IBM® WebSphere® Commerce V7 Feature Pack 1 – Lab exercise

Unique promotion code

What this exercise is about

In this tutorial, you will use the Management Center Promotions tool to define a promotion that requires shoppers enter a unique code to receive the promotion. You will also see how to create an email template to send out the unique codes to shoppers.

This tutorial should take approximately 45 min to complete.

What you should be able to do

After completing this exercise, you should be able to:

- Create a promotion that generates unique promotion codes

- Create an email template to send unique promotion codes to shoppers

Introduction

The following naming conventions are used in the exercises:

Reference Variable	Description
<WCDE_INSTALL_DIR>	C:\IBM\WCDE_ENT70
<WCDE_HOST>	Hostname for WebSphere Commerce Developer

Note: If you are accessing an image hosted on VIE, all passwords and other lab system notes can be found in the Readme.pdf file on the desktop.

Requirements

Before beginning this lab, ensure you have:

- Installed WebSphere Commerce V7 fix pack 1

- Installed WebSphere Commerce V7 feature pack 1

- Completed feature enablement

Note: If you are using the VIE image these steps have been completed for you.

Part 1: Create a promotion with a unique code

In this part of the lab, you will define a new promotion that requires unique codes.

____ 1.   Open **WebSphere Commerce Developer** and **start** your test server.

____ 2.   Open the hints and tips page at **<WCDE_INSTALL_DIR>\hintsandtips.html.**

____ 3.   Launch **Management Center** using the link provided in the **Useful URLs** section.

____ 4.   Open the **Promotions** tool.
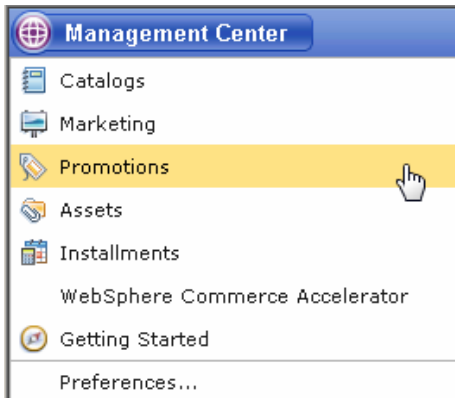
____ 5.   Select the **Madisons** store.

____ 6.   Use the Create New toolbar button ▣ to create a new promotion. Select **Order promotions** from the promotion type selector. Select **Amount off an order** and click **OK**.

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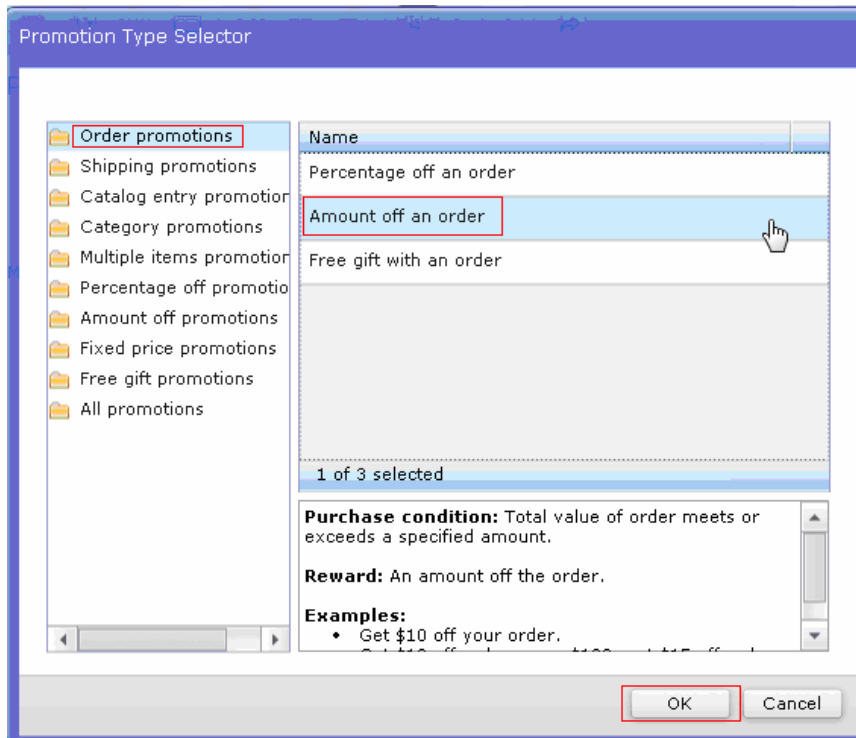
_____ 7. Complete the promotion fields as outlined below. You can find information on the available code generation patterns in the Information Center at **Operating > IBM Management Center for WebSphere Commerce > Promotions tool > Working with promotions > Promotion codes**

__ a. In the **Promotion Properties** section, enter the values below:

Field name	Value
Administrative name	Order promo-$50 off
Redemption method	Requires promotion codes
Promotion code specification	Advanced system-generated unique promotion codes
Code generation pattern	order-[MM]-50-[xxx]
Number of unique codes to be generated	100
Priority	100

▽ **Promotion Properties**

*Administrative name ⓘ Order promo-$50 off

Promotion type Amount off an order

Redemption method Requires promotion codes ▼

Promotion code ⓘ ○ Create public promotion codes
specification ○ Simple system-generated unique promotion codes
◉ Advanced system-generated unique promotion codes
○ Using imported promotion codes

*Code generation pattern ⓘ order-[MM]-50-[xxx]

Example codes order-eo-50-mf9
order-dn-50-wxv
order-Jy-50-7yy

Number of unique codes to ⓘ 100
be generated

Maximum number of ⓘ 126157824
possible unique codes

Code generation status ⓘ Promotion codes have not yet been populated

Combination with other ⓘ Exclusive within the same group ▼
promotions

*Priority ⓘ 100

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__ b. In the **Purchase Condition and Reward** section, select 🗋 and enter the values specified in the table below.

Field name	Value
Minimum purchase condition – Order	500
Minimum purchase condition – Amount off	50

__ c. Click the **Descriptions** tab. Enter the values below:

Field name	Value
Customer viewable short description	Save $50 on orders over $500

__ d. Select **Save and Close**.

__ e. Select the **Promotions** tab in the Explorer View.

__ f. Find the promotion you just created, right click and choose **Activate.**

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_____ 8.   Verify the promotion codes generated successfully.

__ a. Open the promotion you just created, right click the promotion and choose **Open**.

__ b. Click the refresh button 🔄 in the toolbar to refresh the promotion information.

__ c. Verify that the **Code generation status** matches the screen capture below.

|	
Promotion code specification	⃝ Create public promotion codes
	⃝ Basic system-generated unique promotion codes
	⦿ Extended system-generated unique promotion codes
	⃝ Using imported promotion codes
*Code generation pattern ⓘ	order-[MM]-50-[xxx]
Number of unique codes to be generated ⓘ	100
Maximum number of possible unique codes ⓘ	126157824
Example code	order-it-50-q0r
Code generation status ⓘ	Promotion codes have been populated.

Part 2: Create a new email template

In this part of the lab, you will create an email template that will allow you to send the unique promotion code out to a selected group of shoppers.

____ 1.   Open the Management Center **Marketing** tool and select the **Madisons** store.

____ 2.   Select **E-mail Template** from the Create New toolbar button.
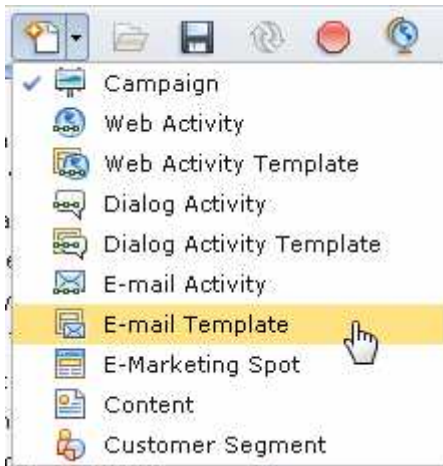
____ 3.   Create your email template by filling in the fields as shown in the table.

Field name	Value
Name	Unique order promo template
E-mail subject	Save $50 at Madisons
E-mail content	Spend $500 or more at Madisons and save $50. To claim your discount, enter the promotion code:

____ 4.   In the **Insert content** drop down, select **Promotion code.**

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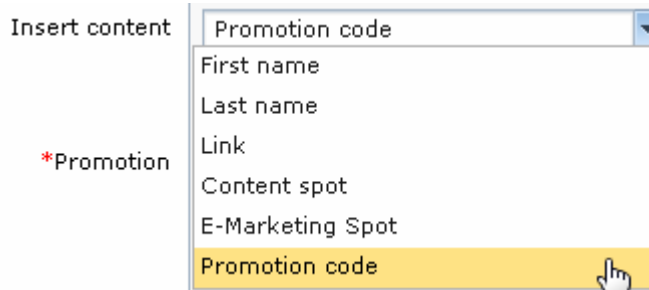
____ 5. In the Promotion field, enter the name of the promotion you created in Part 1 (Order promo-$50 off) and click **Find and Add.**

____ 6. Click **Insert** to add the promotion code tag into the email content. Your completed template should look like the screen capture below.

____ 7. **Save and Close** the template. If you have a mail server configured you can proceed with creating an Email activity using this template. These steps are not covered in this lab. For more information on Email activities, see the Information Center.

Part 3: Look up the generated promotion codes

In this part of the lab, you will look up the generated promotion codes in the database. This allows you to identify valid codes for testing. If you extended Part 2 and created an Email activity you can use the code received in the email for testing.

____ 1.   Open a browser window and go to **https://localhost/webapp/wcs/admin/servlet/db.jsp**

____ 2.   Find the promotion codes.

  __ a. Enter the SQL below to lookup the codes that were generated.

```
select * from px_cdpool;
```

 __ b. Click **Submit Query**. If you have created other promotions with unique promotions those codes will also be stored here. Look for the ones that match the code pattern you defined in Part 1. Remember that you entered 100 for the number of unique codes. Write down one of the promotion codes to be used in the next part of the lab.
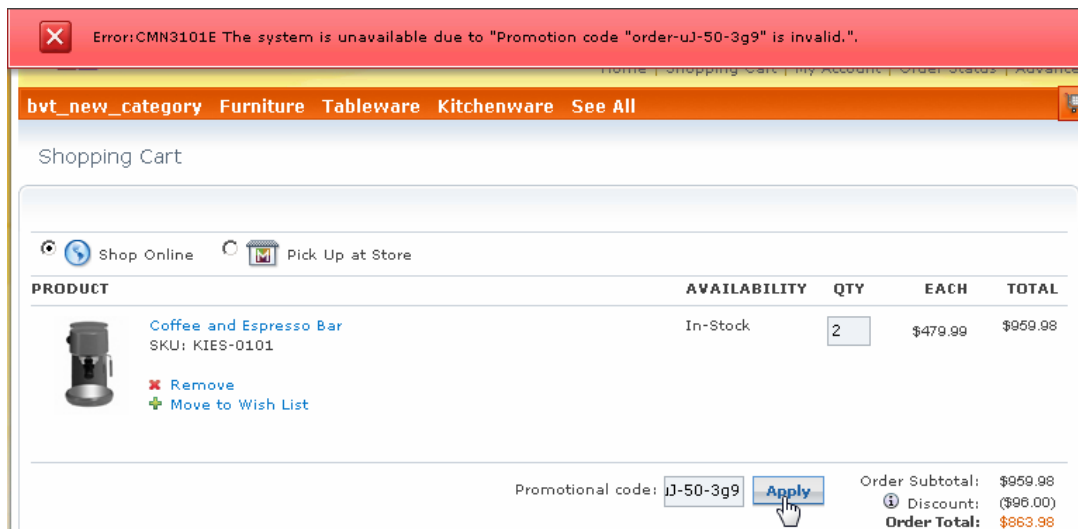
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Part 4: Test your promotion codes

In this part of the lab, you will try out the promotion codes in the Madisons store.

____ 1.   Launch the Madisons store using the hintsandtips.html page at **<WCDE_INSTALL_DIR>\hintsandtips.html**.

____ 2.   Login with an existing shopper account or register a new shopper.

____ 3.   Add items to your shopping cart worth more than $500.

____ 4.   Navigate to the shopping cart page and enter one of the promotion codes you looked up in Part 3 in the **Promotion Code** field and click **Apply**.
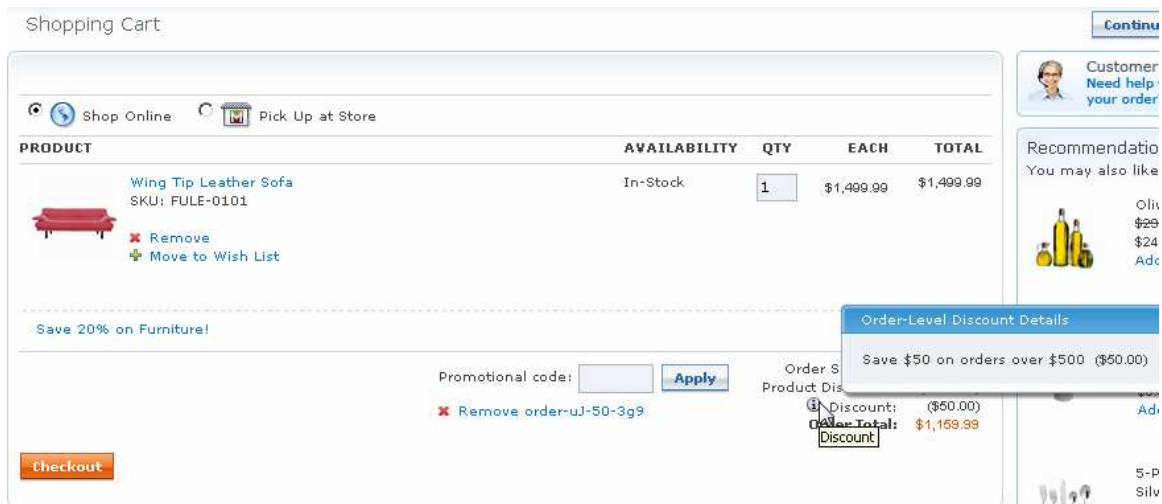
____ 5.   Finish checking out with this promotion applied.

____ 6.   Add a new set of items worth more that $500 to your shopping cart.

____ 7.   Try to check out with the same promotion code. You should see an error message informing you that the code is not valid.

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Part 5: What you did in this exercise

In this tutorial you learned how to use the new unique promotion code features.

You should now understand how to complete the tasks below:

- Create a promotion that generates unique promotion codes

- Create an email template to send unique promotion codes to shoppers