White Paper

Multicultural enablement with WebSphere Commerce Suite

business

Multicultural enablement functionality

	Function provided	Benefits
Maintenance	• Database population and management tools • Content management tools • Seller-level tools • JSP templates and store models	• Easy maintenance of multilingual database data, static HTML or stored information • Reduced JSP maintenance • Rapid site deployment for new languages
Business logic	• Taxation wizard • Shipping wizard • Fulfillment centers • Campaigns and discounts	• Realistic taxation and shipping charges based on customer jurisdiction • Accurate modeling of real-life fulfillment systems • Multilingual marketing initiatives
Cultural norms	• Multiculturally enabled commands, beans and rules templates • Inherited functions provided by Java for data formatting • Currency formatting functions • Single JSP design model	• Automatic multilingual data manipulation and retrieval • Automatic data formatting • Dual currency display and customized currency formatting • Easy language and cultural customizations for page look and feel
Data	• UNICODE database (UTF-8) • Language and cultural data separation within database design • Automatic code page conversion for multilingual data entry, storage and retrieval	• Ability to store and manage data in different languages in a single database (Korean, German, Chinese) • Database design for easy storage of multicultural data • Accurate management of multilingual data to ensure no corruption

Note: Multicultural enablement functionality included in WebSphere Commerce Suite is displayed at stages of increasing complexity, from bottom to top.

Data

Customers need to store, retrieve and display data for different countries simultaneously on their e-commerce Web sites.

An immediate advantage provided by WebSphere Commerce Suite at the least complex stage of multicultural enabling is that data is stored in UNICODE. This allows the database to properly handle data regardless of language. Also, language and culturally sensitive data are fully separated from the culturally nonsensitive data within the database design. This multiculturally enabled database design allows sellers to easily enter and manage cultural data apart from noncultural data. It also reduces the amount of duplicate product data to be stored in the database because two product entries can now be compacted into one product entry with two descriptions, offering space savings and allowing smoother data management.