
WebSphere Commerce V7 Feature Pack 3

Feature pack overview



This presentation provides an overview of the product enhancements in WebSphere Commerce Version 7 Feature Pack 3. You should have a general knowledge of the features in WebSphere Commerce Version 7 before viewing this presentation.

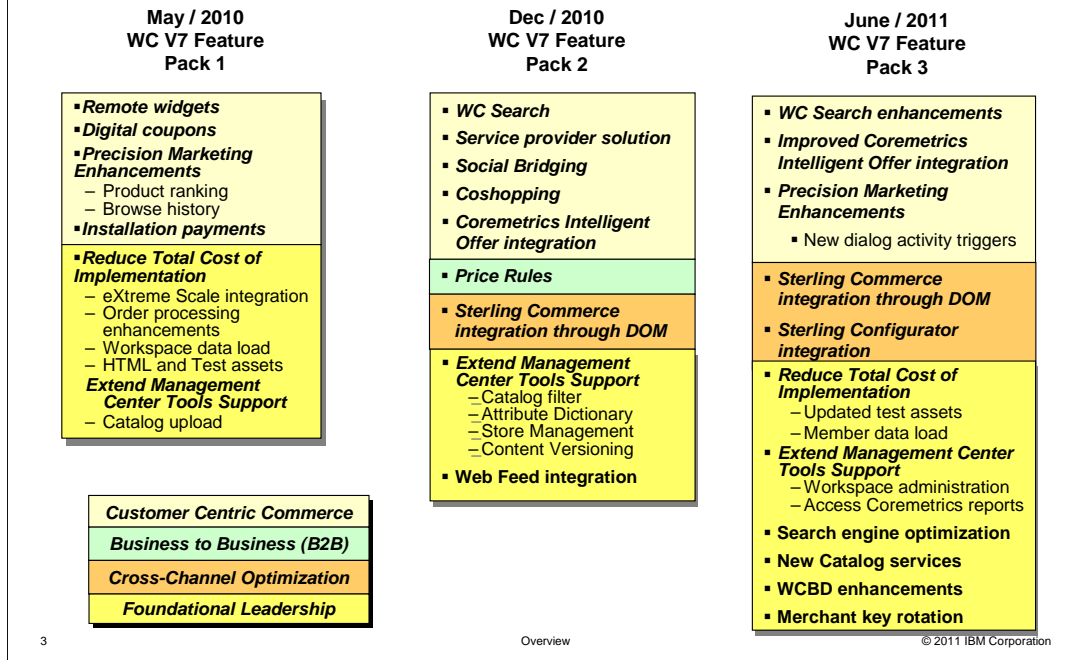
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- Customer-centric commerce
- Cross-channel optimization
- Foundational leadership

WebSphere Commerce V7 Feature Pack 3 delivers features in three theme areas, customer-centric commerce, cross-channel optimization and foundational leadership. This presentation will introduce you to the features associated with each theme. The customer centric features are WebSphere Commerce search enhancements, improved Coremetrics Intelligent Offer integration and new precision marketing capabilities. These features are described first. Following the customer-centric features are the Sterling Commerce integration cross-channel optimization features. This presentation concludes with the foundational leadership features. These include enhancements to the starter store companion assets, support for member data load, Management Center support for workspace administration and Coremetrics reports. Also included are search engine optimization, new catalog services, enhancements to the WebSphere Commerce Build and Deploy tool and merchant key rotation.



WebSphere Commerce V7 feature pack roadmap



This slide gives an overview of the WebSphere Commerce V7 Feature Pack roadmap. The new features for Feature Pack 3 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 3 capabilities.

Other updates in Feature Pack 3 and fix pack 3

- Store archives
 - Updated Madisons, Elite, ExtendedSites sar files
 - Updated Madisons and Elite enhancement sar files
 - Updated SocialCommerce sar file
- Recommended software stack
 - WebSphere Application Server 7.0.0.15 plus iFix PM36607
 - Rational Application Developer / Software Architect 7.5.5.3
- WebSphere Commerce Developer packaging
 - Fix pack bundled with feature pack for easier installation

Fix pack 3 and Feature Pack 3 provide updates to many of the existing store archive files. To try out the features described in this presentation, you should publish a new version of the Madisons, Elite or Extended sites store archive. On top of the base store archive, you can publish an updated copy of the add-on store archives for Madisons, Elite and Social Commerce.

There are no changes to the required software levels for Feature Pack 3, but the latest fix packs for each product in your software stack are recommended. This slide shows the current fix pack levels at the time Feature Pack 3 was released.

Feature Pack 3 introduces a new packaging option for WebSphere Commerce Developer. To easily upgrade your development environment, you can download a version of Feature Pack 3 that comes bundled with fix pack 3. This package also includes the latest version of Installation Manager and has the fix pack and feature pack installation repositories configured for you.

Customer-centric commerce

This section covers the customer-centric commerce features. The features introduced in this section include WebSphere Commerce search enhancements, improved Coremetrics Intelligent Offer integration and new precision marketing capabilities.

WebSphere Commerce Search

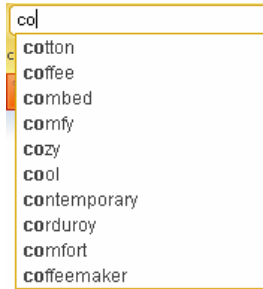
- For shoppers
 - Site content search results
 - New auto suggest options
 - Category, Brand, Articles
- For business users
 - Marketing tool
 - A / B testing for search rules
 - Search Term Association tool
 - New statistics for top hits and top misses
 - Management Center access to Coremetrics reports

WebSphere Commerce search was introduced in Feature Pack 2 and some new capability has been added in Feature Pack 3 for both shoppers and business users. The first improvement for shoppers is the introduction of site content search results to complement the product results available in Feature Pack 2. The other improvement is a redesigned auto suggest drop down that can group suggestions by type such as categories, brands and articles.

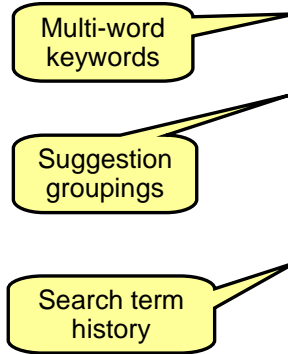
For business users, the search rule builder has been enhanced to include search rule A / B testing. With this new capability, business users can evaluate different search rules against each other and choose the one that provides the best results for the store. In the Search Term Association tool, new statistics are available for viewing top search hits and top search misses. This information can help you define more effective synonyms, replacements terms and landing pages. Coremetrics customers can access more detailed search statistics by launching a Coremetrics report directly from Management Center.

Enhanced auto suggest

▪ FEP 2



▪ FEP 3



On this slide you can see a comparison of the auto suggest drop down in Feature Pack 2 and Feature Pack 3. The new auto suggest contains several features such as tracking your personal search history, suggesting multi-word keywords and grouping suggestions for easier selection. The three default groupings available are Category, Brand and Articles.

A / B testing for search rules

Search Rule A/B testing (Read-Only) Save and Close Close

Customer Submits Search
Search keyword or phrase is exactly one of the following values: brake
Customer count: 153

Experiment
Random path

ASC 50%

Change Search Result Order
Sort results by: Offer price
Customer count: 3

DESC 50%

Change Search Result Order
Sort results by: Offer price
Customer count: 146

Experiment

General Properties Paths **Statistics**

Total number of unique customers: 11

Paths	* Name	* Winner	Unique Custom	Clicks	Click Orders	Click Revenue	Currency
	DESC	<input type="checkbox"/>	4	1	1	3,828.00	USD
	ASC	<input type="checkbox"/>	3	2	1	114.24	USD

0 of 2 selected

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Here you see an example of a search rule with the Experiment branch added. The experiment branch allows you to add one or more comparison paths to the search rule and collect statistics on the effectiveness of each path. Sample statistics are shown in the lower half of the screen capture. When the experiment is complete, you can select a winning path and that path becomes the search rule used in your store going forward.

Top search hits

Search Term Associations Save

Synonyms Replacements Landing Pages **Top Search Hits** Top Search Misses

Reporting period: Choose reporting period From 2011/04/28 to 2011/04/29

Keyword:

Show top keywords: All

Language: United States English

Apply

Total searching sessions: 17

Statistics (i)

Keyword	Searching Sessions	Results for Keyword	Synonyms or Replacements
coffee	2 (11.76 %)	31	
water	1 (5.88 %)	5	
table	1 (5.88 %)	19	
light	1 (5.88 %)	11	light, lamp
fruit	1 (5.88 %)	4	banana, apple, strawberry
fabric	1 (5.88 %)	7	fabric, cloth

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The Search Term Association tool includes two new tabs for viewing search statistics. Statistics gathering is not enabled by default but can be enabled through a simple configuration update. This slide shows a top search hits tab. The top half of the screen shows the selected report parameters. The bottom half of the screen shows the report details. For each search keyword that matches the reporting criteria you see the number of search sessions that keyword appeared in, the number of search results that were returned and the synonyms or replacement terms currently defined. The number of search results includes those results added through any defined synonyms or replacement terms.

Top search misses

Search Term Associations
Save

Synonyms
Replacements
Landing Pages
Top Search Hits
Top Search Misses

Reporting period
Choose reporting period
From
2011/04/28
to
2011/04/29

Keyword

Show top missed keywords
All

Language
United States English

Suggested keyword result
Show all keywords

Apply

Total searching sessions: 17

Top Search Misses	Keyword	Searching Sessions	Suggested Keyword	Results for Suggested Keyword
	plate	2 (11.76 %)		0
	plant	1 (5.88 %)	eggplant	1
	gps	1 (5.88 %)	cups	22
	dinner	1 (5.88 %)		0
	cair	1 (5.88 %)	chair	12

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The top search misses tab provides similar report parameters with the addition of a suggested keyword parameter. In the report details section, the keyword and searching sessions columns are the same as the top search hits report. The new columns for search misses reports are suggested keyword and results for suggested keyword. These columns show the closest keyword match that was returned to the shopper and the number of results returned for that keyword.

Coremetrics Intelligent Offer integration - review

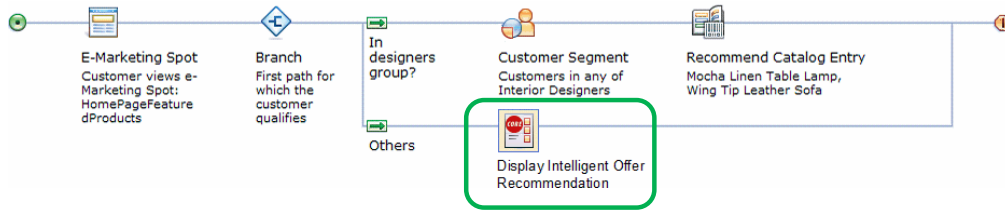
- Provide integration between Management Center Marketing and Coremetrics Intelligent Offer
- Intelligent Offer (IO) provides two methods of returning recommendations:
 - Dynamic Recommendations – real time call to Coremetrics to provide personalized recommendations
 - Flat File Recommendations – import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

The Coremetrics Intelligent Offer (CIO) integration was first introduced in Feature Pack 2 in order to provide a closer integration between WebSphere Commerce and Coremetrics Intelligent Offer (CIO). This integration allows CIO product recommendations to be used when creating web activities in the Management Center Marketing tool.

CIO provides two methods of returning recommendations and both can be used with WebSphere Commerce. Dynamic recommendations use a real time call from the storefront to Coremetrics to provide personalized product recommendations. Flat File Recommendations are fixed lists of product recommendations that can be imported as merchandising associations in WebSphere Commerce and used to deliver static product recommendations.

Dynamic recommendations – e-marketing spot integration

- Sample web activity



- New action: Display Intelligent Offer Recommendation action

Select Flat File or Site Zone

Here is a sample web activity using the Display Intelligent Offer Recommendation action. You have the option to select the recommendation delivery, either flat file or site zone for dynamic recommendations. You need to enter the Zone ID from Coremetrics once you select Site Zone.

Coremetrics Intelligent Offer enhancements

- Included in Madisons and Elite enhancement SAR files
- Enable using Store Management tool

Select the options that customers can use to change Analytics feature in your store:



- Display default product recommendations when no recommendations returned
- Record status of IntelligentOffer flat file import
- Intelligent Offer data extraction utility

In Feature Pack 3, the CIO assets are included as part of the Madisons and Elite enhancement store archives. Once the enhancement archive is published, the store files are copied automatically to the required locations. In Feature Pack 2, these files had to be copied manually into the store folder. In the Management Center Store Management tool, you will now see two store functions options. The first option enables Coremetrics Analytics. The second option, circled in the screen capture on the slide, enables Coremetrics Intelligent Offer.

Once you have the CIO integration enabled in Feature Pack 3, there are other improvements you can benefit from. The Display Intelligent Offer Recommendation marketing action now supports a default product recommendation. This default recommendation is displayed if there are no recommendations returned from CIO. If you are importing recommendations in flat files, the status of the import can now be viewed in Management Center instead of only in a log file. There are also more meaningful error messages returned to help diagnose problems if an import fails. The Intelligent Offer data extraction utility is a new command line utility that you can use to create the Enterprise Product Report data for Coremetrics. This simplifies the process of providing updated catalog information to Coremetrics.

Precision marketing enhancements

- New dialog activity trigger
 - Customer Checks Out with Promotion
- Enhanced dialog activity trigger
 - Customer Participants in Social Commerce
- Enhanced target
 - Social Commerce Participation

Customer Checks Out With Promotion

Find and Add

* Promotion	* Type	* Administrative Name
		Furniture Category Discount
0 of 1 selected		

*Times 2

Time frame Within the following number of days

*Days 14

Feature Pack 3 includes a new dialog activity trigger called Customer Checks Out with Promotion plus enhancements to the existing Social Commerce trigger and target. The Customer Checks Out with Promotion trigger shown here allows you to provide an incentive to shoppers who use promotions. For example, you can set the trigger up so that once a shopper checks out using a coupon they can be given a new coupon in return or some other promotion. You create a dialog activity with a trigger based on promotion usage specifying the number of times the promotion needs to be used within a certain time frame.

Updated trigger – Customer Participates In Social Commerce

Customer Participates In Social Commerce

Activity type ⓘ

- Any social commerce participation
- Review created
- Comment posted
- Photo uploaded
- Blog created
- Blog or photo recommended
- Inappropriate activity reported

Options for 'Any' and 'Review' activity types

- Star rating
- Manufacturer name
- Category
- Catalog Entries

Activity filters ⓘ

* Name	* Matching Rule	* Value
Star rating	At least ▼	3

1 of 1 selected

*Times ⓘ

Time frame ⓘ

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WebSphere Commerce V7 introduced the Customer Participates in Social Commerce dialog activity trigger. The existing trigger enables targeting of a customer based on their social participation. This trigger has been enhanced to include additional activity types so that information collected through the social commerce widgets or information stored by external social providers can be used. As seen here, you can specify the social activity type and then apply additional filters to match very specific behavior. For example, this trigger can be set up so that if a customer creates a review on a product with at least a three star rating then they will receive a coupon. The available filters vary by activity type.

Updated target – Social Commerce Participation

Social Commerce Participation

Target customers Who satisfy all of the following conditions
 Who do not satisfy all of the following conditions

Activity type Any social commerce participation
 Review created
 Comment posted
 Photo uploaded
 Blog created
 Blog or photo recommended
 Inappropriate activity reported

Activity filters

* Name	* Matching Rule	* Value
Category	Matches	Furniture
0 of 1 selected		

Frequency At least the following number of ti ...

*Times

Time frame At any time

Comment, Photo and Blog activity types have a Category filter

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WebSphere Commerce V7 also introduced the Social Commerce Participation web activity target. The existing target has been enhanced to include the same activity filters as the trigger seen on the previous slide. This screen capture shows the category activity filter available for the “blog created” activity type. For example, this target can be set up so that if a customer posts a blog entry in the Furniture category, then the Furniture category is included in their category recommendations section of the store.

Cross-channel optimization

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

Sterling integration

- Improved Distributed Order Management (DOM) integration with Sterling Selling and Fulfillment Suite (SSFS)
- Dynamic kit configuration with Visual Modeler and Sterling Configurator

Feature Pack 3 focuses on two different Sterling integration options. The first topic discussed in this section is integration between WebSphere Commerce and the Sterling Selling and Fulfillment Suite (SSFS). This distributed order management (DOM) solution was introduced in Feature Pack 2 and further enhanced in Feature Pack 3.

The second topic in this section is the new integration with Visual Modeler and Sterling Configurator. This integration provides end-to-end support for business users to define dynamic kits in Management Center and shoppers to purchase and configure dynamic kits in the storefront.

Web channel integration summary

- Catalog browse
 - See product availability while browsing
 - WebSphere Commerce has cached inventory information
 - New: Service to push inventory updates from Sterling DOM to WebSphere Commerce
- Order capture
 - Place an order through WebSphere Commerce
 - Reserve order inventory in Sterling DOM
 - New: Payment support; transfer tokenized primary account number (PAN) to Sterling DOM

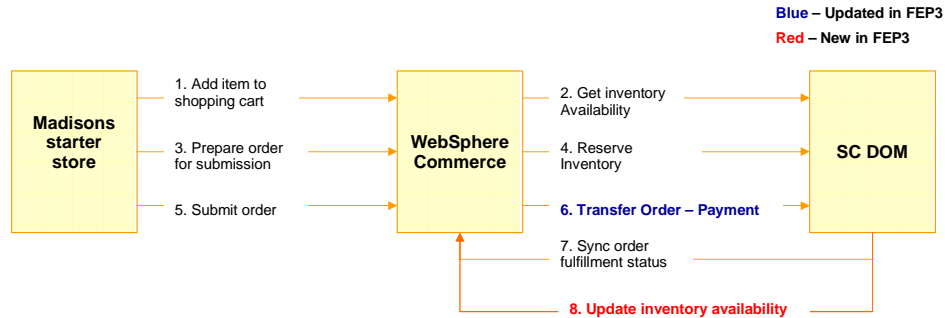
The DOM integration solution interacts with two main functions in WebSphere Commerce; catalog browsing and order capture.

The integration with catalog browsing provides shoppers with product inventory information while browsing the store. Feature Pack 3 adds the ability for SSFS to push inventory updates to WebSphere Commerce to provide more up-to-date inventory information.

The integration with order capture allows WebSphere Commerce to send order information to the DOM system and to reserve inventory for web orders. Feature pack 3 adds the ability to transfer payment information to the DOM system in the form of a tokenized primary account number (PAN).

Sterling Commerce DOM integration enhancements

- Requires Sterling Selling and Fulfillment Suite V9.1
- Inventory cache push synchronization support
 - Sterling Commerce Real-time Availability Monitor (RTAM)
- Payment integration support



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This slide covers the enhancements to the integration with Sterling Selling and Fulfillment Suite (SSFS) in more detail. To make use of these enhancements, you must be using version 9.1 of SSFS.

In Feature Pack 2, the WebSphere Commerce inventory cache is populated and refreshed by polling the DOM system. Feature pack 3 adds support for inventory information to be pushed to WebSphere Commerce using Sterling Commerce’s Real-time Availability Monitor (RTAM).

Feature Pack 3 adds new support for passing payment-related information from WebSphere Commerce to Sterling Commerce. This is achieved by adding a customization point in the WebSphere Commerce order flow for PAN tokenization logic and extending the Order noun to support passing payment-related information.

The diagram at the bottom of the slide summarizes the DOM services that have been added or updated. The steps highlighted in blue are services that have been updated. The steps highlighted in red are services that have been added.

Sterling Configurator and Visual Modeler integration overview

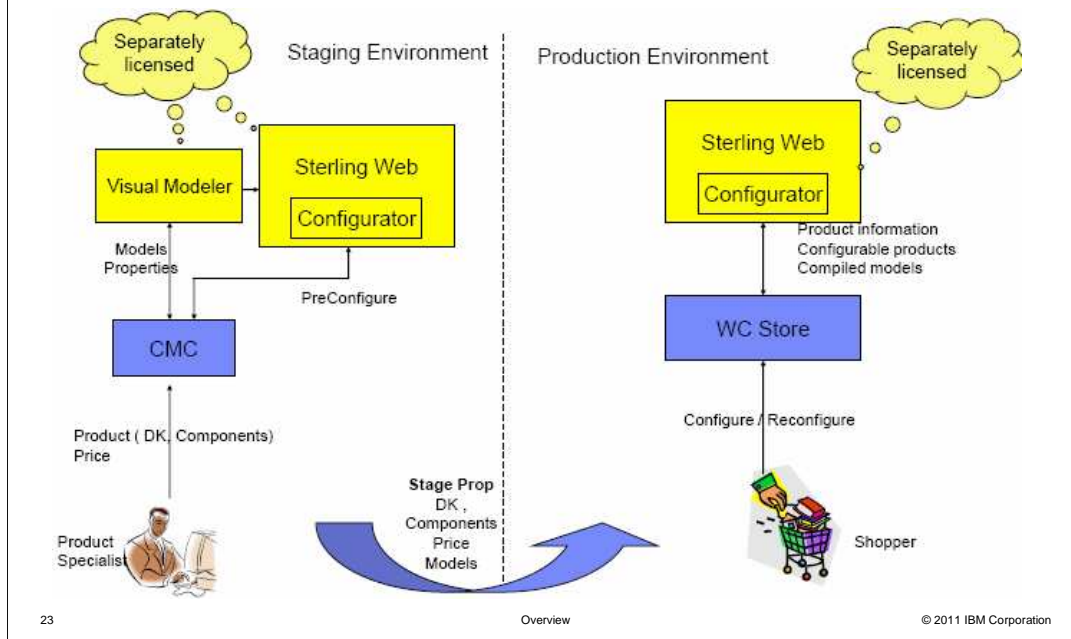
- Adds support for complex configuration scenarios
 - For Product Managers
 - Define the model for a dynamic kit using Visual Modeler
 - Create a default configuration for a dynamic kit
 - For shoppers
 - Configure components for a dynamic kit before purchasing
- Data synchronization is minimized
 - Product, catalog, and price information are maintained in WebSphere Commerce

Dynamic kits are a collection of catalog entries that together represent a composite product or solution that a shopper purchases. Shoppers can purchase default configurations defined by the store or they can customize the kit to suit their needs. Dynamic kits themselves are not new to WebSphere Commerce. What is new in Feature Pack 3 is the Sterling Configurator integration solution that provides end-to-end authoring and shopping support for dynamic kits.

This solution integrates WebSphere Commerce with Visual Modeler and Sterling Configurator. Visual Modeler allows product managers to create models for dynamic kits using catalog entries from the WebSphere Commerce catalog. Sterling Configurator allows you to create a dynamic kit default configuration based on the model. Shoppers can purchase the default configuration or use Sterling Configurator to modify the dynamic kit and select an alternate configuration allowed by the model.

To minimize data synchronization and business logic duplication, all product, catalog, and price information is stored and managed in WebSphere Commerce. The model data for the dynamic kits is stored separately in Visual Modeler.

Sterling Commerce – WebSphere Commerce integration



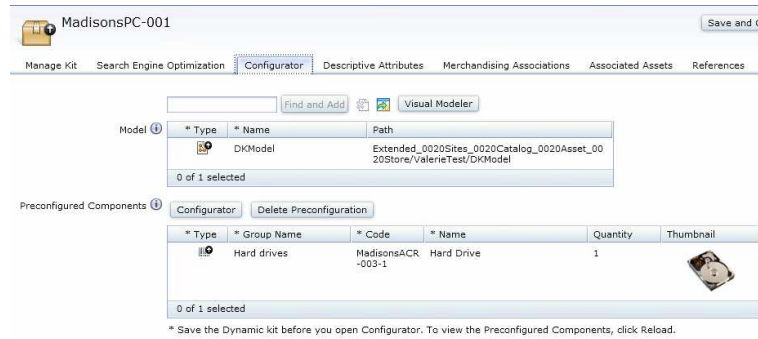
This diagram describes the end-to-end scenario for creating and purchasing a dynamic kit.

On the left side is the staging environment. From here, you can create dynamic kit components and manage the dynamic kit prices. Using Management Center, you can launch the Visual Modeler to create new models or associate a model to a dynamic kit. You can also launch the Sterling Configurator to pre-configure the dynamic kit by creating a default configuration.

When the configuration is complete, the dynamic kit and all related information is propagated to the production environment. From there, shoppers can find the dynamic kit in your store as they do any other product. Shoppers can add the pre-configured dynamic kit into their shopping cart or launch the Sterling Configurator to modify it. Once the shopper has the configuration they want to purchase, they add the dynamic kit to their shopping cart and complete the check out flow.

Management Center enhancements for dynamic kits

- Updated Dynamic kit UI in Catalog tool
 - New Configurator tab added
 - Launch Visual Modeler tool to create or update models
 - Launch Sterling Configurator to create default configuration
- Updated Utility view to search and browse models



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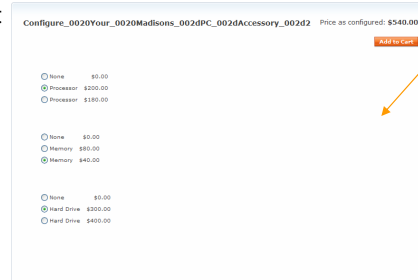
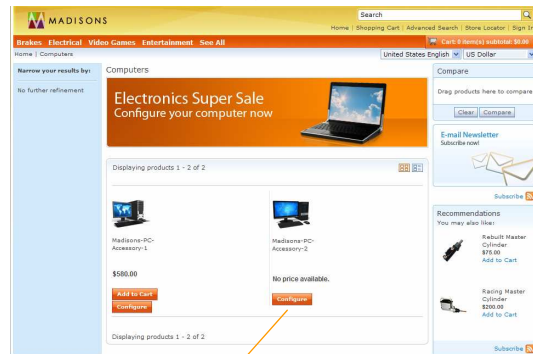
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The Catalog tool in Management Center has been updated to support creating and managing dynamic kits. A new Configurator tab has been added to the catalog entry property pane for dynamic kits. An example is shown on this slide. From this Configurator tab, you can launch the Visual Modeler tool to create models and launch Sterling Configurator to create a default configuration for the kit.

The Management Center utility view has also been updated so that you can search and browse for models you have created in Visual Modeler.

Madisons and Elite Storefront enhancements for dynamic kits

- Browse dynamic kits
 - Catalog pages
 - E-Marketing Spots
- Purchase dynamic kits
 - Add pre-configured dynamic kit into shopping cart
 - Configure dynamic kit and add it into shopping cart
- Save dynamic kits
 - Wish list
 - Requisition list



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The Madisons and Elite starter stores have been updated to support dynamic kits in Feature Pack 3. You need to enable the WebSphere Commerce search solution in the store as part of the configuration for the Sterling Configurator integration.

Since dynamic kits are just another form of catalog entry, you can display them in the store the same way you would a product, item or bundle. The Madisons and Elite stores demonstrate dynamic kits in e-Marketing Spots and in the regular catalog pages.

If a dynamic kit has a pre-configuration, you can add it directly into your shopping cart. If you want to make changes, you can first re-configure the dynamic kit according to the predefined rules and then add the modified version into your shopping cart. For a dynamic kit without a pre-configuration, you must select a configuration before adding it to your shopping cart. To configure a dynamic kit, click the Configure button as shown in the screen capture. This launches Sterling Configurator to perform the dynamic kit configuration.

If you're not ready to complete a purchase, a dynamic kit can also be added to a wish list or requisition list.

Foundational leadership

This section covers the foundational leadership features. The features introduced in this section include enhancements to the starter store companion assets, support for member data load, Management Center support for workspace administration and Coremetrics reports. Also included are search engine optimization, new catalog services, enhancements to the WebSphere Commerce Build and Deploy tool and merchant key rotation.

Starter store companion assets

- Use case and static HTML updates
 - Base starter stores
 - Base starter stores + store enhancements
 - Madisons + store enhancements + social commerce
 - Brazil starter store (post GA for use cases)
 - China starter store
- Test case updates
 - Search
 - Social Commerce (post GA)
- Test script updates
 - Search (post GA)

The starter store companion assets are the collection of documents and test scripts that are available for the Madisons and Elite starter stores. These assets include a use case document, static HTML of the store pages, high level test plan, test case document and test automation engine and scripts. The first version of these assets covered the base Madisons and Elite store archives only. In the new version of the assets, some features from the add-on store archives have been included. This slide summarizes the features included in the latest version of each asset. The use case document and static HTML package is available in five different versions. Each version contains a different subset of features. You can choose the version that most closely matches the features you plan to use in your store. The test case document has been updated to include test scenarios for the search and social commerce features. The next version of the automated test scripts will include test cases for the WebSphere Commerce search feature.

Data load utility

- Support loading of member data using data load framework
 - Person
 - Organization
 - MemberGroup
 - Roles
- Sample member loader mapping configuration and CSV files
 - WC_InstallDir\components\foundation\samples\DataLoad\Member
- Customization tutorial

In Feature Pack 3, there are three new business objects in the member system that are supported by the data load utility. They are Person, Organization and MemberGroup. You can load these three business objects using data load business mediators similar to loading other business objects such as CatalogEntry. Member role data can also be loaded although there is not a specific business object for it. To load member role data, you can use the generic table object mediator with some extension classes. There are examples provided for loading all three types of member data. You can find the examples in the directory shown on the slide.

Loading user passwords requires some special consideration. If you need to load password data, there is a customization tutorial available in the WebSphere Commerce Information Center that demonstrates how you can customize the data load utility to encrypt data before it is loaded.

Management Center enhancements

- New Workspace administration tool
 - Replaces the Workspace Accelerator Administration Tool
 - Create and cancel workspaces, task groups, and tasks
 - Assign approvers to task groups and content contributors to tasks
 - Approve a task group
 - Change a task's state to complete
 - Change history tab

- Access Coremetrics Analytics reports
 - Context sensitive report links

Feature Pack 3 includes updates to the Management Center tool that are designed to simplify existing business user tasks.

The first update is a new workspace administration tool. This tool replaces the Workspace Accelerator Administration Tool. Using Management Center, you can now create and cancel workspaces, task groups and tasks. You can also assign approvers to task group and assign contributors to tasks. Approvers can approve a task group and contributors can change a task state to complete. One new feature has also been added. There is now a change history tab that displays what was changed for the task. This allows approvers to quickly verify that the required changes were made and to confirm that no unexpected changes are included.

The second update is an integration with Coremetrics Analytics reports. This new integration makes it much easier to see Coremetrics Analytics reports while working with business objects in Management Center to aid in the decision making process. The existing tools within Management Center, such as the Marketing tool, now contain context sensitive links to the corresponding Coremetrics report.

The next two slides look at these enhancements in more detail.

Workspace administration in Management Center

The image shows two overlapping software interfaces. The top interface is the 'Workspace Administration Tool' with a 'Workspaces' list on the left and a 'New workspace' form on the right. The bottom interface is the 'Management Center' showing a 'workspace4 - Task Group List' table and a 'New Task Group' dialog box.

Workspace Administration Tool (Top):

- Menu: Workspaces Help
- Path: Logout > Home > Manage workspaces
- Workspaces List: workspace1, workspace2, workspace3, workspace4, tg4, tg7, workspace5
- Buttons: New workspace, New task group, New task, Save as template, Use template, Change, Delete, Activate, Comments, Complete, Return to
- Information Panel: Workspace code W_10004, Workspace name workspace4, Single use. The activity occurs once., Description

Management Center (Bottom):

- Menu: Workspace Management, Getting Started
- Table: workspace4 - Task Group List

Code	Name	Description	Status	Due date	Recurring	Quick publish	Commit date
G_10004	tg4	tg4		2011/03/18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	tg7	tg7		2011/03/17	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2011/03/12

- Dialog: New Task Group (Open, Reload, Copy, Open in Compare View, Settings..., Global Settings..., About Adobe Flash Player 10...)

Annotations:

- New workspace:** Points to the 'New workspace' button in the top tool and the 'New Task Group' dialog in the bottom tool.
- New Task Group:** Points to the 'New task group' button in the top tool and the 'New Task Group' dialog in the bottom tool.
- View workspaces:** Points to the 'Workspaces' list in the top tool.

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This slide displays a visual comparison of the Workspace Accelerator Administration Tool and the new Workspace administration tool in Management Center. You can see the list view of workspaces, and how to create a new workspace and create a new task group.

Task history

T_11007 -- Approval Task (Update Product) (Read-Only) Save and Close Close

General Properties Comments **History**

*Task group Update Product

Change history

Type	Code	Store	Last Task	Last Action	Last Contributor	Last Modified Time
	AS-01	Madisons	Update Product Description	Modify	contributor1	

0 of 1 selected

This slide shows the new history tab that lists all of the objects changed for the current task.

Access Coremetrics reports from Management Center

User Role	Tool	Launch Point	Report Name	Report URI
Marketing Manager	Marketing	Activities organizational object (list view)	Campaigns Full List	/websphere/campaign_fulllist.ftl
		E-Marketing Spots organizational object (list view)	E-Marketing Spots	/websphere/espot.ftl
	Promotions	Promotions organizational object (list view)	Promotions Web	/websphere/promotions_web.ftl
Catalog Manager	Catalog	Categories (any category object)	Product Categories by Category	/merchandising/hierarchy.ftl
		Search Term Associations (if Search solution is enabled)	On-Site Search	/onsitesearch/onsitesearch.ftl
		Product, SKU, Bundle, Kit merchandising association tab of properties view	Cross Sold Products	/merchandising/crosssell.ftl

This slide summarizes the Coremetrics Analytics reports available in Management Center. Reports are context sensitive and you can launch different reports depending on which data you are viewing in Management Center. The launch point within Management Center and the Coremetrics report name are summarized in the table. Reports can be launched from the Management Center pop-up menu and, in some cases, the toolbar. For example, the E-Marketing Spot report can be launched by selecting “Show e-Marketing spot report” from the pop-up menu, by clicking the report toolbar icon or by selecting the report from the View menu. Single sign-on support for Coremetrics Analytics from Management Center provides a seamless transition between tools.

The Launch Point column in this table describes where in Management Center you can launch a report from. Most reports are launched from the object list view, with a few exceptions. The Product Categories by Category report can be accessed from any category object. The Cross Sold products report can be accessed from the merchandising association tab of the catalog entry properties page.

Coremetrics tagging updates

- Update WebSphere Commerce JSTL tag library to support to use of standard hosted Coremetrics libraries
- Tag changes in Feature Pack 3
 - Remove use of <cm:error> and use <cm:pageview> in Madisons and Elite stores
 - Deprecate <cm: contenturl> as content spot is deprecated
 - New output tag <cm:output>
 - New element tag <cm: element>
 - New conversion event tag <cm: conversion>
- Integration with WebSphere Commerce search
- Update Madisons and Elite starter stores with new tag changes

If you are setting up a store to use Coremetrics Analytics for the first time, there are some tag library changes you can take advantage of. The WebSphere Commerce tag libraries have been updated to use the hosted version of the Coremetrics JavaScript libraries. A summary of changes to individual tags is shown on the slide. If your store uses WebSphere Commerce search, you can pass search-specific details such as search term and facet selection as extra parameters to your Coremetrics tags. This information is used to build the On-Site Search report listed on the previous slide. The Madisons and Elite starter stores have been updated to demonstrate passing search information and the other tag changes available in Feature Pack 3.

Search engine optimization

- Allow search engine robots to index your website
- Work on optimizing the words used in the URL, title, and page content
- Highlights
 - URL Optimization: SEO Friendly URLs
 - <http://localhost/shop/en/madisons/furniture>
 - Ability To Set Page Title and Meta Tags
 - Business users can override defaults
 - Canonical URLs
 - Automatically handle 301 redirects
 - Tool to load URL keywords

Feature Pack 3 introduces a new solution for search engine optimization (SEO). This solution has two main objectives. The first is to allow search engine robots to index your website, and to let them understand your content. The second is to optimize the words used in the URL, title, and page content in order to have relevant keywords that match the goods being sold on your site.

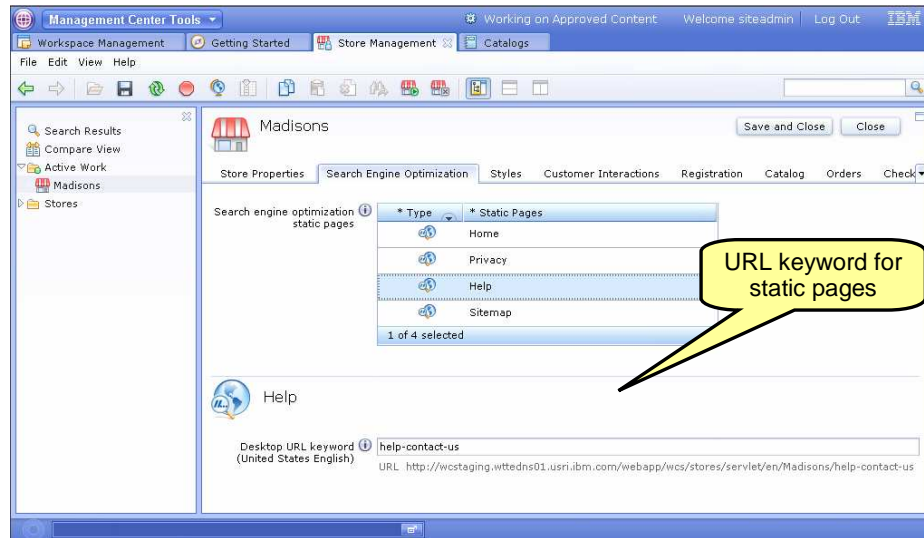
To meet these objectives, the SEO solution contains several new features, shown on the slide. URL optimization provides simple, static URLs for store pages that can be easily understood by shoppers and search robots. The URLs use keywords that match goods being sold or the product category. The ability to set page title and meta tags improves search engine indexing. Updates to Management Center allow you to easily override the generated values for these tags. Canonical URLs provide a way to declare to search engines your preferred version of a URL for a page that is accessible through multiple URLs. If you change the URL for a page using Management Center, a 301 redirect is automatically generated so any shoppers who have bookmarked the previous URL won't see an error when they try to reach the page. To quickly enable SEO for a store, there is a command line tool to load URL keywords for all existing catalog entries and categories.

Managing products and categories – Catalogs tool

The screenshot displays the IBM Management Center Tools interface. The main window is titled "Management Center Tools" and shows a navigation pane on the left with "Master Catalog Categories" and "Active Work" sections. The "Active Work" section is expanded to show "FUCO-03". The main content area is titled "FUCO-03" and has a "Search Engine Optimization" tab selected. This tab contains three sections: "Desktop URL keyword (United States English)" with a text input field containing "two-drawer-coffee-table" and a URL below it; "Page title (United States English)" with radio buttons for "Use default" (selected) and "Override default"; and "Meta description (United States English)" with radio buttons for "Use default" (selected) and "Override default". A yellow callout box with a pointer to the "Desktop URL keyword" field contains the text: "URL keyword, page title, meta description, image alt text". The interface also includes a "Save" button and a "Cancel" button. The footer of the screenshot shows "35", "Overview", and "© 2011 IBM Corporation".

This slide shows a screen capture of the new Search Engine Optimization tab in the catalog entry properties pane. A similar tab has been added to the catalog group properties pane. From here, you can override the URL keyword, page title, meta description and image alt text defaults that are generated during store publish.

Managing static pages - Store management tool



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Overview

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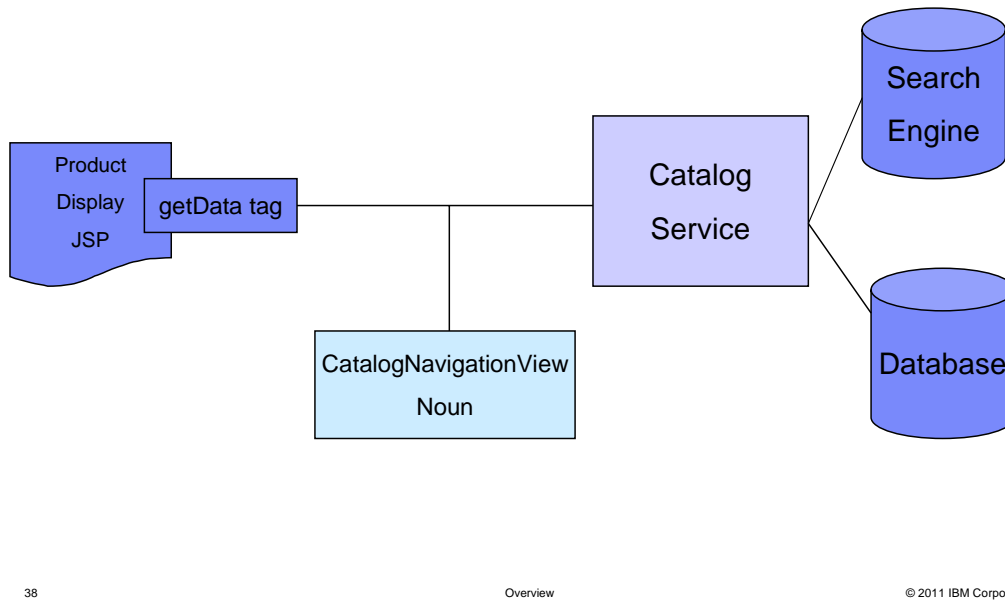
For static pages, you can manage the URL keyword only. Within the Store Management tool, there is a new Search Engine Optimization tab in the store properties pane. In the example on the slide, you see the static pages for the Madisons store with the help page selected.

New catalog services

- Provide a consistent SOA based programming model for the storefront
- Retrieve data from WebSphere Commerce search index and database
 - CatalogNavigationView noun
- Feature Pack 3 focus is on catalog entry data
- Not shown in Madisons or Elite stores
 - Tutorial is available in Information Center

As part of the ongoing transition to SOA, Feature Pack 3 introduces new services for accessing storefront catalog data. This provides a consistent programming model across the catalog component. The catalog service is built on top of the WebSphere Commerce search solution so some of the information for the catalog entries is retrieved from the search engine and other information from the database. The CatalogNavigationView noun that was introduced in Feature Pack 2 has been extended in Feature Pack 3 and contains information from both the search index and database. This design simplifies storefront development since a single noun can be used for accessing all catalog data. In Feature Pack 3, the focus is on catalog entry data. Category and catalog details are still accessed using data beans. To learn more about using the new catalog services, there is a tutorial available in the WebSphere Commerce Information Center to explain how to use this new implementation within your storefront. The Madisons and Elite starter stores do not use the new services at this time.

Catalog service architecture



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Overview

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Here is an architectural overview of the catalog service. The product display page uses the `getData` tag and makes a call to the catalog service. Since the solution is built on top of the WebSphere Commerce search solution, some of the information for the catalog entry is retrieved from the search engine and other information from the WebSphere Commerce database. The `CatalogNavigationView` noun is populated with data from both sources and returned in the service response. That data will then be used to populate the product display page in the storefront.

WebSphere Commerce Build and Deployment tool (WCBD) documentation

- Property file information and sample values

Administrating > Deploying > WebSphere Commerce Build and Deployment tool > Configuring and r

Build configuration properties

These properties provide general settings to the build process. The orig `WCBD_installdir/wcbd-build.properties.template`.

Property summary

Property	Summary
unit.test.lib.dir	The directory where unit test libraries compile unit test code are kept.
source.dir	The directory to which source code
module.dir	The directory in <code>\${source.dir}</code> where
dist.dir	The distribution directory where dep
dist.server.dir	The distribution directory where serv
dist.toolkit.dir	The distribution directory where tool
log.dir	The build log directory.

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Overview

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The WebSphere Commerce Build and Deployment tool (WCBD) was first introduced in WebSphere Commerce Version 7. The tool is highly configurable and getting the configuration properties defined for your environment is an important part of the initial setup. To help with this task, the WebSphere Commerce Information Center now contains property reference pages for both build and deployment properties. These reference pages are similar to Javadoc and provide a description and, in many cases, examples of the properties to be defined. The screen capture on this slide highlights the new sections in the documentation.

WCBD delta deployment

- Deploy only the assets that have changed since the last update
- Ideal for localized updates
- Can reduce total deployment time

Baseline

- EJB project 1
- EJB project 2
- Stores
- Java project 1
- LOBTools project

Target

- EJB project 1
- EJB project 2'
- Stores'
- Web project 1
- Java project 1
- LOBTools project

Delta

- EJB project 2'
- Stores' modified files
- Web project 1

Note: Orange text represents new and changed assets

In fix pack 3, WCBD has been enhanced to include a delta deployment option. This new capability allows you to deploy only the assets that you have changed since the last deployment. This can make your deployment time much shorter, especially for small or localized updates. For large updates that affect most or all of your deployed assets, you should continue to use the regular deployment option.

Delta deployment works by comparing your current deployment package, called the target, to the most recently deployed package, called the baseline. Modules that have been changed or added since the last deployment are identified and only these modules are deployed. In the case of web modules, if the module has been deployed before only the modified files are deployed by delta deployment.

Delta deployment can be run as a single step or two step process. In the two step process, you first compare the deployment packages and then manually launch the delta deployment. With the one step process, the comparison and deployment are run in sequence which allows the delta deployment process to be automated.

Merchant key rotation

- Enhanced Key Locator Framework (KLF) and Encryption Factory
 - Merchant key can be changed while your site is running
- Enhanced MigrateEncryptedInfo utility
 - Data can be re-encrypted while your site is running
 - Improved error handling and recovery

Fix pack 3 also includes enhancements to make merchant key rotation easier. The main goal of this change is to allow you to change the merchant key and migrate encrypted data using the new key without shutting down your production site. This slide lists the main changes that provide this new capability.

The Key Locator Framework (KLF) and Encryption Factory classes have been enhanced so that you can change the key without shutting down the site. The re-encryption utility, MigrateEncryptedInfo, has been updated so that you can launch it while your site is running. The MigrateEncryptedInfo utility also has improved error handling and recovery so that you can easily locate any data that causes an error.

Summary

- Customer-centric commerce
- Cross-channel optimization
- Foundational leadership

WebSphere Commerce V7 Feature Pack 3 delivers features in three theme areas, customer-centric commerce, cross-channel optimization and foundational leadership. This presentation introduced you to the features associated with each theme. The customer centric features are WebSphere Commerce search enhancements, improved Coremetrics Intelligent Offer integration and new precision marketing capabilities. These features were described first. Following the customer-centric features were the Sterling Commerce integration cross-channel optimization features. This presentation concluded with the foundational leadership features. These include enhancements to the starter store companion assets, support for member data load, Management Center support for workspace administration and Coremetrics reports. Also included were search engine optimization, new catalog services, enhancements to the WebSphere Commerce Build and Deploy tool and merchant key rotation.

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