

IBM WebSphere Commerce V8.0

Overview of WC V8 and Commerce Insights



Agenda

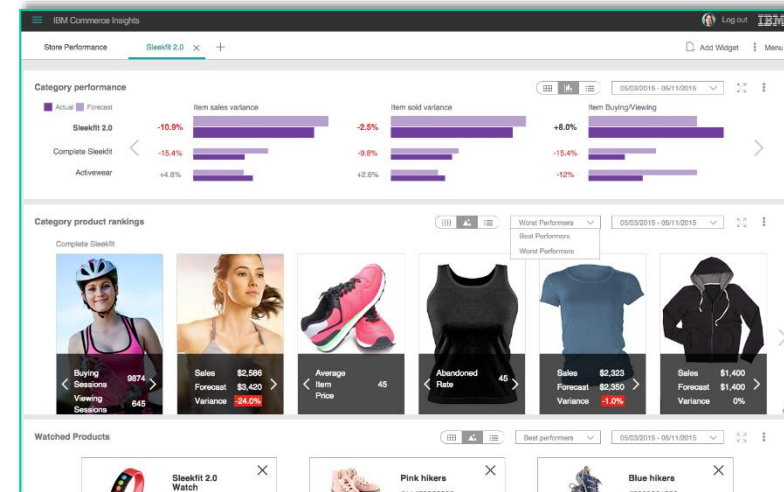
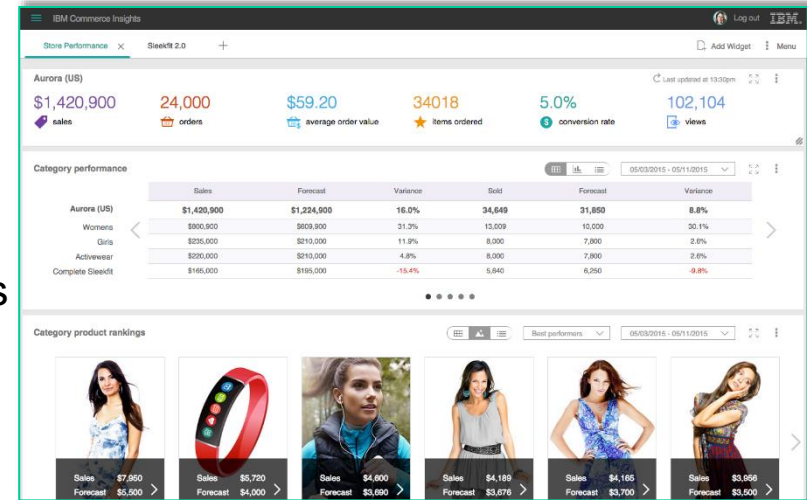
- Release Overview
- Commerce Insights
 - Functionality
 - Architecture & Adoption
- New Management Center
 - Framework changes
 - UI Refresh
- Customer Service in Aurora
- Stack and Licensing Changes
- New Maintenance Strategy
- Starter store changes
- Migration to WC V8
- Starter Store Companion Assets
- Social Commerce Accelerators

Release Overview

- WC V8 is the first major release of WebSphere Commerce since V7 was released in 2009
 - Although we have been releasing Feature Packs (FEPs) on a regular interval in the interim
- In addition to updating the underlying stack:
 - WebSphere Application Server 8.5.5
 - Rational Application Server 9.5
- We also add improvements:
 - The first release supporting IBM Commerce Insights
 - New DHTML-based Management Center with modernized user interface
 - Customer service features added to Aurora starter store
- As well as improving the maintenance strategy:
 - More frequent fix packs
 - Zero-downtime “hands-off” fix pack installation
 - Discontinuation of Feature Packs to distribute functional updates

Commerce Insights – Overview

- Commerce Insights is a tool for merchandisers to get a better view of product and category performance
 - Graphical focus, see data overlaid on product images
 - Browse store preview with performance data overlaid
 - Click-to-edit to launch CMC with SSO
 - Optional link to Watson Analytics
- Cloud-based offering
 - Requires WC V8
 - Both on-premise and on-cloud WC V8 supported
- Optional add-on: IBM Commerce Insights for Watson Analytics
 - Gives the merchandiser access to analyze and discover trends in the sales data through Watson Analytics



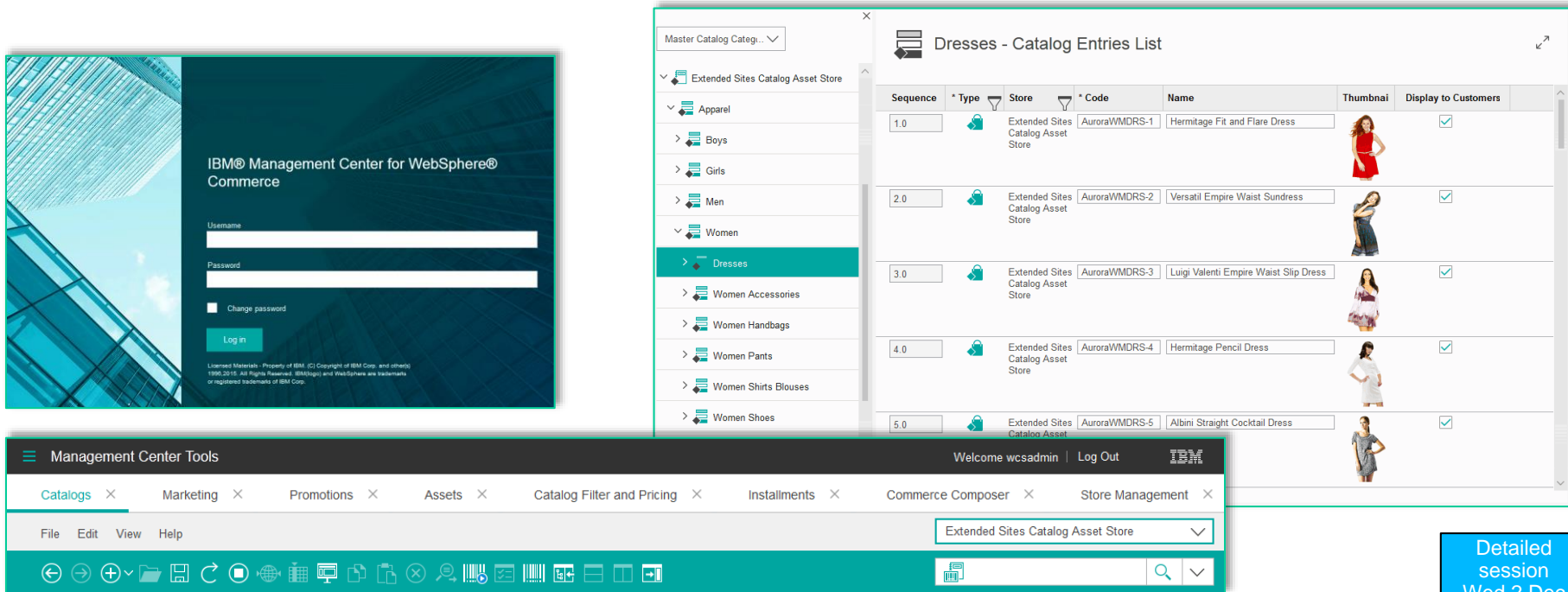
Detailed session
Tue 1 Dec

Commerce Insights – Adoption

- Commerce Insights is a cloud-based solution, accessed through a browser interface
- Data is retrieved from a number of sources
 - Merchandiser (upload of sales plan data)
 - WC (upload of catalog structure, product, and inventory data)
 - IBM Digital Analytics (upload of clickstream data, real-time topline metrics)
- Adoption
 - Ensure that store pages are tagged correctly to send data to IBM Digital Analytics
 - Export public SAML certificate from WC application server (used for authentication)
 - On-board to Commerce Insights (fill out questionnaire and attach SAML public cert)
 - Configure WebSphere Commerce to allow cross-domain requests
 - WC is the identity provider for Commerce Insights, authenticating users and providing information about which stores they can access
 - Configure nightly loads from WebSphere Commerce to Commerce Insights
 - Configure Digital Analytics to send nightly data to Commerce Insights
 - Configure Commerce Insights to send data to Watson Analytics (if IBM Commerce Insights for IBM Watson Analytics is purchased)

New Management Center

- The Management Center has been rebased on DHTML from the OpenLaszlo-based Flash runtime used in previous releases
- As part of the rewrite, the user interface has been refreshed to be in line with the modern look of IBM Web-based applications



Detailed session
Wed 2 Dec

Customer Service in Aurora

- V8 includes the initial use cases for Customer Service Representative (CSR) support in the Aurora starter store, including:
 - Adding shoppers, buying on behalf of shoppers, managing orders (cancelling, reordering), managing shopper account information, etc.
- Although included in the standard starter store pages in the V8 Aurora, the Customer Service functionality (JSPs and APIs) **will** require a separate license to use

The screenshot displays the Aurora Customer Service interface. At the top, there is a search bar and a 'Clear Filter' button. Below this is a table of orders with columns for Order number, Order date, Ship to, Home phone, Email, and Actions. The first row shows an order with ID 11001, dated November 3, 2015, shipped to 'Example, CSR, 123 East Street, Somewhere, Yukon', with email 'email@email.com'. A red box highlights the order ID '11001'.

On the right side of the table, there is a gear icon for actions, with a dropdown menu containing: 'Access customer's account', 'Disable customer's account', and 'Take over and unlock'. The 'Take over and unlock' option is highlighted with a red box.

On the left side, there is a 'My Account' panel for 'CSR Example (Guest)'. It contains the text 'CSR Example, Customer Service Representative, is shopping as a guest' and buttons for 'Register Guest User', 'Sign in as Yourself', and 'Sign Out'.

In the center, there is a 'Items in your cart' popup for 'CSR Example (Pete Guy)'. It shows one item: 'Luigi Valenti Empire Waist Slip Dress, AuroraWMDRS-039, QTY: 1, \$100.00'. Below the item, it says 'Save 10% on all orders (\$10.00)' and 'Subtotal for 1 item(s) \$90.00'. At the bottom of the cart are 'Lock' and 'Go to Cart' buttons.

Detailed session
Mon 7 Dec

Starter Store Changes

- The older starter store archives have been removed from V8:
 - MayUJoy (“China store”), Brazil, Madisons, Elite
 - Cannot publish these on V8, but a migrated store from V7 will continue to work
- The direct store model has been removed from V8
 - Aurora will now always publish as an extended sites model, even on Professional Edition
 - License for Professional has been amended to allow a single-store Extended Sites model
 - If you are migrating a direct (non-extended sites) store, you can continue to use this on V8, but new stores will use extended sites

Migration to WebSphere Commerce V8.0

- We support migrations from any level of WC V7 to V8
 - If you are on an older version, you should migrate through V7
 - For example, V6.0 → V7.0 FEP8 → V8.0
- We have discontinued the instance migration tool
 - Instead, create an empty V8 instance, restore V7 database, deploy custom code, and run database migration tool
- Overall migration approach:
 - Migrate toolkits
 - Move to new Management Center (or run in compatibility mode)
 - Generate build package via WebSphere Commerce Build and Deploy (wcbd)
 - For each runtime environment:
 - Install new servers
 - Create V8 instance with same parameters as V7 instance
 - Deploy migrated custom code
 - Migrate database
 - Switch-over

Starter Store Companion Assets

- Store Companion Asset review:
 - Use Cases in Microsoft Word format
 - Static HTML version of Aurora
 - Wireframes in Axure and Microsoft Word formats
 - Test Cases in Microsoft Excel format
 - Automated Test Case framework with regression test bucket for Aurora
- Separate download, available since V7 FEP1
- Updated for V8 with:
 - Customer Service functionality
 - Instructions in Knowledge Center for using Maven to pull in dependent JAR files for test automation asset
 - New autogeneration tool for custom REST APIs (CaslRestLib)
 - Plans to add matrix to the Knowledge Center that shows a comparison of changes between the various V7 feature packs and the V8 use cases
 - This will aid in understanding how storefront functionality has changed, compared to your starting point for customizations

Stack and Licensing Changes

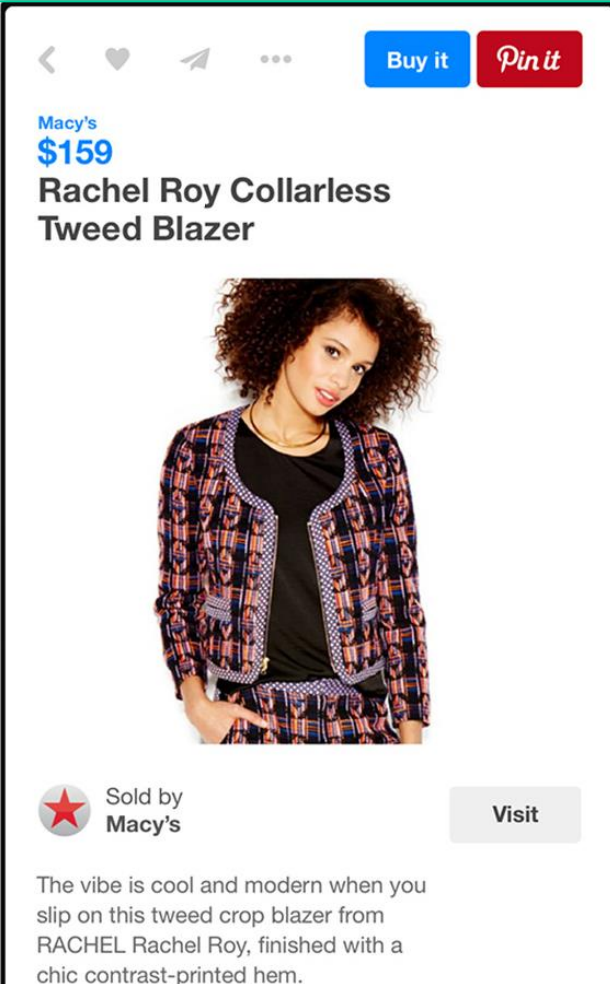
- New stack
 - WebSphere Application Server 8.5.5
 - DB2 10.5.0.1
 - Oracle 12.1.0.2.0 (not included)
 - Java 7.0
 - Rational Application Developer 9.5
- Express Edition has been removed
- Platform support:
 - All 32-bit platform support has been dropped
 - Solaris is not supported by V8.0
- Sales Center no longer included
 - Some CSR capabilities added to Aurora
 - If using Sterling OM, use Call Center for Commerce
- Licensing changes:
 - Gift Center no longer requires separate license

New Maintenance Strategy

- We are changing the approach to delivering code fixes and additional functionality for WebSphere Commerce, starting in V8
- Code and security fixes (8.0.0.x):
 - Bi-weekly *cumulative* fix packs
 - Fix packs can be installed without manual steps and with minimal downtime
 - Fix packs are guaranteed to *only* include code fixes, i.e. no new functionality
 - No individual iFixes for APARs, instead APARs are scheduled for next fixpack
- New Functionality (8.0.x.0):
 - Quarterly *mod* releases, no more Feature Packs (FEPs)
 - Mod releases are cumulative (contain all previous mods *and* fix pack APARs)
 - Installed in the same way as fix packs (i.e. through Update Installer)
 - Guaranteed to be installable without manual steps
 - However, to adopt new function, manual steps *may* be required, e.g. to update store JSPs
- We highly recommend clients to stay current with fix packs and mod releases
 - However, to manage production changes, you can choose a different fix packs application cadence, e.g. every third fix pack

Social Commerce Accelerators

- Pinterest introduced Buyable Pins in June 2015 for US retailers and buyers
- When a product is buyable, the price appears in bold, blue to the user and a “Buy it” button is shown next to the “Pin it” button
- This allows a quick buying experience, right from the mobile Pinterest app
- A downloadable asset is available from the [IBM ExperienceOne developerWorks Community](#)
- This asset is built for WebSphere Commerce V7 FEP8 and later, but can be modified for earlier versions that supports REST services



The screenshot shows a mobile Pinterest interface. At the top, there are navigation icons (back, heart, share, menu) and two buttons: a blue "Buy it" button and a red "Pin it" button. Below this, the text "Macy's" is in small blue font, followed by the price "\$159" in large, bold, blue font. The product name "Rachel Roy Collarless Tweed Blazer" is displayed in black. A photograph of a woman wearing the blazer is shown. Below the photo, it says "Sold by Macy's" with a red star icon. To the right of this is a grey "Visit" button. At the bottom, there is a short description: "The vibe is cool and modern when you slip on this tweed crop blazer from RACHEL Rachel Roy, finished with a chic contrast-printed hem."

Detailed
session
Tue 8 Dec

Other sessions related to WC V8 and Commerce Insights

Date	Time	Session	Topics	Speaker(s)
Mon 30 Nov	10:00-12:00 ET	Overview	Overview session, covering all that is new in WC V8 and CI	Nicolai Nielsen
Tue 01 Dec	10:00-12:00 ET	Commerce Insights	Functionality and on-boarding for Commerce Insights	Katherine Langdon Karson Ng Daisy Tan
Wed 02 Dec	10:00-12:00 ET	Management Center	New framework and UI for IBM Management Center	Bruce Baker Judy Chan
Thu 03 Dec	10:00-12:00 ET	Stack Changes	Changes in the stack, licensing, and removed features in WC V8	Nicolai Nielsen
Fri 04 Dec	10:00-12:00 ET	Migration	Migration approach and tooling in WC V8	Nicolai Nielsen
Mon 07 Dec	10:00-12:00 ET	Customer Service	Overview of the new Aurora Customer Service tools	Guru Shamanna Karson Ng
Tue 08 Dec	10:00-11:00 ET	Social Commerce Accelerators	Coverage for the Social Commerce Accelerators (note: not V8-specific)	Nicolai Nielsen
Tue 08 Dec	11:00-12:00 ET	New Maintenance Strategy		Nicolai Nielsen

Also: Internet Retailer Webinar, hosted by IBM on December 2 at 2pm ET:

Turning Commerce Data into Online Merchandising Insight

<https://www.internetretailer.com/webinars/turning-commerce-data-online-merchandising-insight/>

Thank You!

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