IBM Software Group

WebSphere® Commerce V6.0 feature pack 4

Extended sites support in Management Center

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This presentation is a high level overview of the new function in Management Center to support the extended sites store model.

Agenda

- Review of extended sites store model
- Introducing management center to extended sites
- Management Center examples

The agenda for this presentation is to review the extended sites store model, introduce Management Center to the extended sites store model, and then show some examples of how Management Center has been adapted for the extended sites store model.
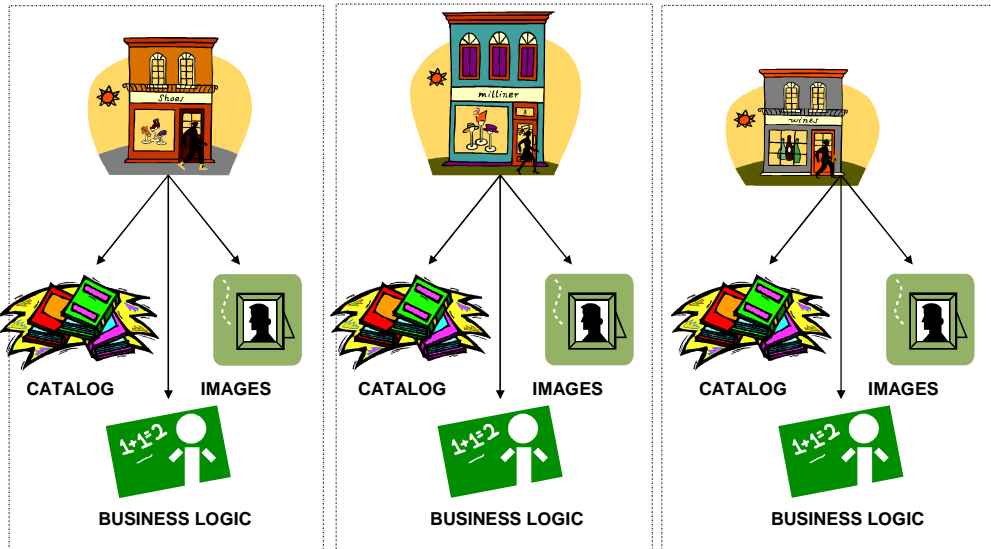
Section

Review of extended sites store model

This section covers a review of the extended sites store model.

Standard store model – nothing is shared

The standard store data model allows each store to be entirely self contained. Each store owns its assets. The assets are part of the store.

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Extended sites model – assets are sharable

Extended sites

Asset stores

CATALOG

BUSINESS LOGIC

IMAGES

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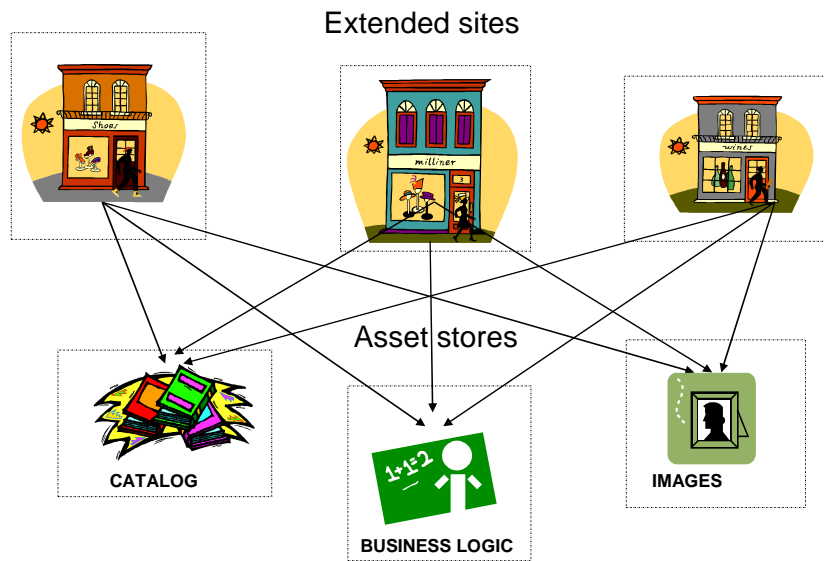
The extended sites model is an asset sharing model. Assets are owned by an asset store. Multiple stores can share the assets from an asset store. The lines on the diagram represent store relationships.

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Extended sites data sharing

- Asset stores do not contain all the assets necessary to allow shoppers to conduct business
- Asset stores contain sharable assets
  - ▸ Product catalog
  - ▸ Store front rendering – JSP™ files
  - ▸ Business logic – other classes
  - ▸ Contracts
  - ▸ Marketing assets such as web activities
  - ▸ Promotion assets
- Extended sites share assets through store relationship
  - ▸ Store relationship also known as store path
  - ▸ Store relationship maps sharable asset to store which owns it
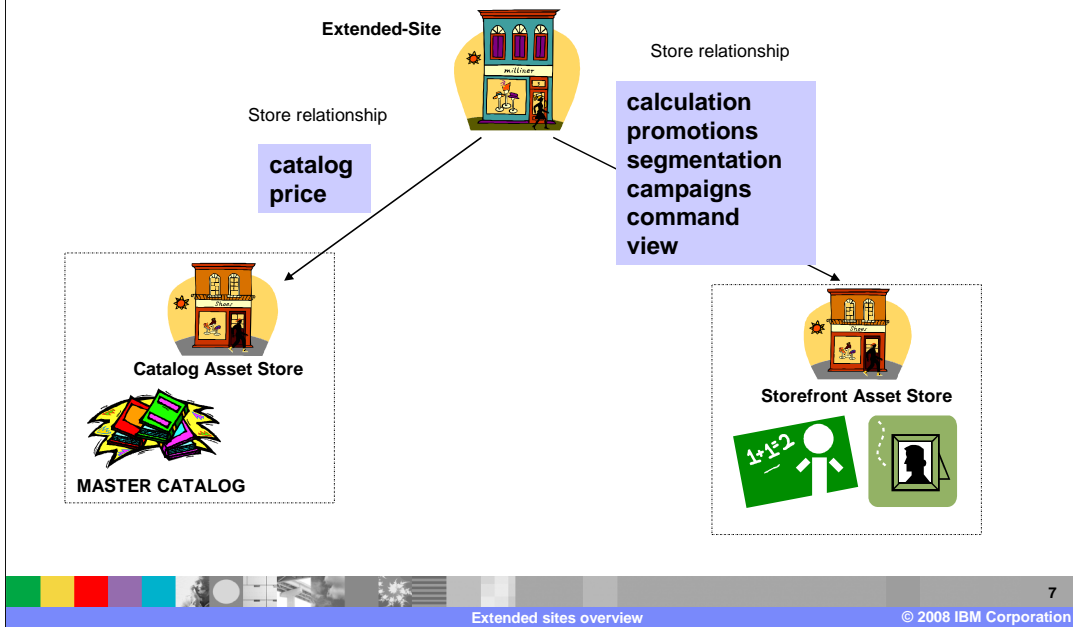
An asset store differs from a standard store in that its purpose is to be a container for sharable store assets. An asset store does not contain all the assets necessary to allow shoppers to conduct business.

An asset store can contain assets such as a product catalog, store front rendering in the form of JSP files, business logic classes, contracts, marketing Web activities, or promotions.
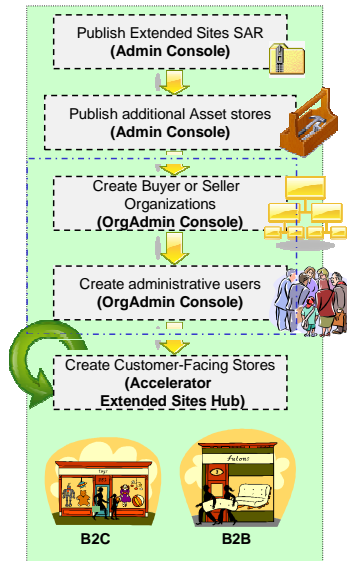
Extended sites share assets through a store relationship, which is also known as a store path. The store relationship maps a sharable asset from the extended site store to the store which owns the asset.

Shared assets relationship example

Extended-Site

Store relationship

**catalog
price**

Store relationship

**calculation
promotions
segmentation
campaigns
command
view**

Catalog Asset Store

MASTER CATALOG

Storefront Asset Store

WebSphere Commerce provides two starter asset stores that collect assets according to this diagram. However, assets can be grouped in any arrangement in an asset store.

Extended sites task flow

Publish Extended Sites SAR
(Admin Console)

Publish additional Asset stores
(Admin Console)

Create Buyer or Seller
Organizations
(OrgAdmin Console)

Create administrative users
(OrgAdmin Console)

Create Customer-Facing Stores
**(Accelerator
Extended Sites Hub)**

B2C   **B2B**

Accelerator tools

Catalog Asset Store
- Master Catalog
- Enable Sales Catalog
- Create products and items
- Create bundles, kits,
- Merchandising Associations

| Sales Catalog |
| Catalog Import |
| Product management |

Storefront Asset Store
- Marketing Campaigns
- Customer segments
- Promotions
- E-marketing spots
- Base contracts

| Marketing and Promotions |
| Base Contracts |

Customer-Facing Store
- Filter products from Master catalog
- Create non-shared products
- Sales Catalogs
- Shipping and taxes
- Change Look & Feel, Flow
- Inventory
- Customer Accounts (B2B)
- Contracts (B2B)

| Catalog Filter |
| Sales Catalog |
| Create Business accounts |
| Create Contracts |

The administration console, the organization administration console, and the Accelerator are all used by different user roles to create and manage an asset store and extended sites.
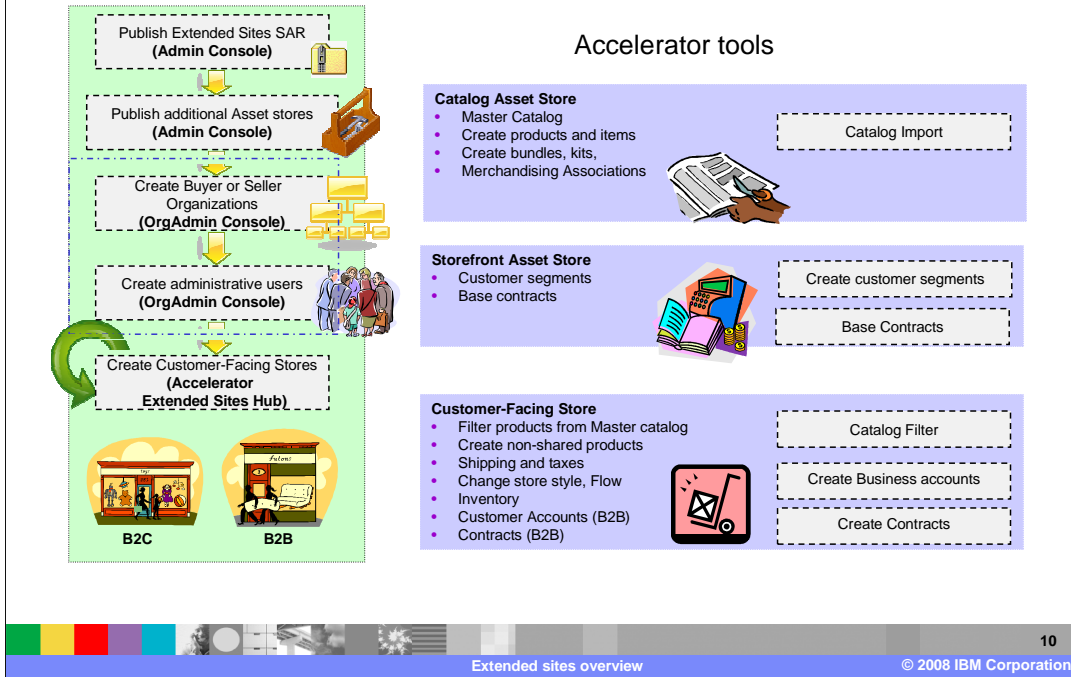
Section

Introducing Management Center to extended sites model

This section introduces Management Center to the extended sites store model.

Extended sites task flow

Accelerator tools

Publish Extended Sites SAR (Admin Console)

Publish additional Asset stores (Admin Console)

Create Buyer or Seller Organizations (OrgAdmin Console)

Create administrative users (OrgAdmin Console)

Create Customer-Facing Stores (Accelerator Extended Sites Hub)

B2C   B2B

Catalog Asset Store
- Master Catalog
- Create products and items
- Create bundles, kits,
- Merchandising Associations

Catalog Import

Storefront Asset Store
- Customer segments
- Base contracts

Create customer segments

Base Contracts

Customer-Facing Store
- Filter products from Master catalog
- Create non-shared products
- Shipping and taxes
- Change store style, Flow
- Inventory
- Customer Accounts (B2B)
- Contracts (B2B)

Catalog Filter

Create Business accounts

Create Contracts

The tasks shown in the diagram on this slide continue to be done with the tools used in version 6. The administration console is responsible for publishing stores from SAR files. The organization administration console is responsible for managing users and organizations. The Accelerator has not changed and continues to have the same extended sites capabilities as it has since version 6. However, there are some tasks that can only be done in the Accelerator. Some of these tasks are catalog import from CSV files, creating customer segments and contracts, using the catalog filter to filter catalog categories and to create business accounts. These tasks are typically not frequent, daily tasks.

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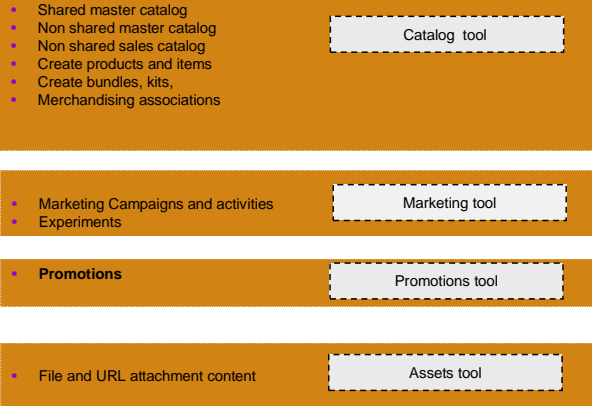
Extended site task flow

- Use accelerator to manage
  - ▶ Contracts
  - ▶ Customer segments
  - ▶ Catalog
    - CSV import
    - Extended sites category filtering
  - ▶ Inventory
  - ▶ Accounts

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The Accelerator tool continues to be used for tasks such as managing contracts, customer segments, catalog CSV import, catalog category filtering, inventory, and accounts.

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Extended sites task flow

Management Center tools

- Shared master catalog
- Non shared master catalog
- Non shared sales catalog
- Create products and items
- Create bundles, kits,
- Merchandising associations

Catalog tool

- Marketing Campaigns and activities
- Experiments

Marketing tool

- **Promotions**

Promotions tool

- File and URL attachment content

Assets tool

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Extended sites overview

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The Management Center can manage both asset stores and extended site stores for catalog, promotion, marketing, and attachment data. Since the Management Center has better usability characteristics, it is the preferred tool to do these tasks.

Extended site task flow

- Use Management Center to create or update assets
  - Manage these assets
    - Master and sales catalogs
    - Promotions
    - Marketing activities
    - Attachment content
  - Manage these stores
    - Shared asset store
    - Extended site
- Use other tools to do everything else
  - Administration console
  - Organization administration console
  - Accelerator

You use the Management Center to manage the catalog, promotions, marketing, and attachment content for both shared asset stores and extended site stores.

You use the administration console, the organization administration console, and Accelerator to manage everything else.

Usability improvements

- User with sufficient access authority can update objects from either asset store or extended site

- User sees object ownership indicators

- Access violations give better feedback for unauthorized operations

The Management Center offers usability improvements over that of Accelerator. If you have sufficient authority, you can update objects in the asset store even when in the context of the extended site store. To help keep the correct object ownership awareness, the object has both an identifying icon and a column which identifies the owning store. This ownership identification is only shown for stores which have a store relationship for that particular object. If you do not have sufficient authority to modify the object in the asset store, the fields are not editable. Subsequent slides show example screens of these improvements.

Section

Management Center examples

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This section covers some examples of Management Center managing extended sites.

User has access to extended site only

- Login as extended site manager
  - Write access to extended site
  - No access to asset store
- Fields are not editable except
  - Merchandising associations
  - Offer prices

In this example, the business user b2bstoremgr has access to the sample business-to-business store extended sites store, but no access to the asset store owning the master catalog.

Since the master catalog is owned by the asset store, any products can be viewed, but not edited.

There are two exceptions which are discussed on a subsequent slide.

Create merchandising association

- Merchandising association contains
  - Inherited association from extended sites catalog asset store cannot be modified
  - New association owned by sample business-to-business store can be created

Merchandising associations receive special treatment. You can choose to create merchandising associations in either the asset store or the local extended sites store. You choose by selecting the appropriate table which are labeled as to ownership. The slide shows an example viewing the merchandising associations of a product. Each table is labeled with respect to which store the association is owned by.

Modify prices

- Offer price tables
  - List price
  - Inherited offer price
  - New offer price can be added for sample business-to-business store

Prices are also treated similarly to merchandising associations. An offer price can be overridden by creating a new offer price in the table labeled as owned by the local store.

User has access to both stores

- Login as site administrator
  - Write access to both stores
- All fields can be updated
  - Updates owned by owning store
  - Except
    - Merchandising associations
    - Offer price overrides

Welcome wcsadmin | Log Out

Sample B2B Store

Brake pads - Catalog Entries List

Show All

Sequence	* Type	Store	* Code
0.0		Extended Sites Catalog Asset Store	A0000101

A0000101

Manage Product | Descriptive Attributes | Defining Attributes | Merch

▷ Object Properties

▽ General Product Information

*Code ⓘ A0000101

Name (United States English) Kevlar Brake Pads

Short Description (United States English) Kevlar Brake Pads

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Extended sites support in Management Center

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Compare the previous example with this example. The business user wcsadmin has access to both the extended sites store, and the asset store owning the master catalog. The catalog entry which is owned by the asset store is editable, even though the selected store is the extended sites store.

New objects are created and owned by the store which you have context to. The slide shows an example of having store context to the extended site store. When the new product is created, it is not owned by the asset store. It is owned by the extended site store.

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Create and update semantics summary

- Inherited object viewed from extended site context
  - ▸ New objects are owned by extended site
  - ▸ Modifying existing objects changes the object in the asset store
  - ▸ New object attributes created as an override
    - – Merchandising association
    - – Adding offer price overrides
  - ▸ Delete existing object deletes it from the asset store
- Objects viewed from the asset store context
  - ▸ Objects are identified as a local store
  - ▸ Everything is owned and modified in the local store context

This slide summarizes the semantics of creating and updating store objects with respect to which store owns the object.

When you are logged into the extended sites store context, any objects you create are owned by the extended site store. Any objects you modify that are owned by the asset store remain being owned by the asset store. The modifications are made in the asset store. If you create a merchandising association or offer price in the extended site store in the corresponding table, that secondary object only applies to the extended site. No other store can see it. If you delete an object, it is removed from the asset store.

Objects viewed from the asset store are treated as the normal case of a local store without a store relationship. Everything you create, modify and delete is owned by the asset store.

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Sales catalog management

- Sales catalogs are managed only in the extended site store by default

- Sales catalog management in the asset store enabled by simple Management Center customization

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Sales catalogs are managed only in the extended site store by default. This means that to create or modify a sales catalog, it must be owned by the extended site store.

It is possible to perform a simple customization in the Management Center to allow the sales catalog to be managed in the asset store.

Summary

- Review of extended sites store model

- Introducing management center to extended sites

- Management Center examples

This presentation showed you how the Management Center is used to manage stores using the extended sites store model. You saw specific examples of how the Management Center works in the extended sites store context.

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