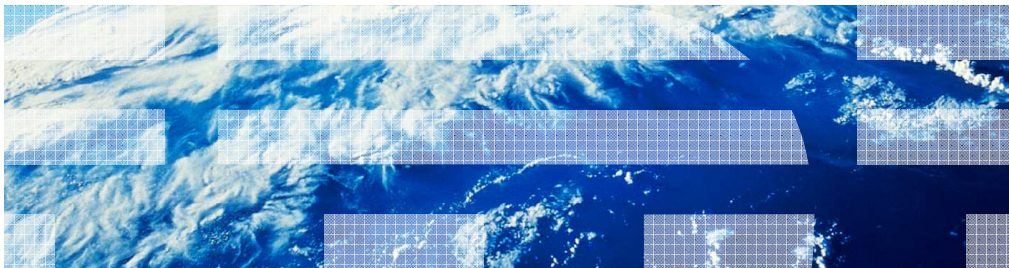# IBM WebSphere Commerce Version 7 Feature Pack 2
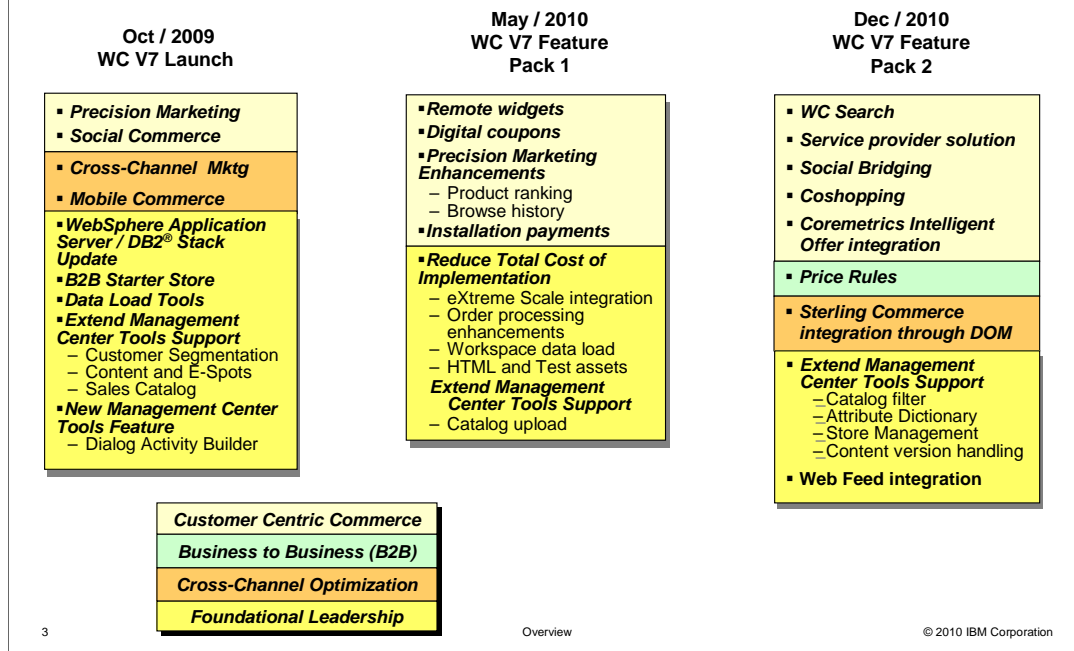
Overview

This presentation provides an overview of the product enhancements in WebSphere Commerce Version 7 Feature Pack 2. You should have a general knowledge of the features in WebSphere Commerce Version 7 before viewing this presentation.

Table of contents

- Customer-centric commerce
  - Integrated search
  - Social bridging
  - Coshopping
  - Service provider solution
  - Coremetrics Intelligent Offer integration

- Business to Business (B2B)
  - Price rules

- Cross-channel optimization
  - Sterling Commerce integration

- Foundational leadership
  - Content version handling
  - Attribute dictionary
  - Catalog filter
  - Store management
  - Web feed integration

Overview

WebSphere Commerce V7.0 feature pack 2 delivers features in each of the four theme areas, customer-centric commerce, business to business (B2B), cross-channel optimization and foundational leadership. This presentation will introduce you to the features associated with each theme. The customer centric features are integrated search, social bridging, coshopping, the service provider solution and the integration with Coremetrics Intelligent Offer. These features are described first. Following the customer-centric features is the price rules B2B feature and Sterling Commerce integration cross-channel optimization feature. This presentation concludes with the foundational leadership features which include content version handling, attribute dictionary, catalog filter, store management and web feed integration.

WebSphere Commerce V7 roadmap

Oct / 2009 WC V7 Launch	May / 2010 WC V7 Feature Pack 1	Dec / 2010 WC V7 Feature Pack 2

Oct / 2009 — WC V7 Launch
- *Precision Marketing*
- *Social Commerce*
- *Cross-Channel Mktg*
- *Mobile Commerce*
- *WebSphere Application Server / DB2® Stack Update*
- *B2B Starter Store*
- *Data Load Tools*
- *Extend Management Center Tools Support*
  - Customer Segmentation
  - Content and E-Spots
  - Sales Catalog
- *New Management Center Tools Feature*
  - Dialog Activity Builder

May / 2010 — WC V7 Feature Pack 1
- *Remote widgets*
- *Digital coupons*
- *Precision Marketing Enhancements*
  - Product ranking
  - Browse history
- *Installation payments*
- *Reduce Total Cost of Implementation*
  - eXtreme Scale integration
  - Order processing enhancements
  - Workspace data load
  - HTML and Test assets
- *Extend Management Center Tools Support*
  - Catalog upload

Dec / 2010 — WC V7 Feature Pack 2
- *WC Search*
- *Service provider solution*
- *Social Bridging*
- *Coshopping*
- *Coremetrics Intelligent Offer integration*
- *Price Rules*
- *Sterling Commerce integration through DOM*
- *Extend Management Center Tools Support*
  - Catalog filter
  - Attribute Dictionary
  - Store Management
  - Content version handling
- *Web Feed integration*

Legend:
- *Customer Centric Commerce*
- *Business to Business (B2B)*
- *Cross-Channel Optimization*
- *Foundational Leadership*

3 — Overview — © 2010 IBM Corporation

This slide gives an overview of the WebSphere Commerce V7 roadmap. The new features for feature pack 2 are shown on the right. Each of the four themes are color coded and the legend is shown at the bottom. The remainder of this presentation will focus on the new feature pack 2 capabilities.

Section

Customer-centric commerce

Overview

This section covers the customer-centric commerce features. The features introduced in this section include integrated search, social bridging, coshopping and the service provider solution.

This screen capture shows the search results page for the Madisons store without integrated search enabled. This search runs against the WebSphere Commerce database and returns matching product results only.

Integrated search results

Breadcrumb trail with facet selected

Search term highlighted

Unstructured content

Facets

This screen capture shows the Madisons search results page when integrated search is used. In addition to the list of matching products, various facets are also returned from the search query. This facet information makes it easy for the shopper to narrow down the initial results to find what they are interested in. Selected facets are shown in the breadcrumb trail and can be removed to return to more general search results. Highlighted search terms allow shoppers to quickly identify where in the product name or short description their search term occurs. The WebSphere Commerce integrated search also locates unstructured content such as user manuals and includes those documents in the search results list view.
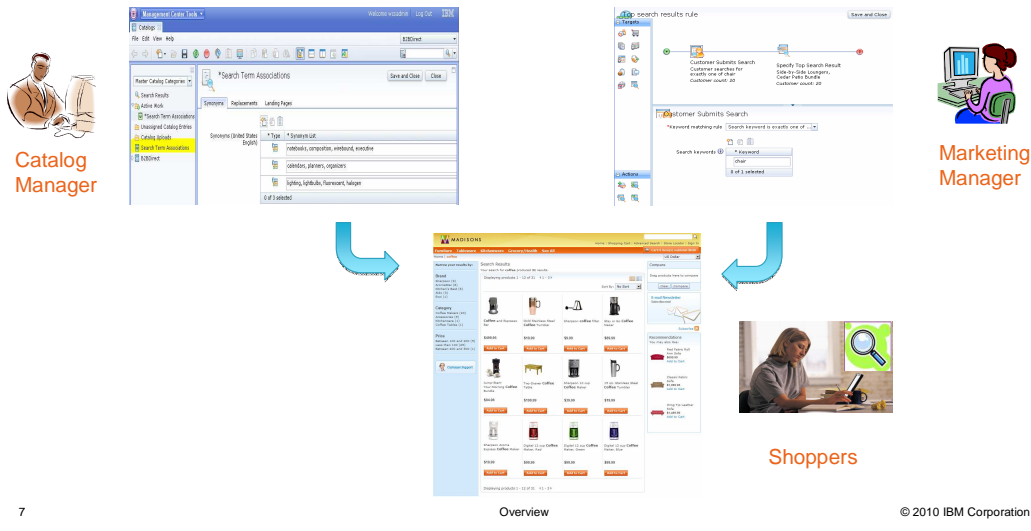
The last slide highlighted some of the advantages of a search engine over a traditional database search. The WebSphere Commerce integrated search solution provides even more control over search results through a new set of search management tools. The search management tools are split into two groups. The search term association tool is part of the Management Center Catalogs tool. This tool allows catalog managers to define synonyms and replacement terms for common search terms to ensure shoppers find the products they are looking for even if they use different terms to describe a product than your store catalog does. Landing pages allow you to bypass the search results page and redirect shoppers to a specific store page based on their search term. Landing pages can be used to direct shoppers to store information such as address or shipping information. They can also be used to redirect to brand or category specific pages within the store. A sample landing page is shown on the next slide.

The second group of integrated search tools are part of the Management Center Marketing tool. Using these tools, Marketing Managers can define business rules that influence the content and ranking of search results within the store. For example, you can define rules that rank products from certain categories or manufacturers higher in the search results. You can also set specific products to always be the top results. Beyond impacting the search results themselves, you can also use search results and behavior to drive other marketing activities such as displaying cross sell recommendations based on current search results.
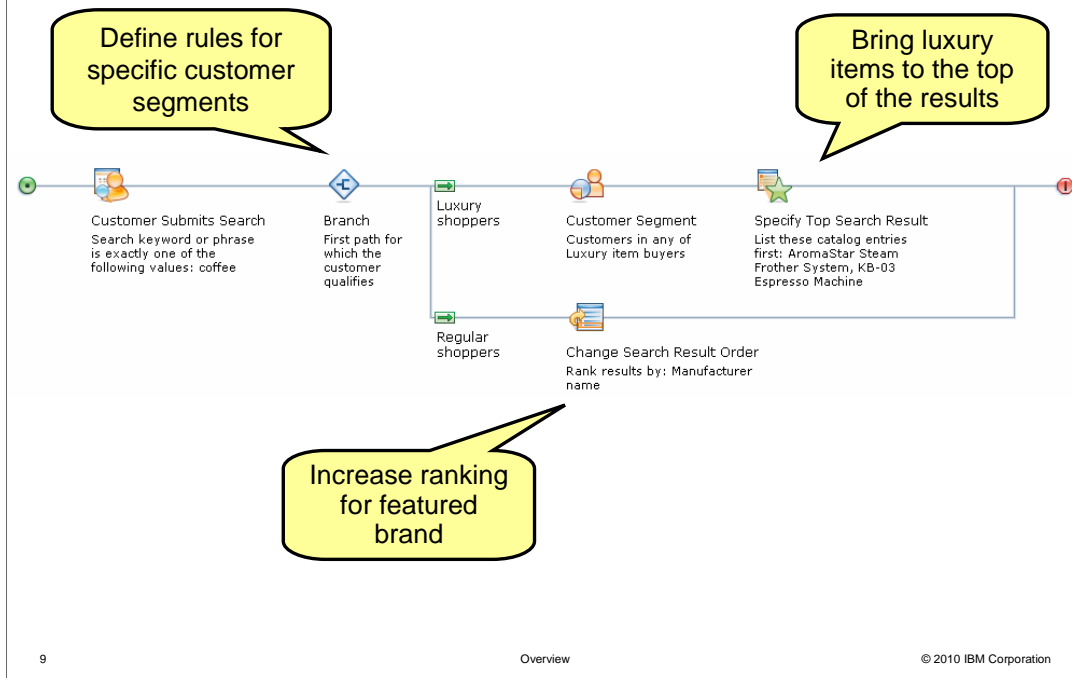
The combination of search term associations and search marketing rules determine the final search results displayed to the shopper.

Search landing page

Video to learn more about products

Shop by brands

Shop by features

Related information

Product recommendation

Promotional sales

This screen capture shows a sample category landing page. When a shopper searches for coffeemakers they are redirected to this page instead of being shown the search results page. From here, shoppers can access videos and related information about coffeemakers. They are also offered multiple ways to browse for products to find what they're looking for. The search term coffeemaker is linked to this landing page using the search term association tool.

On this slide, you see a sample search rule that will adjust the search rankings based on customer group. When shoppers search for the term 'coffee', this search rule is triggered. Shoppers who are members of the luxury item buyers group will have the deluxe coffee makers display at the top of their search results. For all other shoppers, products for the currently featured brand are ranked higher than other results.

WebSphere Commerce search framework
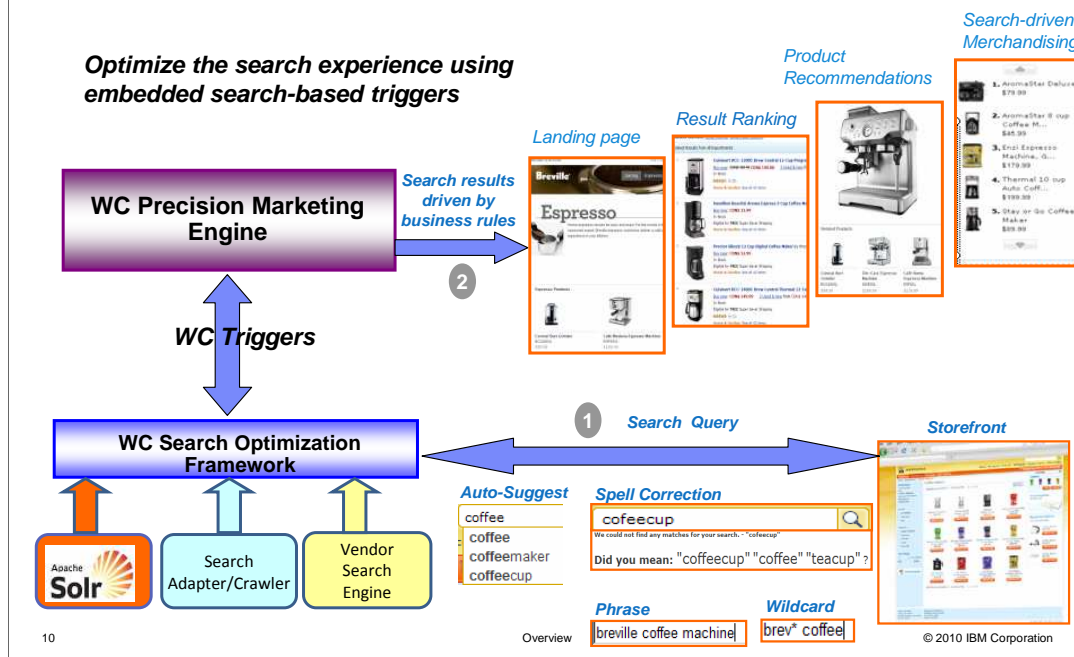
This slide provides a summary of the integrated search framework. On the bottom right of the slide, you see the store front search capabilities. These include auto-suggest for search terms, spell correction, phrase searches and wildcard searches. The search term entered by the shopper passes into the WebSphere Commerce search framework. The search framework communicates with the WebSphere Commerce precision marketing engine to identify any business rules, such as the search rule shown on the previous slide, to apply to the query. The search query is then run using the open source Apache Solr search engine. The architecture of the search framework also allows additional search adapters or vendor search engines to be used.

The business-rule influenced search results are returned to WebSphere Commerce and displayed to the shopper. If the search term matched a configured landing page then the shopper is directed there, otherwise, the search results page is displayed. As discussed earlier, the results are the combination of any defined synonyms or replacement terms and any search rules. Search results can also trigger specific product recommendations or other merchandising to be displayed in e-Marketing Spots on the page.

Social commerce in V7 (review)

- Social Commerce provides social networking capabilities, enabling a store to integrate user-generated content into the storefront
- The Social Commerce features include
    - public-facing user profiles
    - integrated blogs
    - photo galleries
    - social bookmarks
    - customer ratings and reviews
- Integration implemented using WebSphere sMash technology
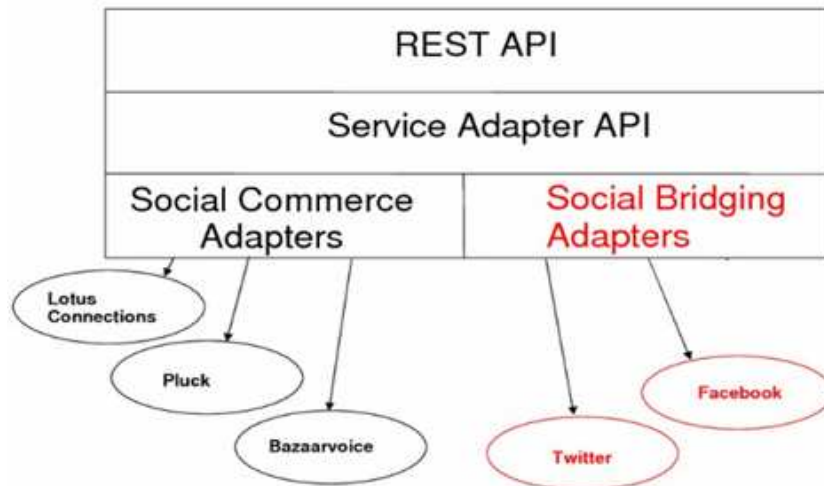- Prebuilt social media provider integration

Lotus. Connections   **Pluck.**   **Bazaarvoice**

Overview   © 2010 IBM Corporation

Social Commerce capabilities were first introduced in WebSphere Commerce version 7.Social Commerce provides social networking capabilities, enabling a store to integrate user-generated content into the storefront. Although social networking content can be viewed by any customer, it can only be created by registered customers.

WebSphere Commerce does not directly implement social commerce features. Rather, it relies on integration with external products and services. The integration of these products and services are accomplished with WebSphere sMash technology.

Social Commerce supports Bazaarvoice, Pluck, and Lotus® Connections.

Bazaarvoice provides a service for hosting ratings and reviews. Pluck provides a service for hosting blogs, profiles, and photo galleries. These vendors require service agreements separate from the WebSphere Commerce product license. IBM Lotus Connections is a product that also provides hosting for blogs, profiles, and photo galleries.

Social commerce application with social bridging

REST API

Service Adapter API

Social Commerce Adapters

Social Bridging Adapters

Lotus Connections

Pluck

Bazaarvoice

Twitter

Facebook

Overview

© 2010 IBM Corporation

The sMash application connects the social content widgets with the supported service providers, using both a Representational State Transfer (REST) API and a Service Adapter API. The REST API provides an interface that is called by the Social Commerce user interface widgets. This interface follows the REST style, with the REST API providing a stateless server that is organized with resources. It also provides support for readable URLs and cacheable content. The Service Adapter API is a Java™ API that is used to connect the REST API with the vendor service providers. The API provides several interfaces representing different service types.

The sMash application connects the social content widgets with the supported service providers. For Feature Pack 2 the Social Bridging adapters are new. You can now call out to services on the internet such as Facebook and twitter.

Product page with social bridging

This screen capture shows an overview of the Madisons product page with social commerce enabled with the new social bridging features. User generated content in the form of product reviews is displayed in a tab on the bottom half of the page.

Social bridging

- Use external social networking identities to create social content (user does not need a store account)
  - Facebook
  - Twitter

  Connect to create social content:

- Post content back as activities to social networking sites
  - Facebook
  - Twitter

  Love this table
  ★ ★ ★ ★ ★
  This table is great I just love it.
  by: Lisa Wood Bradley@Twitter   8/25/2010 12:38 PM

- Leverage social web (friends) for engaging interactions at store

  Office chair recommendations
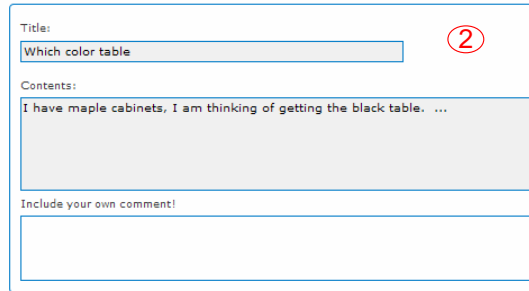 by: Lisa Wood Bradley@Twitter
  7/26/2010 1:41 PM

Overview

Social Bridging is an extension to Social Commerce that enables shoppers to create social content using an external social ID, such as Facebook or Twitter. Shoppers are no longer isolated inside a single merchant's community. They can post photos, ratings and reviews, and blog comments for items using their social ID. The Login widget is used by social contributors to log on to a store using a social ID, such as a Facebook or Twitter ID. Social contributors are able to create social content on the store site. Shoppers can also publish content to external social sites allowing store content to be extended to social networking sites using the MicroBlog widget. Shoppers reviews, blogs and posts of their social friends are highlighted and prioritized. Shoppers can use external friend networks in turn increasing traffic to the storefront.

The screen capture shows how a shopper posts social commerce content back to their Facebook account. The user needs to be logged in with their Facebook social ID. They then click the share it icon next to the social commerce blog post or review. A Popup opens with the title and comments prefilled from the blog post or review. The shopper can then include their own comment and then select the Share button. A message is displayed indicating that the message was posted to their social network account. The shopper can then view their Facebook account to see the post. The post will include a link to the website you made the post from. A shopper can post their own blog post or review, or one of another shopper.

Friends support

- Depending on which social network ID you are logged on to, your friends' reviews/blogs/photo gallery are
  - Indicated with a friend icon and highlighted with gray
  - Reordered so your friends entries are at the top

- Twitter friend in blog   Twitter friend in photo gallery

  Office chair recommendations
  by: Lisa Wood Bradley@Twitter
  7/26/2010 1:41 PM

  My office chair
  Lisa Wood Bradl
  1/31/2010 9:59 AM

- Facebook friend in reviews

  great chair comfy
  ★★★★☆
  great chair comfy
  by: Lee Wood@Facebook   10/13/2010 12:34 PM

When a shopper logs in with their social network ID, their friend graph from that social provider is used to indicate their friends' reviews, blogs or photo gallery entries. Your friends are indicated with a friend icon and highlighted with gray. The entries are also reordered so that your friends entries are at the top. The screen capture shows the friends support for the blog, photo gallery, and reviews section of the store.
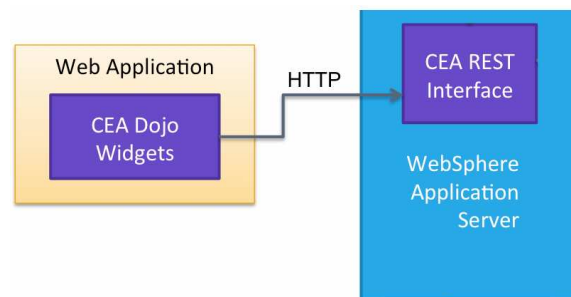
Coshopping

- Coshopping enables two shoppers to shop together within a browser window
  – explore a store
  – take control of a session
  – highlight web page elements
  – view products
  – chat about products

- Coshopping provides real-time synchronization of the web browsers of two users to create a single collaborative shopping session controlled by a single user

- Individual privacy and security preferences
  – Links that reveal customer sensitive information are blocked during coshopping
  – Highlight of the personalized content in coshopping is disabled

17   Overview   © 2010 IBM Corporation

The purpose of the coshopping feature is to enhance your experience by providing the ability to browse and shop together with a friend online. In coshopping, both shoppers operate separate browsing sessions with individual privacy and security preferences. Access to the personalized content of the shopping partner in coshopping is disabled.

The chat and highlight features are provided to facilitate collaboration. Only two shoppers are allowed in a collaboration session.

Coshopping based on Feature Pack for CEA

- Builds on the co-browse widget that is packaged with the IBM WebSphere Application Server V7 Feature Pack for Communication Enabled Application (CEA)
- Uses Representational State Transfer (REST) services to synchronize each browser to the web page of the initializing shopper
- Reuses Java-based skills by hiding communications' complexity through REST interfaces (widgets)

The coshopping feature is based on the IBM WebSphere Application Server V7 Feature Pack for Communication Enabled Application (CEA). CEA provides RESTful services that allow for communication between two shoppers by keeping the two browsers synchronized. The coshop widget in Madisons builds upon existing store assets and the co-browse widget that is packaged with the Feature Pack for CEA. This allows store developers to reuse Java and JSP™ skills in implementing coshopping in their store.
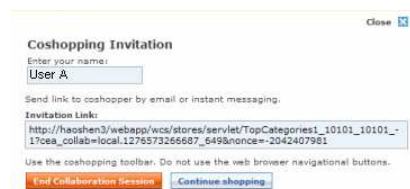
Starting coshopping

- User A clicks on the 'Coshopping' link

- A dialog is shown and it asks the User A to enter the his/her name

- A collaboration URL is generated and displayed within the dialog

Overview

In order to start coshopping you click the 'coshoppng' link from the header in Madisons store. A dialog is shown and it asks you to enter your name. The name is used by that chat function. The user enters their name and clicks "get collaboration link" A collaboration URL is generated and displayed within the dialog. You should save this URL so it can be sent to your friend to start the collaboration URL in the future.

Coshopping in Madisons

- Shoppers can switch controlling navigation
- Built-in chat feature
- Highlight capability

Madisons - Welcome! - Mozilla Firefox

MADISONS

Home | Shopping Cart | Advanced Search |

bvt_new_category   Furniture   Tableware   Kitchenware   See All

Home

Furniture
Lounge Chairs
Office Chairs
Desks

Featured Products

Cart: 0

Connected   Your friend's window is open   You are leading

Madisons - Welcome! - Windows Internet Explorer

MADISONS

Home | Shopping Cart | Advanced Searc

bvt_new_category   Furniture   Tableware   Kitchenware   See All

Home

Furniture
Lounge Chairs

Featured Products

Cart

Connected   Your friend's window is open   You are following

20   Overview   © 2010 IBM Corporation

Once the second shopper receives the coshopping link from the first shopper, they use it to launch the store. This creates a coshopping session between the two shoppers. They can take turns controlling the navigation through the store and can use the built in tools to highlight portions of the page or start a chat session. Note that the initiator shopper on the top panel is leading and the second shopper on the bottom is following, this is indicated at the bottom of each user's window.

Coshopping is only available for catalog browsing. Personal pages such as account information and the check out flow are not shared.

This page shows the navigation options available during a coshopping session. You can start and stop page sharing without leaving the coshopping session. You can also communicate with your coshopping partner through a built in chat and by highlighting portions of the page to draw their attention to a specific product. When you are finished coshopping you can exit the coshopping session without exiting the store.

Recurring orders and subscriptions

- Recurring order
  - Weekly fruit and vegetable delivery
  - Paid weekly
- Subscription
  - Time-based
  - Subscribe to an electronic newsletter for one year
  - Paid up-front
- Manage subscriptions and recurring orders through My Account
- Create marketing activities to connect with customer who have new orders or orders near their end date

Overview   © 2010 IBM Corporation

The Service Provider Solution allows you to sell subscription-based offerings and allows shoppers to place recurring orders online. This feature is included in the Madisons starter store in feature pack 2. A recurring order is one where the shopper defines the start and end dates and frequency of delivery. An example is a weekly fruit and vegetable delivery. Recurring orders are typically paid for at each delivery. A subscription is a time-based offering with a predefined delivery date and frequency. Subscriptions are typically paid upfront, such as subscribing to an electronic newsletter for a year.

Shoppers can manage their subscriptions and recurring orders through the My Account page.

Marketing managers can use dialog activities to contact shoppers who have active or recently expired subscriptions or recurring orders.

Create subscription and recurring orders

Fast Financing
MP-NEWS-001

$100.00   Quantity: 1   Add to Cart

Add to Wish List
Add to Compare

*Subscription period :
Select...
Select...
1 Year(s)
2 Year(s)

personal finance industry, including up and
coming growth sectors for your capital. Find
investing dos and don'ts, best practices for
investment, and retirement planning tips in
Fast Financing.

more info

Subscription options defined as attributes

Shopping Cart

Shop Online   Pick Up at Store

Schedule this order as a recurring order

PRODUCT

Red Delicious Apples
SKU: MadisonsGCR-002-1

Remove

New option shown if cart items can be reordered

Overview

© 2010 IBM Corporation

The screen captures on this slide show some of the enhancements to the Madisons starter store to support subscriptions and recurring orders. On the top left is an example of the quick info dialog for a subscription newsletter product. The subscription duration options are represented as product attributes. On the bottom right is an example of the new flag to signal an order should be scheduled as a recurring order. The start date and frequency are supplied by the shopper during checkout.

Defining recurring and subscription products

- Specify whether products are available for recurring orders

- Create and update time-based subscription products

These screen captures show how subscriptions and recurring orders are configured in the Management Center Catalogs tool. Each product can now be set as available for recurring orders, subscriptions or neither. A product cannot be configured as both.

For subscription products, additional details are needed to define the fulfillment frequency, payment frequency and duration of the subscription period. This information is stored as defining attributes for the product. The attribute codes are predefined values that signal the usage of each attribute during order processing.

New dialog activity triggers

Recurring Order Trigger
Check daily for all
recurring orders
Expiring in 7 days

Send Message
Message type:
E-mail
E-mail template:
Recurring order
reminder
Send at daily
scheduled time

Subscription Trigger
Check daily for all
subscriptions
Started 1 days ago
Search restricted to:
Smart Investing

Send Message
Message type:
E-mail
E-mail template:
SmartInvesting
Welcome
Send at daily
scheduled time

Overview
© 2010 IBM Corporation

Two new dialog activity triggers have been added to the Management Center Marketing tool. The Recurring Order trigger and Subscription Trigger allow you to target marketing messages to shoppers who have a current or recently expired or canceled subscription or recurring order.

The screen capture shows two simple examples. In the first dialog activity, a reminder email is sent to shoppers who have a recurring order expiring in the next week. In the second activity, a welcome email is sent to shoppers who recently subscribed to a specific newsletter.
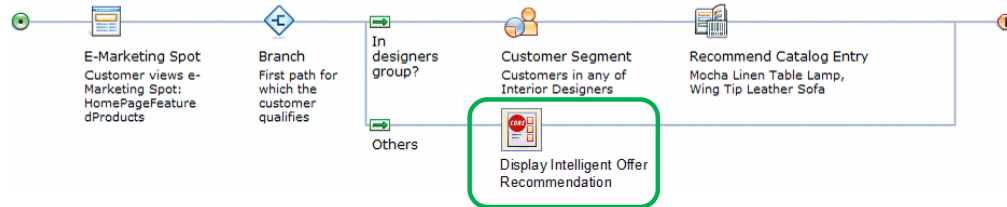
Coremetrics Intelligent Offer integration

- Provide integration between Management Center Marketing and Coremetrics Intelligent Offer
- Intelligent Offer (IO) provides two methods of returning recommendations:
  - Dynamic Recommendations – real time call to Coremetrics to provide personalized recommendations
  - Flat File Recommendations – import fixed list of recommendations from Coremetrics to deliver static recommendations

Overview   © 2010 IBM Corporation

The integration between Management Center and Coremetrics Intelligent Offer provides a way to display Coremetrics recommendations through e-Marketing Spots in your store.

Intelligent Offer (IO) provides two methods of returning product recommendations. The first method is Dynamic Recommendations. This type of recommendation makes a real time call from WebSphere Commerce to Coremetrics to provide personalized recommendations. The second recommendation method is Flat File Recommendations. In this case, Coremetrics provides a fixed list of recommendations that are imported into WebSphere Commerce as merchandising associations and used to deliver static recommendations.

Dynamic recommendations – e-marketing spot integration

- Sample web activity

E-Marketing Spot
Customer views e-Marketing Spot: HomePageFeaturedProducts

Branch
First path for which the customer qualifies

In designers group?

Others

Customer Segment
Customers in any of Interior Designers

Display Intelligent Offer Recommendation

Recommend Catalog Entry
Mocha Linen Table Lamp, Wing Tip Leather Sofa

- New action: Display Intelligent Offer Recommendation action

Display Intelligent Offer Recommendation

*Recommendation delivery ⓘ Site Zone

Select Flat File or Site Zone

*Zone IDs ⓘ | * Zone ID
Z1234567
1 of 1 selected

27   Overview   © 2010 IBM Corporation

This slide shows screen captures of the new web activity action added to support Intelligent Offer recommendations. This action supports both dynamic and flat file recommendations. The example on the lower half of the slide shows the action set for a dynamic recommendation. The integration point for dynamic recommendations is the Intelligent Offer Zone ID. Once you have defined a zone, you can use it in a WebSphere Commerce marketing web activity. To create an action for a flat file, select that option from the drop down list.

The new action can be combined with any other web activity elements. In the example on this slide, the interior designers customer segment is shown specific catalog entry recommendations while all other shoppers see the dynamic recommendations from Intelligent Offer.

Section

Business to Business

This section covers the business-to-business features. The price rules feature is introduced in this section.

Price rule solution

- Before feature pack 2
    - List price for display
    - Offer price for purchase
    - Different database tables

- New in feature pack 2
    - Move to common schema (OFFER tables)
    - Support for multiple price lists
    - Define equations to calculate prices
    - Combine lists, equations and constants into price rules
    - Integrate with ILOG® JRules for external pricing capability
    - Assign price rules to contracts

Overview

In WebSphere Commerce, before feature pack 2, there is the concept of a list (or display) price and an offer (or selling) price. These prices are stored in separate tables in the database and managed through Management Center or data load. Since the offer price represents the final selling price, if one component of that price needs to change then all the prices need to be reloaded. For example prices might increase or decrease based on the cost of fuel for transporting goods.

Feature pack 2 introduces a new pricing model that provides more flexibility in setting prices and reduces the need to reload prices for an entire catalog. The new solution starts by combining the concepts of list price and offer price into a common schema using the existing OFFER tables. This allows for multiple price lists to be created and managed in Management Center including importing and exporting lists. A price list represents a list of products with associated prices.

Once you have one or more price lists defined, you can create price equations to calculate the actual selling price. Price equations are mathematical statements that are used to calculate all or a portion of a final price. For frequently used values, you can define price constants that can be used in the equations. A fuel surcharge can be represented as a price constant.

Price lists, equations and constants can be combined to form one or more price rules. Price rules also provide other elements such as actions, conditions and branches that allow you to build up flexible rules. The rule builder is similar in structure to the marketing activity builder.

In addition to defining rules in Management Center, you can also integrate with the ILOG JRules product and pull externally defined rules into WebSphere Commerce through the price rule concept.

Once your price rules are defined, you associate them with specific contracts using

New Management Center tool

- Catalog Filter and Pricing tool
  - Manage rules, lists, equations and constants
  - Upload price lists
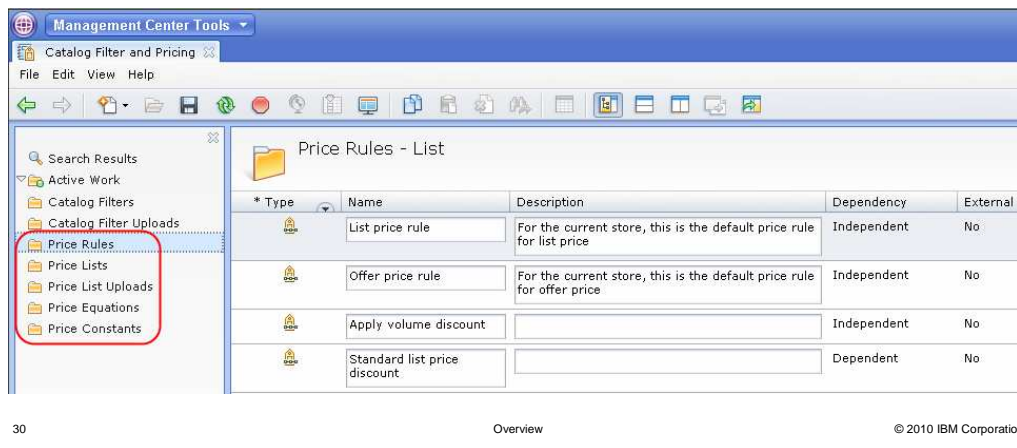
The screen capture in this slide shows the new Catalog Filter and Pricing tool in Management Center. The catalog filter capabilities are covered later in this presentation. This tool allows you to manage all the different types of price objects. These include price rules, price lists, price equations and price constants. You can also manage price list uploads. This tool follows the same pattern as other Management Center tools. You select one of the object types in the Explorer view to see a list of the objects in the main content area. This screen capture shows a list of price rules.

Sample price equation

Volumn discount equation

Save

General Properties | References

Equation preview ⓘ

Output Price = Input price − (Input price * Price constant (Volume discount))

Equation builder ⓘ

Type	Value
Input price	
Math Symbol	−
Parenthesis	(
Input price	
Math Symbol	*
Price constant	Volume discount
Parenthesis	)

0 of 7 selected

Overview

This screen capture shows an example of a price equation. The equation uses a mathematical formula to describe how the input price should be modified to get to the required output price. In this example, the input price is being reduced by a volume discount percentage. This percentage has been defined as a price constant. You use the controls above the equation builder area to add new elements to the equation and adjust their position within the equation.

Sample price rule
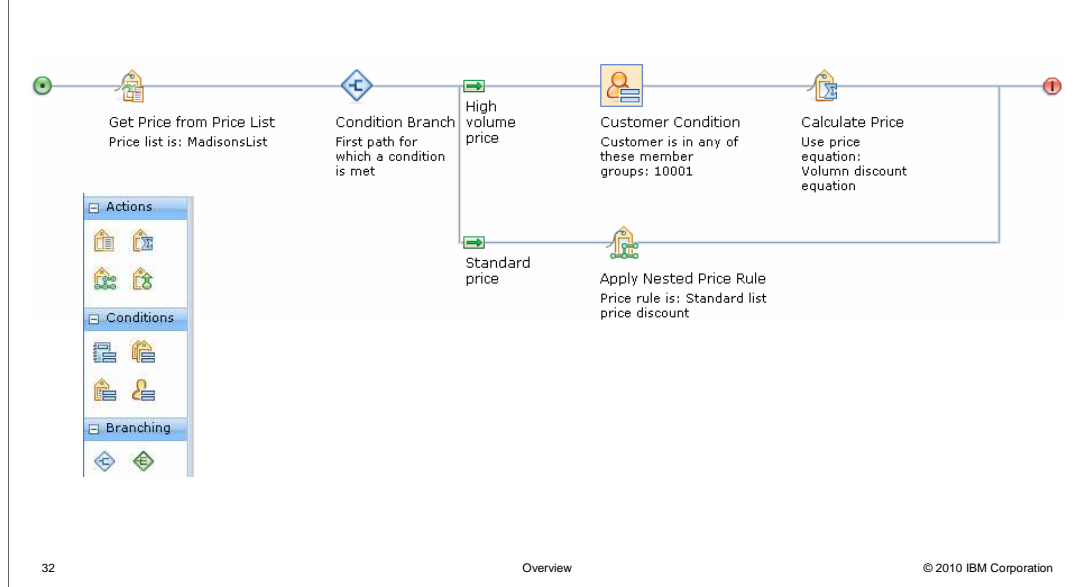
In this screen capture, you see a completed price rule. The rule starts by defining which price list should be used as the input price. It then branches off and calculates one price if the shopper is a member of the high volume buyers price group and another price for all other shoppers. For high volume shoppers, the price is calculated using the equation shown on the previous slide. For all other shoppers, another predefined price rule is nested into this rule to calculate the price. In this way, the standard calculation can be reused in other rules as well. The selling price displayed to the shopper is the output of the first qualifying path in the rule.

The palette for the price rule builder is shown in the bottom left of the slide. Similar to the marketing activity builder, you can drag actions, conditions and branches into the rule to define your own pricing formula. The details for each element in the palette can be found in the WebSphere Commerce Information Center.

Assign price rule to contract

Extended Terms and Conditions

| Catalog Filter | Price Rule |

Use this tab to assign a price rule to this contract. The price rule you specify in the Property Value column is used to set prices for catalog entries on the storefront.

Property Name	Property Value	Data Type	Property Description
Price Rule	Apply volume discount ▼	String	The name of the price rule to assign to this contract.

Overview © 2010 IBM Corporation

A new page has been added to WebSphere Commerce Accelerator to allow price rules to be assigned to contracts. A screen capture of the new page is shown here. The available price rules are shown in the dropdown. In this example, the price rule shown on the last slide is being assigned to the contract.

Section

Cross-channel optimization

Overview

This section covers the cross-channel features. The Sterling Commerce integration is covered in this section.

Distributed Order Management (DOM) with Sterling integration

- WebSphere Commerce and Sterling Selling and Fulfillment Suite (SSFS) integration is supported
- WebSphere Enterprise Service Bus (WESB) provides mediation between the two systems
  - SOAP over HTTP used to communicate with WebSphere Commerce
  - JMS used to communicate with SSFS

Overview   © 2010 IBM Corporation

A distributed order management (DOM) integration solution was introduced in feature pack 5 of WebSphere Commerce version 6. In version 7 feature pack 2, that integration solution is used to support integration with the Sterling Selling and Fulfillment Suite (SSFS). The integration between WebSphere Commerce and the DOM system is handled in a WebSphere Enterprise Service Bus (WESB) mediation module. This mediation module translates the OAGIS messages that WebSphere Commerce uses into API calls expected by SSFS. The mediation module uses SOAP over HTTP to communicate with WebSphere Commerce and JMS to communicate with SSFS.
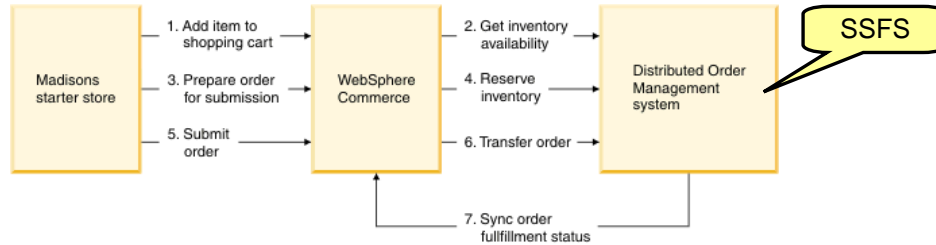
The diagram on this slide shows the flow of information from the WebSphere Commerce storefront to the WebSphere Commerce server and the SSFS system. The table on the lower half of the slide shows both the WebSphere Commerce service name and the corresponding SSFS API call.

In step 2, the "Get inventory availability" communication maps the WebSphere Commerce GetInventoryAvailability request to the SSFS findInventory API call.

In step 4, the "Reserve Inventory" communication maps the WebSphere Commerce ProcessInventoryRequirement request to the SSFS reserveAvailableInventory API call.

In step 6, the "Transfer order" communication maps the WebSphere Commerce ProcessOrder request to the SSFS createOrder API call.

Finally, in step 7, the "Sync order fulfillment status" communication maps the SSFS "getOrderDetails" and "getShipmentDetails" APIs to the WebSphere Commerce "SyncOrder" message.

Section

Foundational leadership

Overview

This section covers the foundational leadership features. The features introduced in this section include content version handling, attribute dictionary enhancements, the transition of catalog filter and store management tools to Management Center and the new web feed integration capability.

Content version handling

- Manage versions of catalog data so that you can keep historic versions of catalog data for different promotional events
- UI enhancements in Management Center to create, restore, and delete versions of catalog objects
- UI enhancements in Management Center to view previous versions of catalog objects

Management Center

Overview © 2010 IBM Corporation
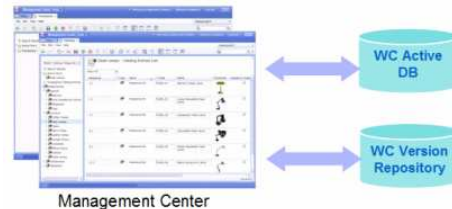
Content version handling is a new concept in Management Center. It allows you to capture a point in time version of an object and return to that version at a later date no matter how many times the object has changed since the version was made. This gives you the ability to rollback changes that are done in error, incorrect, or no longer needed. You can also make temporary changes to business objects to target specific activity events such as seasonal promotions. In feature pack 2, this version handling capability is available for catalog objects including categories, products, items, bundles, kits and sales catalogs.

The Management Center Catalogs tool allows you to create, restore, view and delete versions of your catalog objects. Versions also provide an audit history of catalog objects within WebSphere Commerce.

Versioning improves your productivity by removing the need to manually redo changes. It provides the capability to update catalog objects targeted for a promotional event and rollback to previous versions to increase effectiveness.

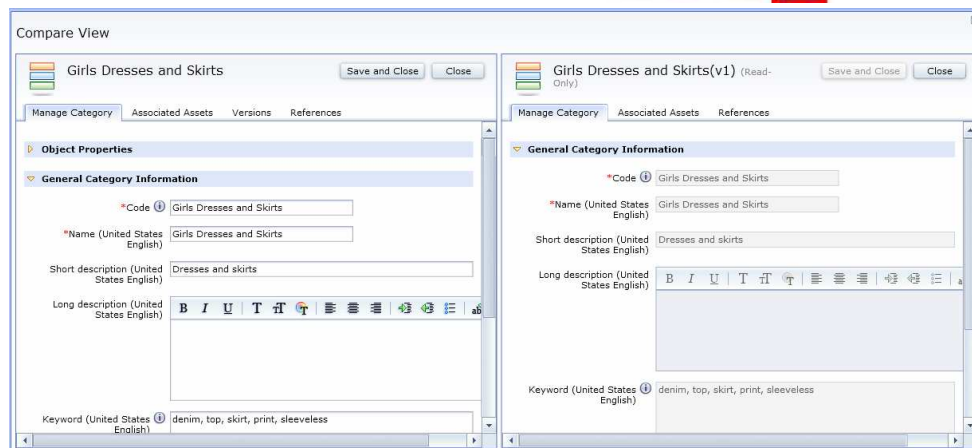Create a version of a category

The screen captures on this slide highlight some of the key version handling features. A menu option has been added to allow you to easily capture your updates as a version. To create a new version, you provide a version name and description of your changes so you can easily find the version you want in the future.

When you view the properties page for a catalog object, a new tab is displayed that lists all the versions of the object. With the version handling toolbar icons you can create, delete, restore versions, and easily compare versions with the current object. You can also edit the Version Name and description of the version.

View current object with version side by side

- Split view icons
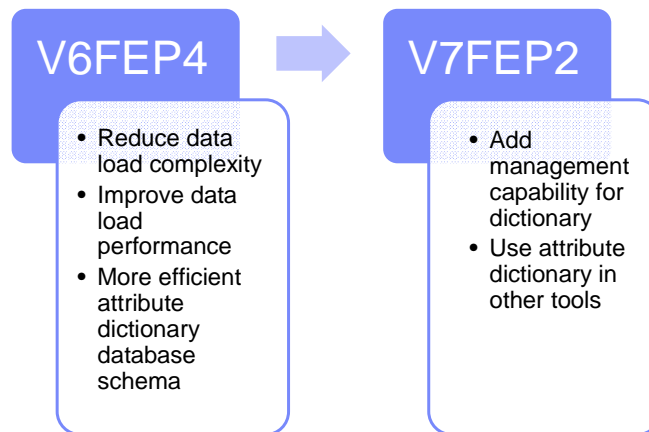- Click compare version with current object toolbar icon

Compare View

Girls Dresses and Skirts
Save and Close   Close

Manage Category   Associated Assets   Versions   References

Object Properties

General Category Information

*Code ⓘ Girls Dresses and Skirts

*Name (United States English) Girls Dresses and Skirts

Short description (United States English) Dresses and skirts

Long description (United States English) B I U | T T T | ≣ ≣ ≣ | ⬦ ⬦ ⬧ | ab

Keyword (United States English) ⓘ denim, top, skirt, print, sleeveless

Girls Dresses and Skirts(v1) (Read-Only)
Save and Close   Close

Manage Category   Associated Assets   References

General Category Information

*Code ⓘ Girls Dresses and Skirts

*Name (United States English) Girls Dresses and Skirts

Short description (United States English) Dresses and skirts

Long description (United States English) B I U | T T T | ≣ ≣ ≣ | ⬦ ⬦ ⬧ | a

Keyword (United States English) ⓘ denim, top, skirt, print, sleeveless

40   Overview   © 2010 IBM Corporation

Another new feature of the Catalogs tool that is useful in working with versions is the side by side view. Your main work area in Management Center can be split either horizontally or vertically so two objects can be displayed at a time. While you can use this view mode for any two objects, it is particularly useful for comparing two versions of an object or comparing a version to the current object. The first snapshot shows the split view icons. For your convenience, within the version toolbar there is a compare version with current object icon. After selecting that you will see a side by side view of the current object and one of its versions. You can cut and paste text from the versioned object into the current object.

Attribute dictionary evolution

V6FEP4

- Reduce data load complexity
- Improve data load performance
- More efficient attribute dictionary database schema

V7FEP2

- Add management capability for dictionary
- Use attribute dictionary in other tools

The attribute dictionary concept was first introduced in feature pack 4 of WebSphere Commerce version 6. The initial goals for attribute dictionary were to provide a more efficient way of loading and storing attribute data. Feature pack 2 of WebSphere Commerce version 7 expands the attribute dictionary capability to include management of attributes and attribute values in the Management Center Catalogs tool. You can also use attributes in other tools such as the Management Center catalog filter tool. Adding and deleting attributes from the dictionary is performed through the existing data load interface.

New attribute dictionary features

- Use
  - Attribute-based promotions validation
  - Assign and remove attributes for catalog entries
  - Automatically generate SKUs based on attribute dictionary attributes
  - Create attribute dictionary attribute based conditions in Catalog Filters
- Manage
  - Browse the attribute dictionary to locate and manage attributes
  - Update, create and remove attribute values in attribute dictionary
  - Provide flags you can set to manage your attributes
  - Load attribute dictionary information through catalog upload and data load utility

Overview

The new attribute dictionary capabilities can be divided into two categories. Features that allow you to use attributes and features that allow you to manage attributes.

Using attributes refers to accessing them in other Management Center tools. In the Promotions tool, validation has been added for attribute dictionary based attribute filters. In the Catalogs tool, you can now assign and remove attributes for catalog entries and generate SKUs for defining attributes. In the Catalog Filter and Pricing tool, you can create catalog filters that include attribute-based conditions.

Managing attributes means working with attributes and their values in the attribute dictionary tool. In feature pack 2, you can now browse all attributes and their values. Attribute values can be created, updated and deleted through the attribute dictionary tool. You can also set the value of various flags to help you manage how attributes are used. To load attributes into Management Center you can use either the catalog upload UI or the data load command line utility.

Modifying attributes

- Modify description
- Create and modify values
- Set default value
- Set Displayable, Searchable, Comparable flags

These screen captures show an example of modifying an attribute's values in Management Center. This attribute has predefined values. When it is assigned to a product, one of the values listed here must be selected. You can optionally define which of the values should be the default for this attribute.

Not all attributes have predefined values. Attributes can also have assigned values. With assigned attribute, no values are specified in the attribute dictionary tool. You give the attribute a value at the time it is assigned to a product.

Catalog filter overview

- Allow creation of flexible and reusable catalog filters in Management Center
- Separation of catalog filter from contract model to promote reuse across stores
- Support flexible filtering criteria based on product properties and attributes
- Integrated with search solution to provide fast and dynamic catalog filtering

Overview

The new catalog filter tool in Management Center is combined with the pricing tool as shown earlier in this presentation. The catalog filter capabilities have been enhanced significantly from the WebSphere Commerce Accelerator version of the tool. You can now create much more flexible filters and reuse them across stores. New catalog filters are assigned to contracts as an extended term and condition, the same as shown earlier for price rules.

In Accelerator, catalog filters focus on inclusion and exclusion of specific products and categories. The Management Center catalog filter goes beyond catalog hierarchy based filters to allow filtering on specific product properties and attributes.

These flexible and dynamic filters are made possible by integrating directly into the WebSphere Commerce search solution. When searching or browsing for products, each search query applies the catalog filter assigned to the current contract. If you add products to a category, there is no need to regenerate your filter as you did in Accelerator. Filters will automatically be applied to any new products as soon as they are added to the store's search index.

Catalog filter tool

This slide shows a screen capture of the new catalog filter properties page. A screen capture of the WebSphere Commerce Accelerator catalog filter creation page is inset.

In Management Center, catalog filter creation is two sections. The top section provides filtering by categories, attributes and properties. The lower section provides filtering by catalog entries. To include a property or attribute in a filter, you first create a condition group. Within a condition group you can add one or more properties and attributes. The screen capture on this slide shows one property and one attribute in the condition group. To match the filter in this example, a catalog entry must match both conditions. If you want to include catalog entries that match one condition or the other, you create a second condition group.

Catalog filter creation scenarios

- **Scenario 1:** Create a catalog filter by including or excluding categories
  – Categories A, B, C are included, and categories D, E are excluded.

- **Scenario 2:** Create a catalog filter by including or excluding categories with attribute conditions.
  – All "Red" Furniture made by "IKEA".
  – All "Women's" "Nike" shoes but exclude the ones that are size "6" or "7".

- **Scenario 3:** Create a catalog filter by explicitly including or excluding Products/SKUs
  – All products in catalog 100001 but exclude the ones whose ID are in {10001,10002,10003,10005} .

- **Scenario 4:** Any combination of the scenarios above

Overview   © 2010 IBM Corporation

This slide summarizes the catalog filtering scenarios supported in feature pack 2. The first scenario is a standard category filter. The second scenario shows two examples of creating filter conditions. Filter conditions can be applied to the whole catalog or a specific category. The third scenario shows explicit filtering of catalog entries. The Management Center catalog filter tool allows you to create these filter types individually or in any combination.
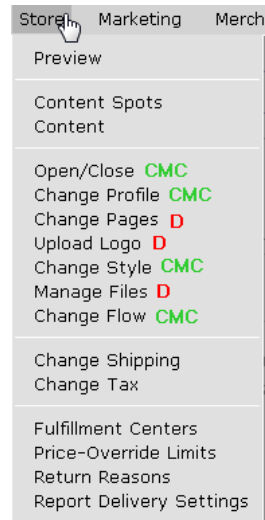
Store Management tool
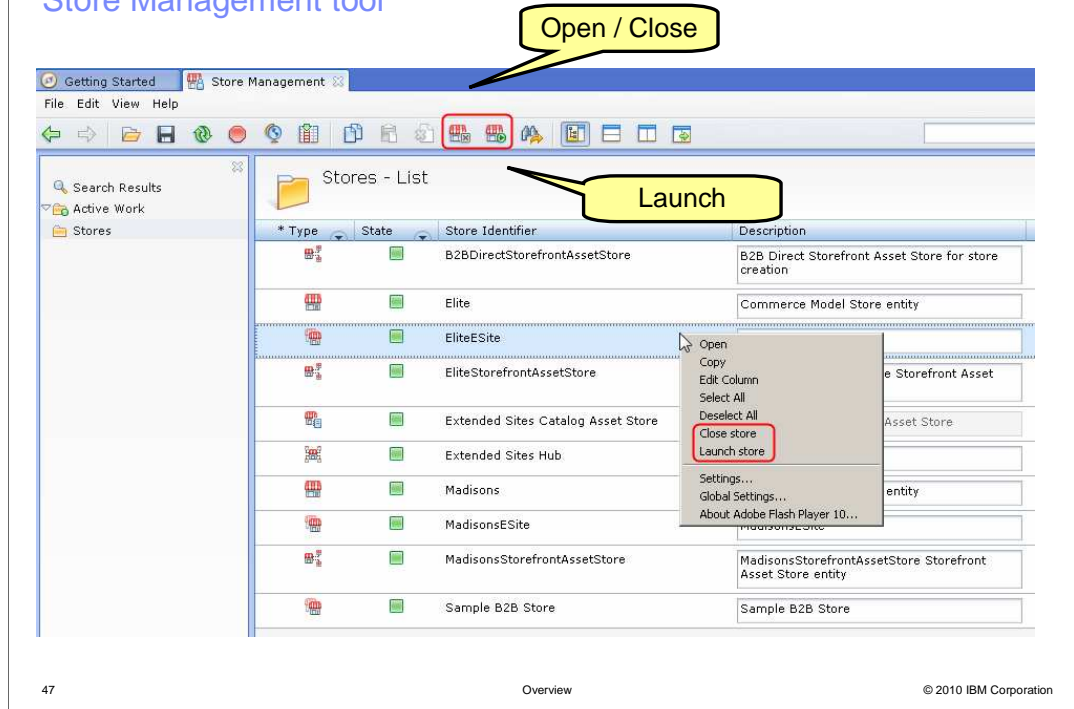
The Store Management tool is new in feature pack 2. It makes many of the standard store management capabilities of WebSphere Commerce Accelerator available in Management Center. This screen capture shows the tool with the store list displayed. This list of stores includes all stores that you are authorized to manage. From here, you can easily open or close individual stores. You can also launch the store in a new browser window. The type icons, shown on the left of the list, identify the type of each store. For example asset stores and extended sites stores.

Store administration

- Port of store management functions to new Management Center tool
  – Open and close stores
  – Launch stores
  – Modify store profile
  – Change style
  – Change flow
- Deprecation of unused features
  – Manage files [1]
  – Change pages [2]
  – Upload logo [2]
  – Banner tool [2]

1 – replaced by Assets tool

2 – replaced by e-Marketing Spots

Store   Marketing   Merch

Preview

Content Spots
Content

Open/Close CMC
Change Profile CMC
Change Pages D
Upload Logo D
Change Style CMC
Manage Files D
Change Flow CMC

Change Shipping
Change Tax

Fulfillment Centers
Price-Override Limits
Return Reasons
Report Delivery Settings

48   Overview   © 2010 IBM Corporation

Many store management capabilities have been moved to the Management Center Store Management tool however a few have been deprecated and replaced with other WebSphere Commerce features. The screen capture of the WebSphere Commerce Accelerator menu on the right shows the status of each Accelerator feature. The green CMC means the feature is available in Management Center and the red D means the feature has been deprecated.

Features in the Store Management tool include opening and closing stores, launching stores, modifying the store profile, changing store style and changing store flow. The manage files feature in Accelerator is replaced by the Management Center Assets tool. The change pages, upload logo and banner tool features have been replaced by e-Marketing Spots. Examples of how to reproduce these options using e-Marketing Spots are provided in the WebSphere Commerce Information Center.

Store function selection

The screen captures on this slide compares the WebSphere Commerce Accelerator change flow notebook to the store function selection tabs in the Store Management tool. Each page in the notebook has been converted to a tab in the store properties view.

In feature pack 2, each of the store function options, previously known as change flow options, is represented by a special type of e-Marketing Spot. Using e-Marketing Spots to store the status of each function option means the values are captured in the database instead of the XML file used by Accelerator. This makes selected options much easier to transfer from one server to another, such as from staging to production.

Web feed integration

- Objectives
  - Interact in a loosely coupled mode with one or more different types of web feeds, such as a Content Management System
  - Consume, stage, preview and display web content regardless of origin or source tool
  - Use industry standards like ATOM/RSS feeds for communication
- Highlights
  - Leverage the proven data load framework to load incoming data into your WebSphere Commerce database
  - Configurable destinations for content in WebSphere Commerce
    - Attachments (as URIs or references)
    - WebSphere Commerce web server
    - Managed files

Overview

The web feed integration feature provides a simple, industry standard way to import unstructured content into WebSphere Commerce. Unstructured content means any content that is not stored in the WebSphere Commerce database. Types of unstructured content include URIs, documents and images. In feature pack 2, the web feed integration solution allows you to retrieve content from one or more external systems through ATOM and RSS feeds. Once imported into WebSphere Commerce the content can be previewed on a staging server before moving to production.

In WebSphere Commerce, the content is represented as an attachment or managed file in the Management Center Assets tool, or it is copied to the WebSphere Commerce file server. The destination for incoming content is configurable. The database updates needed to create attachments and managed files are done using the data load framework as part of the import process.

Summary

- Customer-centric commerce
  – Integrated search
  – Social bridging
  – Coshopping
  – Service provider solution
  – Coremetrics Intelligent Offer integration

- Business-to-business
  – Price rules

- Cross-channel optimization
  – Sterling Commerce integration

- Foundational leadership
  – Content version handling
  – Attribute dictionary
  – Catalog filter
  – Store management
  – Web feed integration

Overview

WebSphere Commerce Version 7 feature pack 2 delivers features in each of the four theme areas, customer-centric commerce, business to business, cross-channel optimization and foundational leadership. This presentation introduced you to the features associated with each theme. The customer centric features: integrated search, social bridging, coshopping, the service provider solution and the integration with Coremetrics Intelligent Offer were described first. Following the customer-centric features were the price rules and Sterling Commerce integration features. This presentation concluded with the foundational leadership features: content version handling, attribute dictionary, catalog filter, store management and web feed integration.

Feedback

Your feedback is valuable

You can help improve the quality of IBM Education Assistant content to better meet your needs by providing feedback.

- Did you find this module useful?

- Did it help you solve a problem or answer a question?

- Do you have suggestions for improvements?

Click to send email feedback:

mailto:iea@us.ibm.com?subject=Feedback_about_Overview.ppt

This module is also available in PDF format at: ../Overview.pdf

Overview   © 2010 IBM Corporation

You can help improve the quality of IBM Education Assistant content by providing feedback.

Trademarks, disclaimer, and copyright information