

for immediate release



## What's On Tap for 2009? -- Guidance Social Commerce and IT Specialists Identify 11 Trends in Online Retail and Technology

*Mobile, Collaborative Commerce, Tweets, Video –  
A Look at How Social Capabilities Will Enhance Shopping, Corporate Efficiency and More*

**MARINA DEL REY, Calif. – December 18<sup>th</sup>, 2008** - Will mobile commerce take over in 2009? Will consumers continue to browse online and shop offline ... or will it be the other way around? What new uses for social networking sites will retailers find in the New Year? These and other burning questions are the subject of Guidance's recently released article on the hottest new trends for online retail and technology.

Here's a preview of what's covered in the article:

- Mobile will NOT be the killer app for eCommerce... at least not as a shopping channel in and of itself. But it will become hugely useful as a companion to both online and offline shopping.
- Commerce will become even more collaborative. Social commerce enables interaction among shoppers in a variety of forms, while collaborative commerce takes it to the next level by enabling "the group" to purchase together, or have a say in product development.
- Use tweets to capitalize on buzz. Merchants will use Twitter to let consumers know about inventory levels for hot items.
- Corporations will "become" social. Larger companies will bring social networking in-house.



For the full report (including more detail about the predictions mentioned above), please go to <http://www.guidance.com/images/docs/predictions.pdf>.

### About Guidance

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.



for immediate release



**Media Contact for Guidance**

Alejandra Espinosa

Director, PR & Marketing

Phone: (310) 754-3895

Email: [aespi@guidance.com](mailto:aespi@guidance.com)

