



IBM Software Group

WebSphere® Commerce V6.0 Feature Pack 4

Feature pack overview



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Updated October 29, 2008

This presentation discusses an overview of the new functions in WebSphere Commerce V6.0 Feature Pack 4.

Agenda

- Feature pack 3 review
- Feature pack 4 business improvements
- Feature pack 4 developer improvements
- Summary of business tools



The agenda is to discuss a brief review of feature pack 3, the new business improvements, the new developer oriented improvements, and a summary of all the business management tools available for use with Management Center.

Feature pack 3 review

- Feature pack 3
 - ▶ Introduction of Management Center business user tools as alternative to WebSphere commerce accelerator
 - Catalog management
 - Marketing campaign management
 - Promotion management
 - ▶ For complete overview of feature pack 3, see presentations in IBM education assistant



The Management Center business user tool was introduced in feature pack 3 as an more usable alternative to WebSphere Commerce Accelerator. The individual tools in feature pack 3 are catalog, marketing, and promotions management tools. For a more complete introduction to the capabilities of feature pack 3 Management Center, see the presentations in IBM Education Assistant.

Feature pack 4 business improvements

- Builds on capabilities of feature pack 3 Management Center
- New capabilities
 - ▶ Extended sites support
 - ▶ Workspace tasks tool
 - ▶ Marketing experiments
 - ▶ Assets tool



Feature pack 4 builds on the capabilities of feature pack 3 and adds new capabilities. The capabilities of extended sites, workspaces, marketing experiments, and the assets tool are discussed in more detail later in the presentation.

Feature pack 4 developer oriented improvements

- Migration utility assists merging customized code for Management Center
 - ▶ Assists migrating Laszlo source customizations from previous releases
 - ▶ Identifies customized Laszlo files migration status
- Customizable promotions
 - ▶ Process to create custom promotion types by modifying promotion authoring rules
 - ▶ Coding guidelines to change the management center user interface
- New catalog data model
 - ▶ Catalog attribute dictionary associates attributes with a central dictionary instead of a product
 - ▶ Reduces catalog attribute redundancy
 - ▶ Provides centralized management repository



There are some functions that are of interest primarily to developers. A migration utility assists you in merging your custom Laszlo source files from a prior release by identifying Laszlo files migration status. Promotions are customizable with respect to being able to create new promotion authoring rules and customize the Management Center user interface. A new catalog data model is introduced that associates product attributes with a central dictionary. Attributes had formerly been associated to individual products. This new model reduces catalog data redundancy and provides a central management repository for attributes

Management tools summary

- Configuration manager
 - ▶ Create authoring and staging server instances
- Administration console
 - ▶ Publish asset and extended sites stores
- Organization administrative console
 - ▶ Create user roles and organizations
- Workspace administration tool
 - ▶ Create workspaces
 - ▶ Assign tasks and approvers



The Management Center is designed to work with other WebSphere Commerce tools. The configuration manager is used to create authoring and staging server instances. The administration console is used to publish asset and extended sites stores. The organization administration console is used to create user roles and organizations.

The workspace administration tool is used to create workspaces and assign workspace tasks and approvers.

Management tools summary

- WebSphere Commerce Accelerator
 - ▶ Category filter
 - ▶ Contracts
 - ▶ Customer segments
 - ▶ E-marketing spots and content spots
 - ▶ Shipping and taxes
 - ▶ **Business-to-business** accounts
 - ▶ Inventory
 - ▶ CSV catalog import
 - ▶ Synchronize workspace
 - ▶ Extended sites hub
 - ▶ Product advisor
 - ▶ Manage vendors

The WebSphere Commerce Accelerator is the legacy tool that has been used to do most of the business user tasks until now. The Management Center is a replacement for a lot of the daily tasks that are also handled by Accelerator. However, the Accelerator is the only tool which can do all the tasks listed in the slide.

Management tools summary

- **Management Center**
 - ▶ Manages objects
 - Catalog categories, products, SKUs
 - Promotions
 - Marketing web and e-mail activities, marketing content
 - Attachment assets for catalog and marketing objects
 - ▶ Works on store types
 - Standard business-to-business and business-to-customer stores
 - Asset stores that share objects
 - Extended site stores that refer to shared objects from asset stores
 - ▶ Works on environments
 - Production and staging servers
 - Authoring servers



The Management Center is used to create and edit catalog categories, products and SKUs. It also creates promotions, Web and e-mail activities for marketing, and marketing content. It also creates and edits attachments that are associated with catalog objects and marketing content.

The Management Center can work on standard business-to-business and business-to-customer stores, asset stores, and extended site stores.

It can work in management control environments on production servers, staging servers, and authoring servers.

Management Center for extended sites

- Manage business objects owned by
 - ▶ Shared asset stores
 - ▶ Non-shared extended sites stores
- Business user productivity improvements
 - ▶ Ease of use of Management Center framework
 - ▶ Modify shared assets from view of extended site store when authorized
 - ▶ Clear feedback of read-only shared assets when not authorized
 - ▶ Clear feedback on which store owns shared assets



The Management Center works in an extended sites environment. It handles managing both shared objects owned by asset stores, or non-shared objects owned by the extended site store. You can experience productivity gains from the ease of use of the Management Center. The operational semantics have been improved by allowing shared assets to be edited from the extended site store when you have sufficient authority. If you do not have authority, your view of the object properties is read-only if you attempt to edit.

Management Center tasks tool

- Ease of use of Management Center framework
- View and work on tasks
- Approve a task group
- Preview changes



New in feature pack 4 is the workspace support in the Management Center tool. The Management Center gives you the ability to view assigned tasks, work on tasks, complete tasks, and approve task groups. A new preview environment is included.

Assets tool

- Ease of use of Management Center framework
- Single place to upload file assets
 - ▶ Marketing content
 - ▶ Catalog objects
- Assign multiple assets to one language
- Asset search with additional options



In Feature Pack 4, all assets created in the assets tool can be shared by both the catalog tool and the marketing tool.

The assets tool takes advantage of the ease of use of the Management Center framework. You now can assign one language to multiple assets instead of being limited to a single asset to a language.

The assets tool now allows you to search attachments and managed files with additional options compared to only a file name search.

Marketing experiments

- Marketing experiments performed in Web activity builder
- Experiment tightly coupled to Web activity instead of a snapshot of an experiment
- New conditional evaluation branch type



Marketing experiments are created in the Marketing tool of the Management Center using the Web activity builder. The experiment is contained in the Web activity and is dynamic, compared to running as a snapshot with the Accelerator. Feature pack 4 also introduces a new conditional evaluation branch type.

References

- IBM education assistant presentations
 - ▶ Extended sites support in Management Center
 - ▶ Workspace support in Management Center
 - ▶ Assets tool in Management Center
 - ▶ Marketing experimentation in Management Center
 - ▶ Customization: adding Management Center support for custom promotions
 - ▶ Catalog attribute dictionary



See these other IBM Education Assistant presentations for more details on the individual functions.

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