Communicate Your Value Proposition

Sound like branding?

Well, it is.

Your digital marketing platform is just another marketing channel to deliver your brand message.

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Reinforce Differentiators Through Great UX

What Makes You
Stand Out?

User experience is a critical business differentiator when products and pricing do not vary greatly between competitors. Using the digital landscape to demonstrate brand values, alignment between company and customer's goals, and obvious knowledge of customer's needs will positively affect competitive position and business performance.

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Dot Com

Recommendations

Don't think of this as a "website."

**This is a digital marketing platform
that is your first, most integrated
impression to the world.**

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Simplify and Prioritize

Define Your Objectives:

Who is my ideal audience? What do they want from this experience?

Where do I want to drive them on my site?

What call to action will best direct users to the primary goal?

How do the secondary goals relate to the primary goal? How many goals do I have all together? Are they all for the same audience?

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Content is (still) King



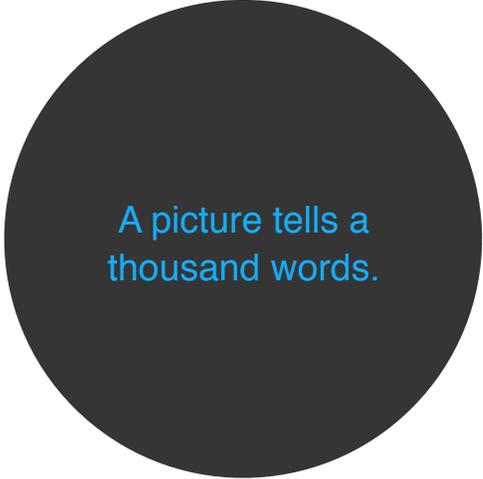
Invest in Content

Without great content, every marketing function will fail. Identify what users want and need then use that knowledge to become a destination site in the industry for that type of content.

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Engage Users



A picture tells a thousand words.

Content is more than just copy!

Consider where your audience spends time and how they access information. If your audience tends to access your site during work hours, they might find a blog post more helpful than a noisy video. Or, if you have a particularly complex piece of information to get across, an info-graphic can help clarify it.

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Search Engine Optimization (SEO)

Better SEO leads
to better search
results both on
and off the site.

But it's not just about tags, meta data, or keywords anymore.

Provide good, interesting, sharable narratives. Use clear headlines and delineate ideas. It's what your audience wants and what search engines will give credit for.

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Scrolling is the New Clicking

No need to hide
content, when
scrolling can be a
pleasant journey.

As the mobile web continues to grow and web design continues to skew in the direction of a more effective and enjoyable mobile experience, scrolling will continue to dominate clicking.

It's more intuitive, easier to do, cuts down on load times and allows for more dynamic interaction to take place between the user and the website.

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E-Commerce Recommendations

Don't Make it Crazy

Follow the leaders

The biggest and best ecommerce sites have spent significant time and resources finding out how to sell better online, so make use of their leaning.

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This isn't B2C

Adjust Your Thinking

Users of the e-commerce portal aren't shopping in the traditional way we think about online consumerism. Especially the buyers. They're not looking at pictures or writing reviews, they're not sharing content with friends (but maybe with customers) but they have very high expectations for their experience based on their experiences as a consumer.

We need to provide the appropriate tools for the persona using the site. A sales engineer may need technical specs and dimensions for a product while a buyer needs to upload a BOM, check availability and process the order as quickly as possible.

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Data Accuracy, Integrity, and Real Time Integration

Information has a shelf life- and it's shortening rapidly

Data is used to provide insight. When armed with this, businesses are able to improve the everyday decisions they make.

Now days, not only is data arriving from all directions, but it exists in various formats, and just as many tools will be used to deal with it. And this data needs to be available to everyone in a way that they can digest it.

But it is no longer enough to just have this information, it must be used quickly- sometimes instantly. The periods of time in which business have to make their decisions is shortening. Instant access to relevant data is what enables businesses to get ahead of their competition, or keep up with them at the very least.

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Communication

He said. She said.

Make it easy for users to track status changes, messaging and notifications within the portal instead of trying to keep up with the emails in their inbox. In addition to being able to use the expanded self-service functionality, users should be able to ask for additional details or send a tracking number all without having to open their mail client.

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Breadcrumbs

WHERE AM I?!

Navigating an online store and knowing at all times where you are as not to order something by mistake or lose your selections, can be tricky. Breadcrumbs are a great method to let the customer know at all times where he is on the site.

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Product Page Optimization

Good product details add life to the product and capture attention.

Today, online consumers want to experience a website and not just browse it. Good product images and the product's description are important elements in improving the conversion rate.

Make product descriptions more compelling by:

- Highlight important features at the beginning of the product description
- Offer both a detailed and summary description
- Use bullet points to make the information easier and quicker to read

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Make Recommendations

Reduce the paradox
of choice.

When showing multiple products, an emphasized product suggestion might be a good idea as some people need a little nudge. The more choice there is, then the lower the chances of a decision actually being made and acted upon. In order to combat such analysis paralysis, try emphasizing and highlighting certain options above others.

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Next Steps

Next Steps

VALTECH

- Continue External Interviews
- Draft Personas and User Journeys
- Update Playbook for Round 2 review on 5/7/15

WCG

- Laura/Ambrose to provide additional external interviewees
- Internal team to review UX Playbook draft in detail
 - Please provide feedback/questions to Laura by EOD
4/30/15

thank you_