IBM

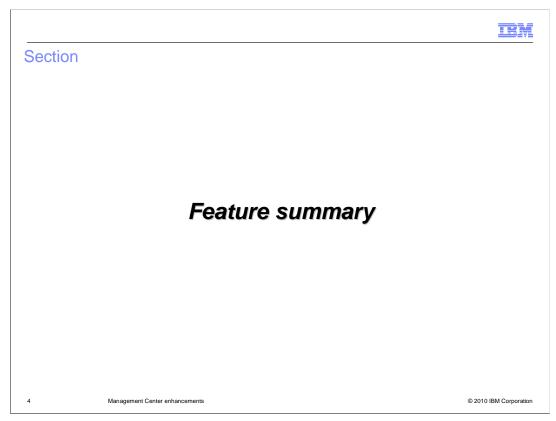# WebSphere Commerce V7.0

Management Center enhancements

This presentation introduces Management Center enhancements in WebSphere® Commerce version 7.

Goals

- To review the capabilities of Management Center versus Accelerator
- To introduce Management Center usability improvements for V7

Management Center enhancements

At the end of this presentation you should be familiar with the capabilities available in Management Center versus Accelerator. You should also understand the usability improvements introduced in V7.

Agenda

- Feature summary
- Cross-tool improvements
- Catalog improvements

Management Center enhancements

This presentation will first provide a feature summary of Management Center, followed by an introduction to cross-tool improvements and catalog-specific improvements.

Section

Feature summary

Management Center enhancements

This section provides a feature summary of Management Center

Marketing and promotion

	Management Center	Accelerator only
Create campaign	yes	
→ **Create customer segment**	yes	
→ **Create e-spot**	yes	
Create Web activity	yes	
→ **Create dialog activity***	yes	
Create marketing experiment	yes	
Create e-mail activity	yes	
Create e-mail activity template	yes	
Create promotion	yes	
Create content spot and schedule		yes
Create content	yes	

*This function is not available in Accelerator

→ Features new to V7

This chart summarizes features of the Marketing and Promotions tools in Management Center compared to Accelerator. In V7, two more Accelerator capabilities are enabled in Management Center. They are creating customer segments and creating e-Marketing spots. Version 7 also adds dialog activity capability to Management Center. This feature is not available in Accelerator. Dialog activities are covered in the Precision Marketing presentation. Content spots have not been moved to Management Center because e-Marketing Spots are now used for both static and dynamic content. This enables you to easily transition between content types. Improvements in caching capability allow e-Marketing Spots to be cached.

Extended sites

	Management Center	Accelerator only
Catalog Asset Store Master Catalog	Yes	
→ Sales Catalogs*	Yes	
Create products and items	Yes	
Create bundles, kits,	Yes	
Merchandising Associations	Yes	
Storefront Asset Store Marketing Campaigns	Yes	
→ Customer segments	Yes	
Promotions	Yes	
→ E-marketing spots	Yes	
Base contracts		Yes
Customer-Facing Store Filter products from Master catalog		Yes
Create non-shared products	Yes	
Sales Catalogs	Yes	
Shipping and taxes		Yes
Change Style, Flow		Yes
Inventory		Yes
Customer Accounts (B2B)		Yes
Contracts (B2B)		Yes

Management Center enhancements   © 2010 IBM Corporation

For extended sites, a new capability has been added to the catalog asset store. Sales catalogs can now be created and managed by the asset store and shared with the extended sites. This feature is not available in Accelerator although it is a common customization. The storefront asset store also benefits from the new marketing tool capabilities.

Catalog

	Management Center	Accelerator only
Manage categories	yes	
Manage catalog entries	yes	
Manage sales catalog	yes	
Define prices	yes	
Define price override limits		yes
Manage catalog attachments	yes	
Define merchandising associations	yes	
Attribute dictionary*	yes	
Manage expected inventory		yes
Manage vendors		yes
Product advisor / guided sell		yes
Catalog import		yes

*This function is not available in Accelerator

Management Center enhancements © 2010 IBM Corporation

This chart provides a summary of the Catalog tool. There are no new features added in V7.

Workspaces

	Management Center	Accelerator only
View and work on assigned tasks	yes	
View task details	yes	
Add comments to a task	yes	
View comments	yes	
Work on approved content	yes	
Approve and reject tasks	yes	
Preview a store	yes	
Synchronize a workspace		yes

Management Center enhancements

This chart provides a summary of the Workspaces tool. There are no new features added in V7.

Assets

	Management Center	Accelerator only
Create and manage directories	yes	
Create and manage files	yes	
Create and manage single attachment file per language	yes	
Create and manage multiple attachment files per language*	yes	
Share files across attachments*	yes	
Manage asset store attachments from extended site store*	yes	

*This function is not available in Accelerator

Management Center enhancements

This chart provides a summary of the Assets tool. There are no new features added in V7.

IBM

Section

Cross-tool improvements

Management Center enhancements

This section introduces cross-tool improvements

Change password support

- Change password during logon

User name
wcsadmin

Password
****

☑ Change password

Log On

Change Password

Old password
****

New password
****

Confirm new password
****

Change   Cancel

Management Center enhancements

In version 6, password management is not included in Management Center. If your password is expired or you want to change it, you need to use another tool such as Accelerator. Version 7 adds a password change option to the login screen.

Time zone support

Preferences

Store Name ⓘ

[   ] 🔍

Language ⓘ
[United States English   ▾]

Number format ⓘ
[1,234,567.89   ▾]

Date format ⓘ
[YYYY/MM/DD   ▾]

Time format ⓘ
[12-hour clock   ▾]

Time zone ⓘ
[Central Time   ▾]

Start week with this day ⓘ
[Sunday   ▾]

☑ Enable detailed tooltips ⓘ

[OK]   [Cancel]

...eral Properties   Related Activities

Priority ⓘ [1   ▲▼]

Start date [2007/10/01] 🗓 [04:00 PM] 🕐 Central Time

End date [9999/12/31] 🗓 [11:59 PM] 🕐 Central Time
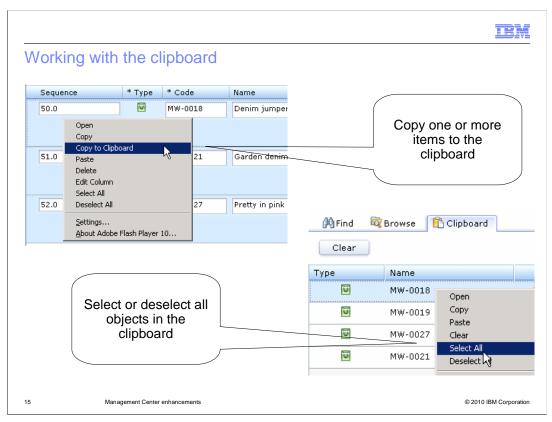
Repeatable ⓘ ☑

WebSphere Commerce operates in the time zone where the server is located. In version 6, if you want to set up promotions or marketing activities that target specific times in another time zone, you have to manually convert the times. In version 7, you can set a preferred time zone in the preferences panel. WebSphere Commerce still runs in the time zone where it is located, but this capability allows you to work in the target time zone without converting the times yourself. All times are automatically adjusted to the equivalent server time when saved.

Text editing

General Product Information

*Code (i) MW-0018

Name (United States English) Denim jumper for girls

Short description (United States English) Our sweet denim jumper

Check Spelling
Undo
Redo

Long description (United States English) **Our sweet denim jumper** will have her hopping,skipping and jumping. Design features front pockets so she can collect fall flowers along the way.

Display HTML

Long description (United States English) Our sweet denim jumper will have her hopping,skipping and jumping. Design features front pockets so she can collect fall flowers

Display rich text

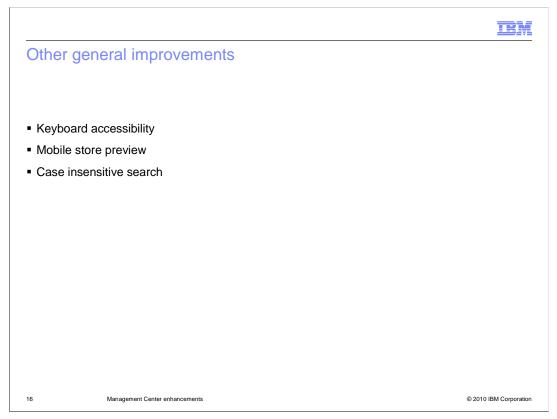13   Management Center enhancements   © 2010 IBM Corporation

Version 7 introduces many helpful text editing features. Text and rich text fields now have undo/redo capability and a spell check option. For stores that support right-to-left languages, there is also bi-directional text edit support through the pop-up menu. For rich text edit fields, a new toggle option has been introduced. You can now switch between rich text mode and HTML mode, which allows you to see exactly what HTML will be injected into the store page.

Working with lists

Promotions - List

* Type	Status	* Administrative Name	Promotion Type	Priority	Start Date		
🏷	🟥		Percentage off the subtotal of catalog entries from a category	200 ↕	2004/01/01 📅	12:00 PM	🕐
🏷	🟢		Percentage off the subtotal of catalog entries	250 ↕	2004/01/01 📅	12:00 PM	🕐

Promotions - List

* Type	Status	* Administrative Name	Prom
🏷	🟥		Perce... catal...
🏷			Perce... catal...
🏷			Buy ... categ... catal... at a ...
🏷			Amou...

Pop-up menu:
- Open
- Copy
- Copy to Clipboard
- Delete
- **Edit Column**
- Select All
- Deselect All
- Activate
- Settings...

Edit Column dialog:

Select column to update

[Administrative Name ▼]
- Administrative Name
- Priority
- Start Date
- End Date
- Administrative Description

[OK] [Apply] [Cancel]

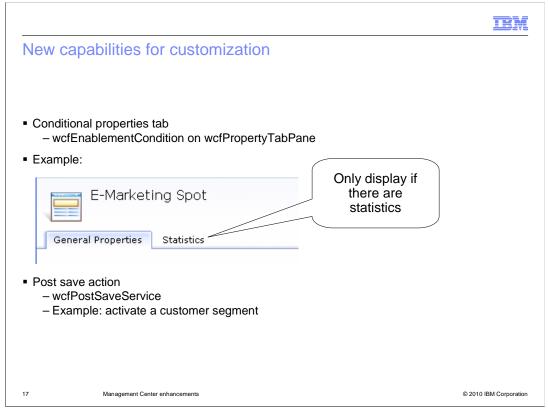14   Management Center enhancements   © 2010 IBM Corporation

New capabilities have also been added for lists. The pencil icon, intended to enter edit mode, has been replaced with a direct edit mode. All editable elements in a list view are in displayed in edit mode. To assist in multiple edits, an edit column option has been added to the pop-up menu. This option allows a column to be set to the same value for multiple selected rows eliminating the need to repeat an edit multiple times. The 500 item limit for list views is also lifted in version 7. When a request results in more than 500 items being returned, the first 500 appear in the list view. A message indicating that there are more objects available is displayed in the title area of the main work area. You can use the pop-up menu to load the next page of objects or to return to a previous page.

Working with the clipboard

Copy one or more items to the clipboard

Select or deselect all objects in the clipboard

New clipboard functions include copying multiple objects to the clipboard and selecting or deselecting all items in the clipboard.
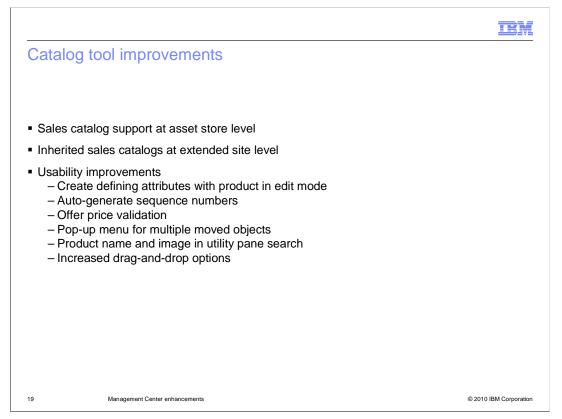
Other general improvements

- Keyboard accessibility
- Mobile store preview
- Case insensitive search

Management Center enhancements

Full keyboard accessibility has been added for version 7. The references page at the end of this presentation contains a link to the complete list of keyboard shortcuts in Information Center. Preview support for the mobile Madisons store has been added. Case insensitive search is now available in all Management Center tools.

New capabilities for customization

- Conditional properties tab
  - wcfEnablementCondition on wcfPropertyTabPane
- Example:

E-Marketing Spot

General Properties   Statistics

Only display if there are statistics

- Post save action
  - wcfPostSaveService
  - Example: activate a customer segment

Management Center enhancements   © 2010 IBM Corporation

You can use two new capabilities if you customize Management Center. The wcfPropertyTabPane now has an enablement condition that allows you to set whether it is visible or not. This feature is used by the Marketing tool to hide the statistics tab when there is no data to display. A new type of service has been added called wcfPostSaveService. This service, if defined, runs after an object has been successfully created or saved. In the Marketing tool, this capability is used to silently activate a customer segment after it is defined. This saves the UI from having to expose customer segment activation. For more information, see the OpenLaszlo API documentation in the Information Center.

Section

Catalog improvements

Management Center enhancements

This section introduces catalog improvements.

Catalog tool improvements

- Sales catalog support at asset store level
- Inherited sales catalogs at extended site level
- Usability improvements
  - Create defining attributes with product in edit mode
  - Auto-generate sequence numbers
  - Offer price validation
  - Pop-up menu for multiple moved objects
  - Product name and image in utility pane search
  - Increased drag-and-drop options

Management Center enhancements

In version 6, sales catalog creation and management are only available in the extended stores. This means that each store must create and manage their own sales catalogs possibly resulting in duplicated catalogs. In version 7, this limitation is removed and sales catalog can now be created and managed in both asset stores and extended site stores. This new capability allows sales catalogs to be shared among multiple extended site stores as all other asset store objects are. Extended site stores can add their own sales categories and catalog entries to the sales catalog of the asset store. This slide also lists many usability improvements to the Catalogs tool. You can see many of these improvements by viewing the Catalog updates demonstration.

Sales catalog limitations

- Cannot reuse a sales category across sales catalogs
- Cannot use the link function directly on a inherited sales category

Management Center enhancements

There are some limitations to the enhanced sales catalog capability. First, you can not reuse a sales category across sales catalogs. Second, when managing a inherited sales catalog inside an extended store, you cannot use the link function directly on a inherited sales category.

Summary

- Feature summary
- Cross-tool improvements
- Catalog improvements

　　Management Center enhancements　　

This presentation started with a feature summary of Management Center, followed by an introduction to cross-tool improvements and catalog-specific improvements.

References

- Management Center keyboard shortcuts
  http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/concepts/ctfcmcshortcut.htm

Management Center enhancements   © 2010 IBM Corporation

This slide contains a link to the Management Center keyboard shortcuts page in the Information Center.

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 e-mail feedback:

mailto:iea@us.ibm.com?subject=Feedback_about_WCS70_CMCEnhancements.ppt

This module is also available in PDF format at: ../WCS70_CMCEnhancements.pdf

Management Center enhancements © 2010 IBM Corporation

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