IBM WebSphere Commerce V7 FEP7

FEP7 Overview

Agenda

- Business User Enhancements
  - Commerce Composer
  - Rich-Text Editor
  - Content Manager Integration
  - Multiple Attribute Assignments
  - Ribbon Ads
  - Store preview enhancements
  - IBM Marketing Center Integration

- Omni-Channel Commerce
  - Responsive Web Design
  - Mobile enhancements
  - Arabic and Turkish support
  - Order Management Integration

- Foundation and Deployment
  - REST Enhancements
  - WebSphere Commerce Search Improvements
  - Store Companion Assets
  - Tealeaf Licensing
  - DB2 Licensing
  - IBM pureScale Patterns
  - Security Improvements

Business User Enhancements

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Commerce Composer

Detailed Session:
Wed 5 March

- New Management Center tool, replacing the Layout Tool to provide detailed business user control over page layout

- Business users can create and modify page layout by visually picking widgets and assigning them to slots on a page

- Direct control over the properties of individual widgets

- Click-to-edit from store preview
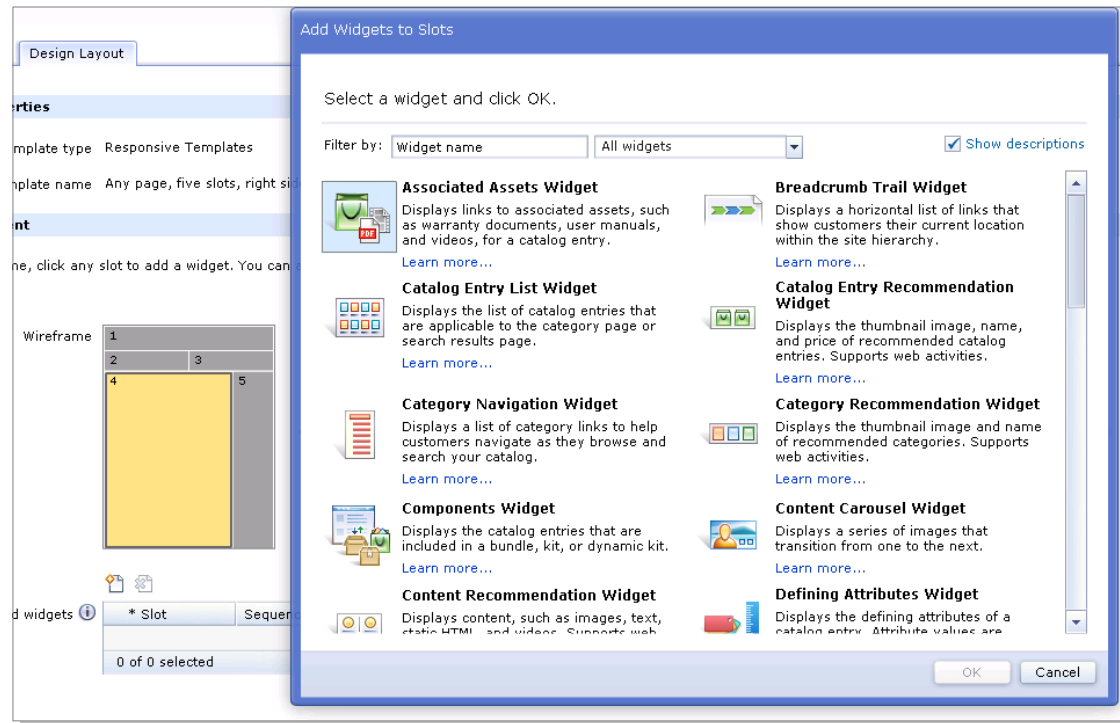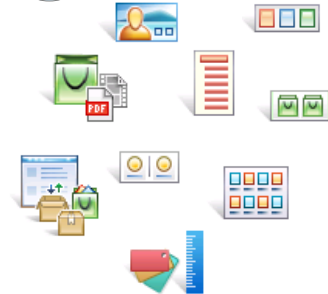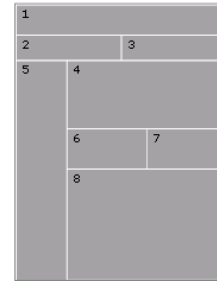
Commerce Composer
- functionality/tasks

- Allows business users to:
  - Create new pages
    - Landing Pages
    - Static content
    - ...
  - Create new and edit existing layouts by assigning widgets to templates
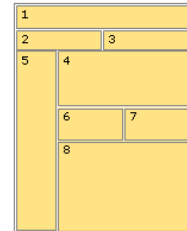 - Assign page layouts to new and existing pages

- A page layout defines assignment of various page widgets to predefined slots in a layout
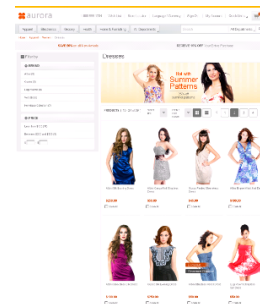
- Widgets and Templates are created by IT

Template + Widgets

Assign

Layout

Assign
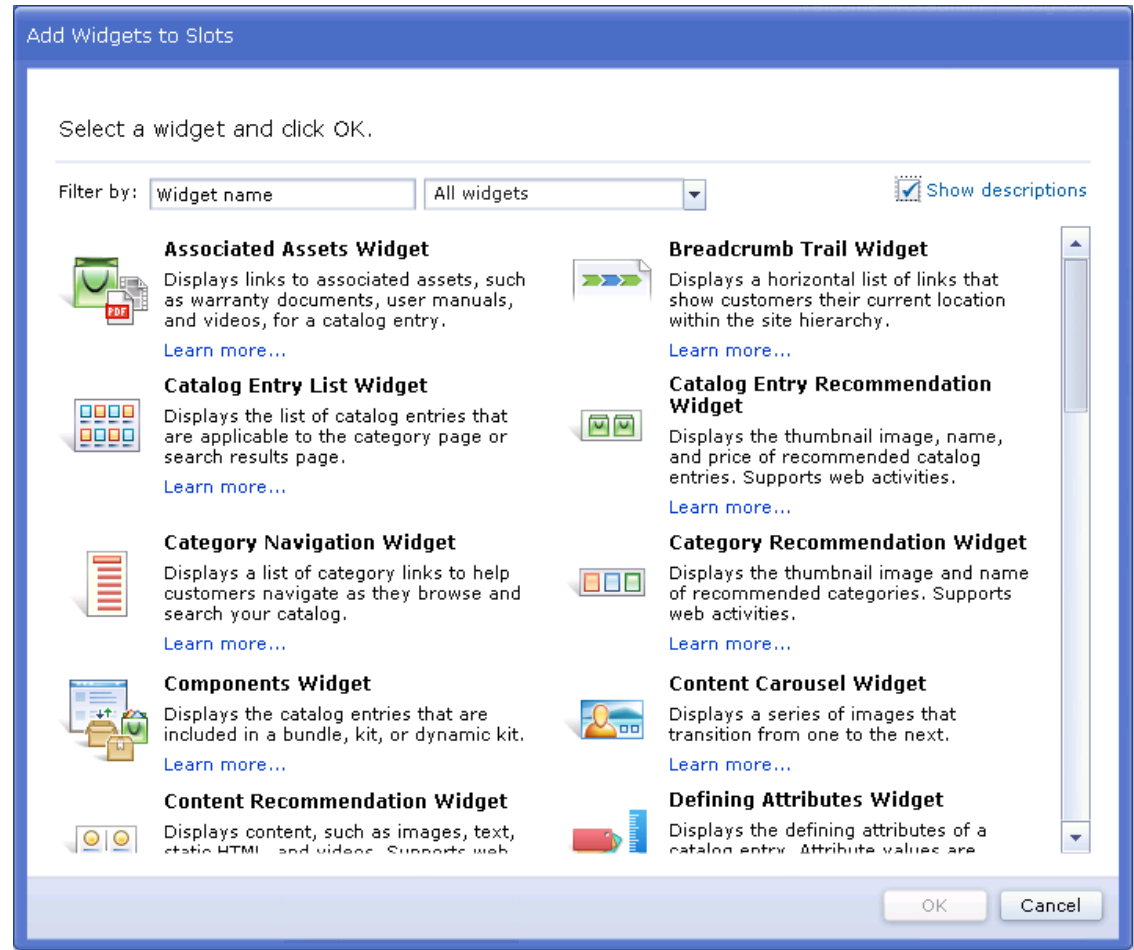
Page

Commerce Composer
- available widgets

- Example OOTB widgets:
  - Catalog Entry List
  - Category Navigation
  - Facet Navigation
  - Catalog Entry Recommendation
  - Content Recommendation
  - E-marketing Spot

- Partner Ecosystem to provide more post-eGA widgets for various services, including:
  - Fluid
  - BazaarVoice
  - CoreMedia

Add Widgets to Slots

Select a widget and click OK.

Filter by: Widget name | All widgets ▾ | ☑ Show descriptions

Associated Assets Widget
Displays links to associated assets, such as warranty documents, user manuals, and videos, for a catalog entry.
Learn more...

Breadcrumb Trail Widget
Displays a horizontal list of links that show customers their current location within the site hierarchy.
Learn more...

Catalog Entry List Widget
Displays the list of catalog entries that are applicable to the category page or search results page.
Learn more...

Catalog Entry Recommendation Widget
Displays the thumbnail image, name, and price of recommended catalog entries. Supports web activities.
Learn more...

Category Navigation Widget
Displays a list of category links to help customers navigate as they browse and search your catalog.
Learn more...

Category Recommendation Widget
Displays the thumbnail image and name of recommended categories. Supports web activities.
Learn more...

Components Widget
Displays the catalog entries that are included in a bundle, kit, or dynamic kit.
Learn more...

Content Carousel Widget
Displays a series of images that transition from one to the next.
Learn more...

Content Recommendation Widget
Displays content, such as images, text, static HTML, and videos. Supports web

Defining Attributes Widget
Displays the defining attributes of a catalog entry. Attribute values are

OK | Cancel

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Commerce Composer
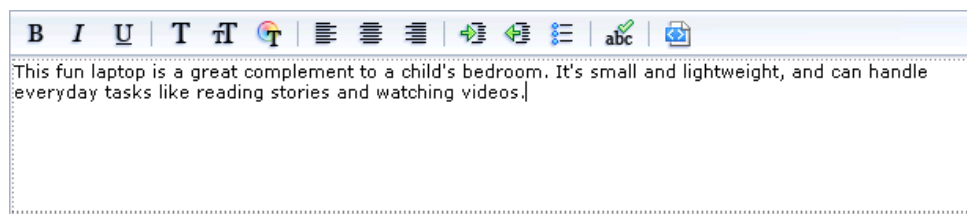## - implementation/adoption

Detailed Session:
Wed 5 March

- Extension of the template/widget framework from FEP6

- New since FEP6 widgets:
  - FEP7 Widgets are registered in the DB
  - FEP7 Widgets can be defined at site-level or store-level
    - FEP6 only had store-level widgets

- Adoption:
  - New store: Start from FEP7 Aurora and customize templates and/or widgets
  - Pre-FEP6 store:
    - Create page templates matching existing layout, re-implement page functionality as custom widget ("widgetize existing store"); or
      - InfoCenter currently has steps for creating templates and widgets
    - Adopt FEP7 templates and widgets for relevant pages, possibly combining with "widgetizing"
      - InfoCenter will be amended with high-level steps for doing this within the next few months
  - FEP6-based store:
    - (optional) Move widgets to site-level
    - Change store feature to use Commer Composer instead of Template Tool
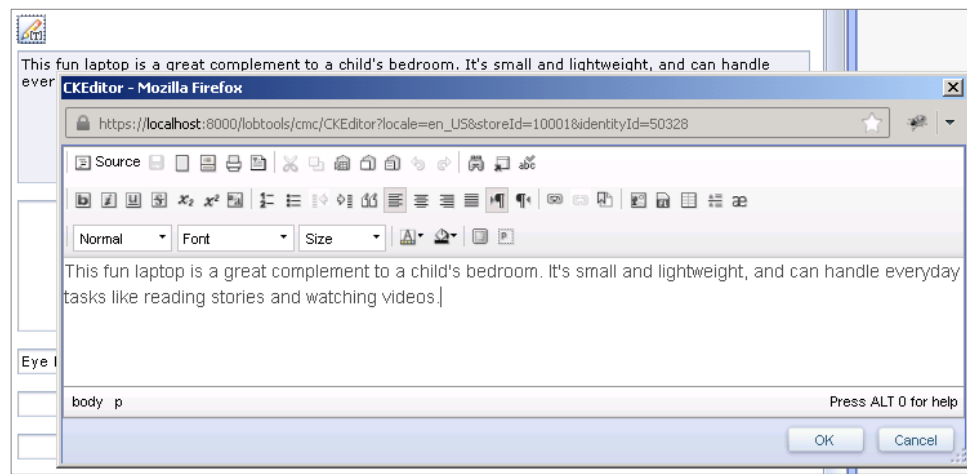   - Register custom widgets in DB

New Rich Text Editor

- The Management Center now includes a customized version of CKEditor 4.2.2.1
  - Turn on/off in user preferences

- CKEditor has features above and beyond the built-in rich text editor in Management Center, including:
  - Undo/Redo
  - Subscript/Superscript
  - Hyperlinks
  - etc.

- Limitations:
  - May cause issues with some versions of Microsoft Internet Explorer
  - Existing content may be affected when opened with CKEditor if it contains HTML that CKEditor cannot interpret

Standard Rich Text Editor

This fun laptop is a great complement to a child's bedroom. It's small and lightweight, and can handle everyday tasks like reading stories and watching videos.

CKEditor

This fun laptop is a great complement to a child's bedroom. It's small and lightweight, and can handle ever

CKEditor - Mozilla Firefox

https://localhost:8000/lobtools/cmc/CKEditor?locale=en_US&storeId=10001&identityId=50328

This fun laptop is a great complement to a child's bedroom. It's small and lightweight, and can handle everyday tasks like reading stories and watching videos.

body p

Press ALT 0 for help

OK   Cancel

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Content Manager Integration

Detailed Session:
Tue 11 March

- Introduced via an APAR in October 2013, but formally announced as part of FEP7

- Product-level integration with IBM Web Content Manager (WCM)

- Business users can assign content via punch-out actions from Management Center to WCM to assign and edit content

- JSP tag library for handling the inclusion of content
  - Content can be pulled in real-time from WCM servers when JSPs are rendered in WC
  - Content can be pushed from WCM to WC Web servers (recommended for production)

IBM
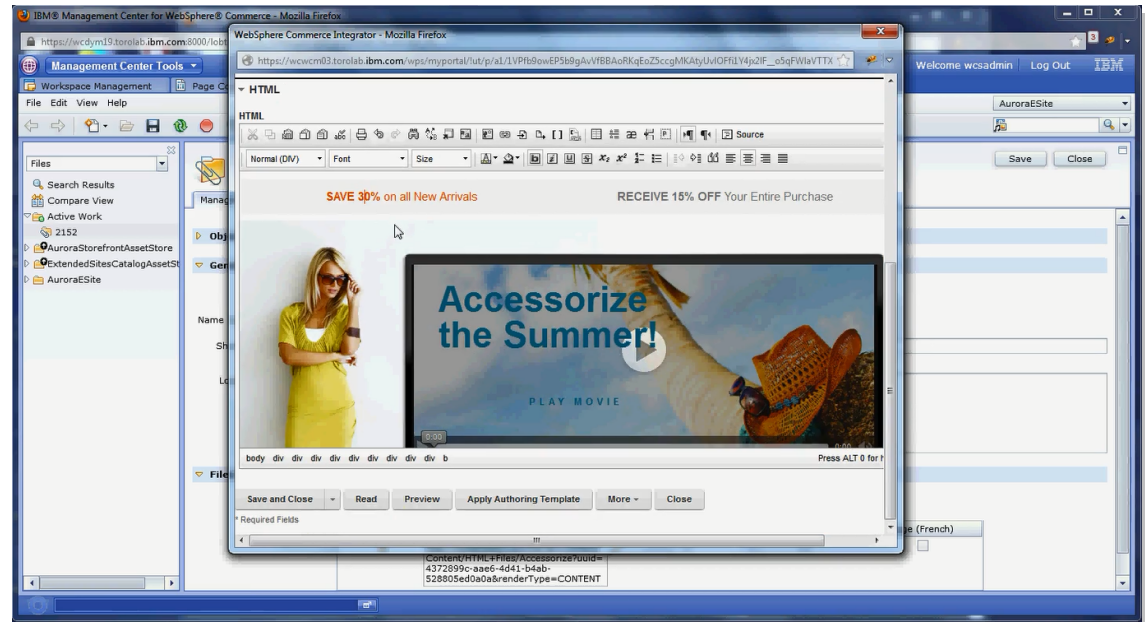
Other Management/Storefront Enhancements

- Multiple attribute selection
  - Utility function to assign the a common set of descriptive attribute values from the attribute dictionary to multiple catalog entries at the same time
  - Accessed from the Catalogs tool as File -> New -> Attributes Assignments
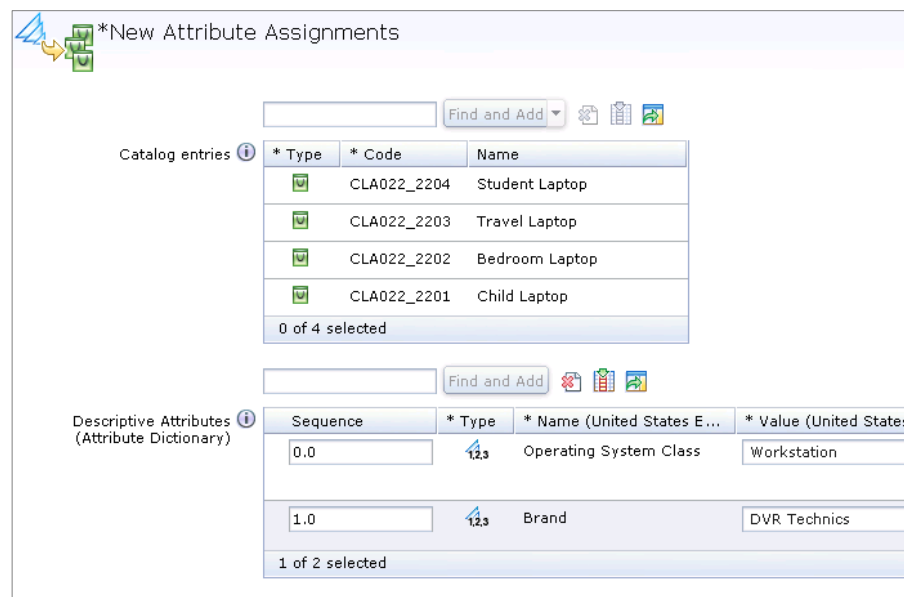
- Ribbon Ads
  - Use descriptive attributes to add ribbons to product thumbnails
  - UI easily customizable through CSS
    - Attribute name used in CSS class
  - New ribbon styles and values can be added
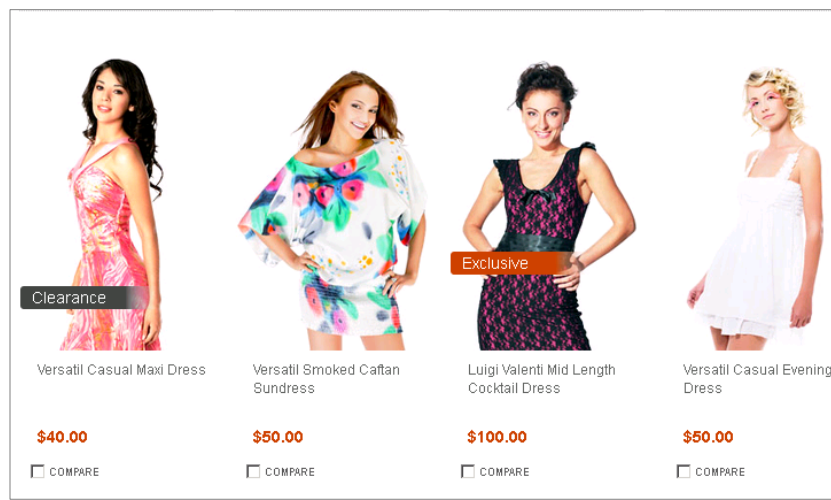
IBM Marketing Center Integration

Detailed Session:
Wed 12 March

- IBM Marketing Center is a cloud-based offering that allows business users to manage digital communications and to run campaigns

- FEP7 includes support for several scenarios to integrate IBM WebSphere Commerce with IBM Marketing Center:
  - Create Marketing Center campaign from WC promotion:
    - Create or select a promotion in the Promotions tool
    - Right-click promotion and select **Create Campaign in IBM Marketing Center**
    - Complete Marketing Center campaign
  - Export WC promotion codes to Marketing Center
    - Create or select a promotion in the Promotions tool
    - Right-click the promotion and select Export Promotion Codes
    - Select Include metadata for IBM Marketing Center
    - Open Marketing Center and import the exported codes

Omni-Channel Commerce

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Responsive Web Design

Detailed Session:
Fri 7 March

- Responsive Web Design is a design technique that allows Web pages to fluidly resize, depending on the browser size
    - Focus on client-side resizing using CSS3 Media Queries
        - Thus, browsers need to support CSS3 for this to work
    - One set of JSPs for all RWD pages

- In FEP7, we deliver responsive browsing pages in Aurora
    - Three "breakpoints":
        - Desktop (screen widths above 1280px)
        - Tablet (screen widths between 600 and 1280px)
        - Smartphone (screen widths below 600px)
    - Pages resize as browser is resized
    - All elements are available on all resolutions

- Alleviates the maintenance of multiple JSP versions
    - No silver bullet: complexity moves from managing multiple JSPs to slightly more complex CSS

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Responsive Web Design – Examples

Desktop
Width: 1716
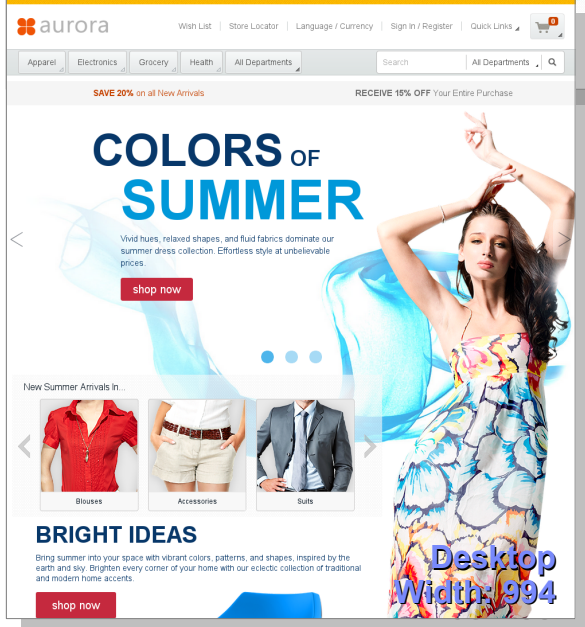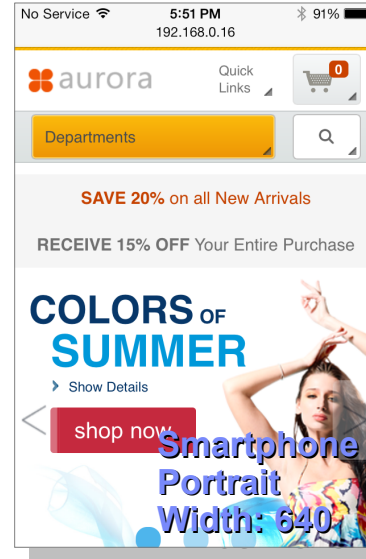
Smartphone
Portrait
Width: 640

Smartphone
Landscape
Width: 960
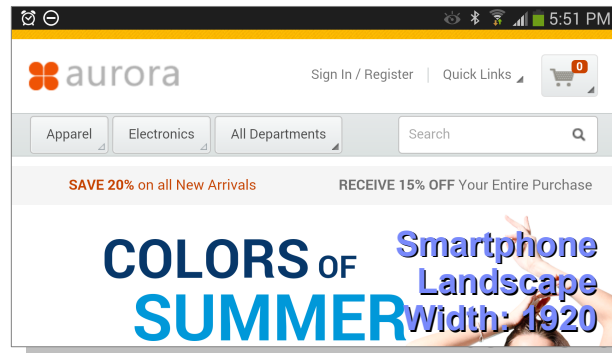
Smartphone
Landscape
Width: 1920

Smartphone
Portrait
Width: 1080

Desktop
Width: 994

14

Mobile Enhancements

- No need for smartphone- or tablet-specific store archives, as RWD pages are rendered on all devices

- Worklight application works with RWD store as-is

- Non-responsive pages render using dedicated smartphone-sized JSPs rendered using server-side user agent detection

Order Management Integration

- Direct integration between WC V7 FEP7 and OMS 9.3
  - Dependency on IBM WebSphere ESB (WESB) from previous versions eliminated

- Still possible to use middleware for integration, if needed
  - IBM Integration Bus Retail Pack can be used as a separately licensed component

- WC invokes services calls directly to OMS using the Service Definition Framework (SDF)
  - Custom SOAP servlets to handle WC calls
  - OMS does translation between WC and OMS message format
    - ValueMapXSLTranslator

- OMS invokes service calls to WC using WC message format
  - Internal InvokeWebService OMS component to build and call WC services

Foundation and Deployment

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REST Enhancements – Overview

Detailed Session:
Fri 14 March

- Goals:
  - Strengthen REST API coverage, performance, and consumability and align with the Smarter Commerce Strategy
  - Respond to requirements/feedback from a few channels:
    - Content Management System integration
    - Separated Search and Store deployment
    - Mobile and other 3rd-party client applications

- REST Foundation Improvements
  - Infrastructure: Adding support for REST over Controller Commands/Databeans
  - Performance: Cache filter improvements, local object cache
  - Security: REST Interoperability, Partial Authentication, Multiple sessions

- REST API Coverage
  - Browsing/Navigation: New catalog API, dynamic price
  - Cart/Order/Price: quick checkout, merge carts, customization fields, lock/unlock order, entitled price
  - Marketing: customer segment, marketing spot, Web activity (espot) data, dialog activity (event handler)

REST Enhancements – Details

Detailed Session:
Fri 14 March

- Support for mapping REST calls to Controller Commands and Data Beans

- New handlers:
    - AssignedCouponHandler – CRUD coupons for current cart
    - AssignedPromotionCodeHandler – CRUD promotion codes for current cart
    - AssociatedPromotionHandler – read promotions for current cart
    - CouponHandler – manipulate user's coupon wallet
    - PreviewTokenHandler – generate preview token
    - PriceHandler – retrieve entitled and range prices for a product/contract combination
    - PromotionHandler – retrieve promotion details for a given promotion or a list of promotions
    - SegmentHandler – retrieve customer segment information
    - SiteContentHandler – retrieve static content from the serch server
    - SpotHandler – read espot details

- Support for personalization ID in all calls

- Search services amended with new lightweight Search-related REST services exposed on the Search servers
    - Previous search BOD-based REST search services are still available

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WC Search Enhancements

Detailed Session:
Mon 10 March

- Architecture
  - Exposing search REST services directly from the Search servers
  - Search and browse processing can be handled mostly by search servers
  - Increased separate scalability of search layer vs transactional layer

- Programming Model
  - Simplified programming model used on Search servers
    - No EJBs, BODs, or controller commands
  - Search providers run exclusively on search server

- Performance
  - Most processing of search requests done on Search servers, offloading WC servers
  - Search processing simplified due to lightweight processing framework on Search servers
  - WC servers focus on transactional processing

- Compatibility
  - FEP7 Aurora uses the new search REST services that are served directly from the Search servers
  - The search services used in FEP2-6 are still available and supported for existing stores

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Store Companion Assets

Detailed Session:
Fri 14 March

- Entire package updated for FEP7:
  – Use Cases
  – Wireframes
    • Axure, HTML, Microsoft Word
  – Static HTML
  – Test Plan
  – Test cases
  – Automated Test Package
    • New Page Object Design Pattern to abstract page details from test case

- New delivery:
  – CSS Style Guide
    • Defines formatting, styles for Aurora, including both RWD and non-RWD pages

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Stack Support and Entitlement Changes

- FEP7 requires WC 7.0.0.8+ (FP8+)
  - WC 7.0.0.8 requires WAS 7.0.0.29+ (FP29+)

- WC Search in FEP7 uses Apache Solr 4.3.0

- Worklight Support updated to V6:
  - IBM Worklight Consumer Edition Version 6.0.0
  - IBM Worklight Enterprise Edition Version 6.0.0

- Support and entitlement for IBM DB2 10.1 and 10.5

- Support for:
  - IBM DB2 10.5 pureScale on AIX
  - PureData System for Transactions FP3

- Limited-use license for IBM Tealeaf CX 8.8 and IBM Tealeaf cxImpact 8.8 in test environments
  - Aurora checkout pages preconfigured for Tealeaf Customer Experience

- Additional language support (Aurora translated to):
  - Arabic
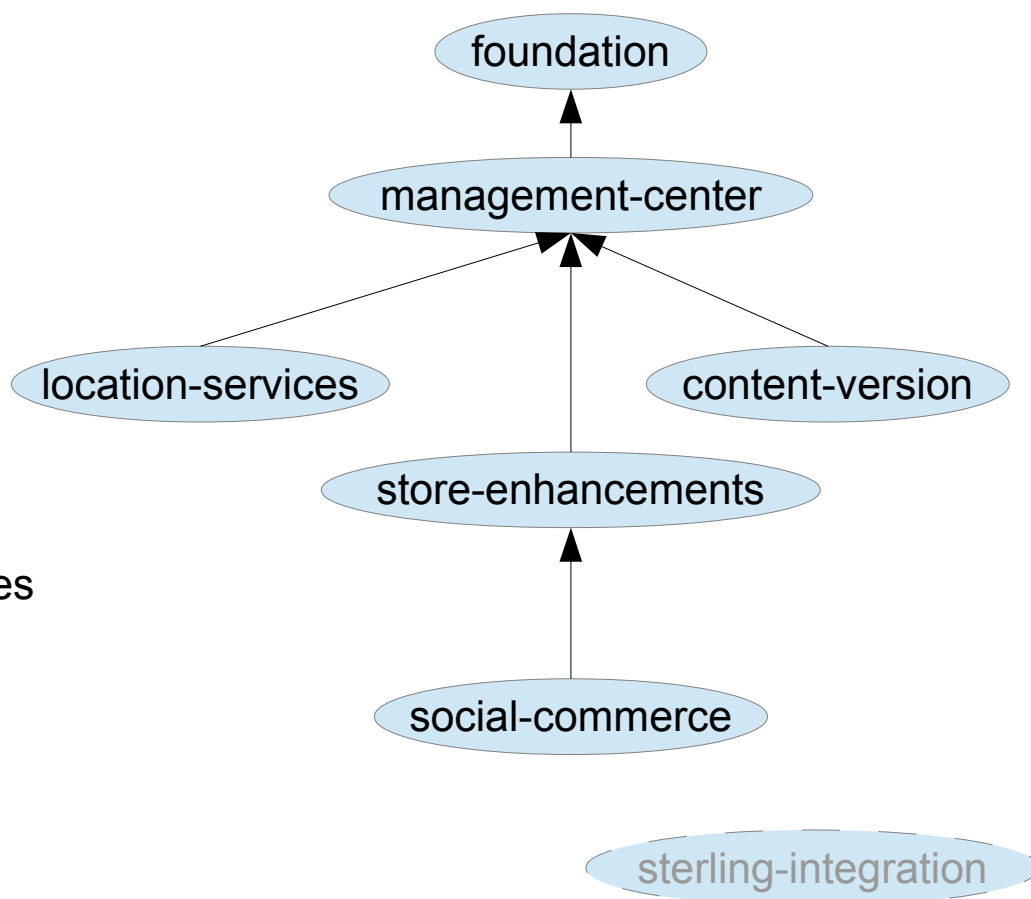 - Turkish

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Security Improvements

Detailed Session:
Fri 14 March

- Ability to optionally comply to National Institute of Standards and Technology (NIST) Special Publication (SP) 800-131A:
  - NIST SP 800-131A offers guidance to migrate to the use of stronger cryptographic keys and more robust algorithms
  - Becomes mandatory for US Federal customers beginning in 2014
  - Checklist contains many elements, including:
    - Strength of encryption keys, hashing algorithm, random number generator, certificate key strength, TLS 1.2, etc.

- Changes in FEP7:
  - Added support to optionally use 128 bit AES encryption (instead of Triple DES)
  - Added support to optionally use SHA-256 for hashing of new information, e.g. passwords, instead of SHA-1

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Feature dependencies and contents

- Fixpack dependency:
  - Fixpack 8, i.e. WC 7.0.0.8

- Features included in FEP7
  - foundation
    - REST
    - WC Search
  - management-center
    - Commerce Composer
  - store-enhancements
    - New Aurora RWD and templates
  - social-commerce
  - content-version
  - sterling-integration
    - Note: No enableFeature script
  - location-services

-

```
                    foundation
                        ↑
                management-center
               ↗        ↑       ↖
   location-services         content-version
                        ↑
               store-enhancements
                        ↑
               social-commerce

               sterling-integration
```

References

- Externally available Links:
  - FEP7 topic in the InfoCenter:
    - http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.admin.doc/concepts/cwnFEP7summary.htm
  - Installing and Enabling Features:
    - http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.install.doc/tasks/tigfepmaster1.htm
  - CKEditor: http://ckeditor.com
  - IIB Retail Pack: http://www.ibm.com/software/products/en/integration-bus-retail-pack/
  - PureData: http://www.ibm.com/software/data/puredata/transactions/features.html
  - pureScale: http://www.ibm.com/software/data/db2/linux-unix-windows/purescale/

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