**FOR IMMEDIATE RELEASE: OCTOBER 28, 2015**

**Travis Garcia**

**Zobrist Consulting Group**

**tgarcia@Zobristinc.com**

**Tel: 818-702-0020 ext. 222**

**Zobrist Consulting Group Launches Enhanced IBM**® **Commerce on Cloud Offering**

*The Ultimate Solution for Mid-market Retailers. Built by the eCommerce Retail Experts.*

**LOS ANGELES, CA., October 28, 2015** – Zobrist Consulting Group is now offering an enhanced version of IBM’s Commerce on Cloud eCommerce solution for mid-market retailers ($10M - 100M), IBM® Commerce on Cloud *Enhanced*. Zobrist’s solution enables retailers to quickly go to market with an omni-channel, feature rich, commerce solution that helps retailers create an engaging brand experience across every customer touch point, with eCommerce, order management and fulfillment.  IBM Commerce on Cloud *Enhanced* offers intuitive business user tools for faster, easier site management, merchandising, and omni-channel fulfillment. This helps retailers accelerate time to market and drive revenue growth.

Zobrist Consulting Group has been working with large scale retailers and enterprises for over 15 years and is now excited to offer the same expertise to mid-market retailers. Zobrist has created an enhanced IBM WebSphere Commerce package for these retailers to include features such as responsive design and 3rd party integrations for ratings and reviews, live chat, cart abandonment, and more.  As a special addition, the offering also includes Smart Merchandiser, an innovative visual digital merchandising tool proven to improve conversion by up to 20% and increase productivity by up to 70%.

“IBM Commerce on Cloud Enhanced allows for mid-market retailers to quickly go to market with a more competitive and comprehensive eCommerce platform, which will ultimately make them more competitive and profitable,” explains Zobrist CEO, Teresa Zobrist.

**IBM**® **Commerce on Cloud Core Features:**

* IBM WebSphere Commerce on Cloud (PCI Compliant)
* Analytics integration (Coremetrics, Google Analytics and Omniture)
* Fulfillment Integration
* National Language Support (18 Languages and Currencies)
* Inventory Status
* Order history and status
* Advanced search engine optimization
* Store locator

**Enhanced Features by Zobrist Consulting**

* Optimized checkout flow
* Responsive UI Design (Responsive for Mobile, Tablet and Desktop displays)
* WordPress Content Management
* Smart Merchandiser
* Payment integration (PayPal, CyberSource and First Data)
* 3rd party Integrations (Live chat, ratings and reviews, international shipping, search, CRM, Social Media Sharing)

**About Zobrist**

As one of IBM’s Premier Business Partners, Zobrist has spent the last 15 years working with leading retailers to deliver innovative eCommerce experiences. Drawing off that experience, our senior team of eCommerce architects have worked tirelessly to offer our latest and most exciting offering yet, IBM® Commerce on Cloud *Enhanced*. This new platform offers prebuilt special features and 3rd party integrations into the most comprehensive commerce cloud offering on the market. In addition, our platform includes our exclusive online merchandising tool, Smart Merchandiser, which has been proven to boost conversion rates by up to 20%.

For more information, visit [www.zobristinc.com/ibm-commerce-on-cloud-enhanced](http://www.zobristinc.com/ibm-commerce-on-cloud-enhanced)

*###*