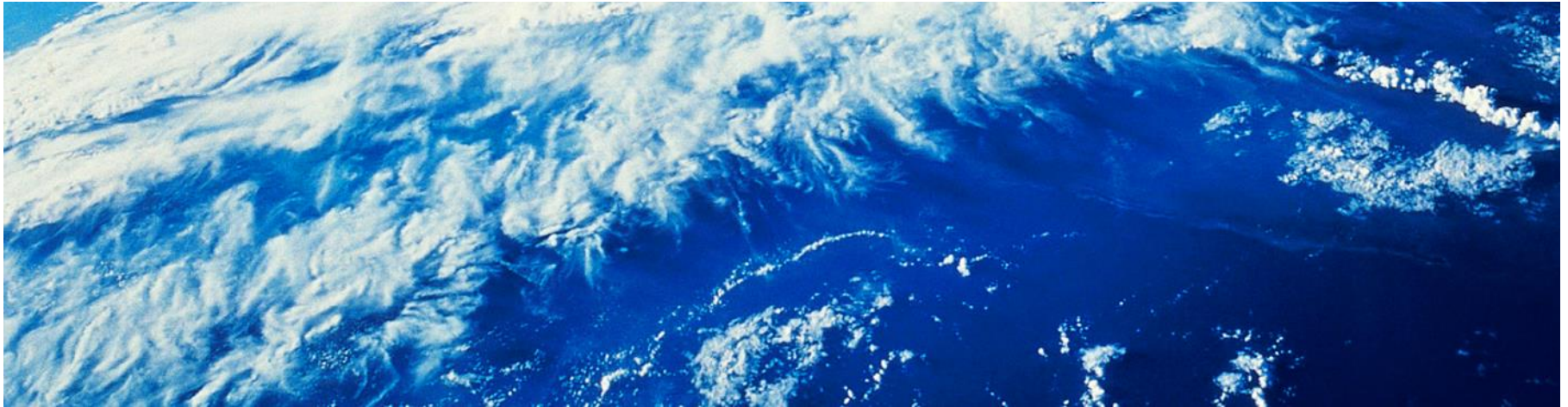


IBM WebSphere Commerce V8.0

Commerce Insights



Agenda

- What is Commerce Insights?
- Commerce Insights Demo
- Commerce Insights Technical Overview (Data Flows and Integrations)
- Commerce Insights with Watson Analytics Add-On Option

What is Commerce Insights?

IBM Commerce Insights transforms the customer experience through the use of predictive analytics and cognitive commerce principles to deliver customer and market insights right where it's needed - on your site, with your products and categories.

Merchandisers, product managers and marketers can now take immediate and direct action based on the performance of their business, making the best decisions to turbo-charge their business and deliver the outcomes that everyone requires – drive customer loyalty, increase revenues and improve profitability.



Why is Commerce Insights important?

Business Users Lack Insight

Needed to efficiently & effectively manage the customer experience and drive business results



Why is Commerce Insights important?

- They spend unproductive time compiling information regarding their products and categories from internal and external sources to decide their next best action
- They struggle with contextual visibility into business metrics, inhibiting their ability to respond quickly to revenue opportunities
- They lack relevant data and insights together in a single place where they can become better informed, make decisions and take immediate action
- They need to be able to see the implications of their actions against their revenue goals and margins

Where does it fit?



Olivia

Online Merchandiser

Aurora

She knows her product category, she knows her competitors and she knows her customers' buying patterns. She uses modern devices and apps and feels there's a gap in her business experience.

- Knows what's in style
- Knows her competition
- Digitally connected
- Very social



“I spend a lot of time taking manual actions, when I could be driving more sales by thinking strategically about my category”

Olivia

Pain Points



- ↓ So many tools needed to get my work done
- ↓ Can't track results actions, so hard to say "we added this and it did that to sales"
- ↓ Manual and spends too much time in the weeds
- ↓ Wants a strategic role by showing how we can quickly respond to revenue opportunities
- ↓ Driven by calendars
- ↓ Wants to work visually to create the right impression for customers

Olivia

Needs

Part of Olivia's challenge from day to day is in understanding what's really happening "out in the wild" and to be able to get more insights in context with her business (category/season etc.), form an opinion, come up with solid ideas of how to respond, make a decision and then take action.

- ✓ Reduce time spent compiling information for next best action
- ✓ Quickly respond to revenue opportunities
- ✓ Gain a single view of relevant customer and business data and insights
- ✓ Predict the impact of actions against revenue and margin goals



The Hills

- Olivia can personalize her experience to monitor the categories, products, and pages that she manages
- Olivia can see the real-time site metrics and business data in context with the active elements she manages: categories, products and pages
- Olivia can take action in context based on insights learned from her contextual data experience



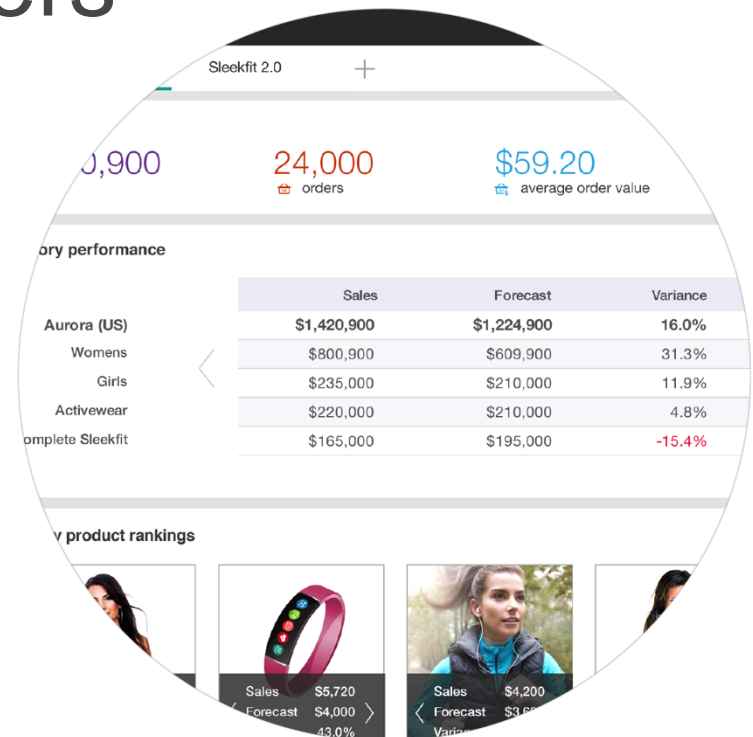
Give Merchandisers the Power

To transform their business with Commerce Insights

- Deep insights into customer online behavior and real-time reaction to marketing and merchandising tactics
- Pin-point causes of under-performing products and categories
- Optimize sales by predicting results and prescribing actions that inspire customers to buy
- Single point of access to relevant data and insights to quickly respond to competitor and market conditions

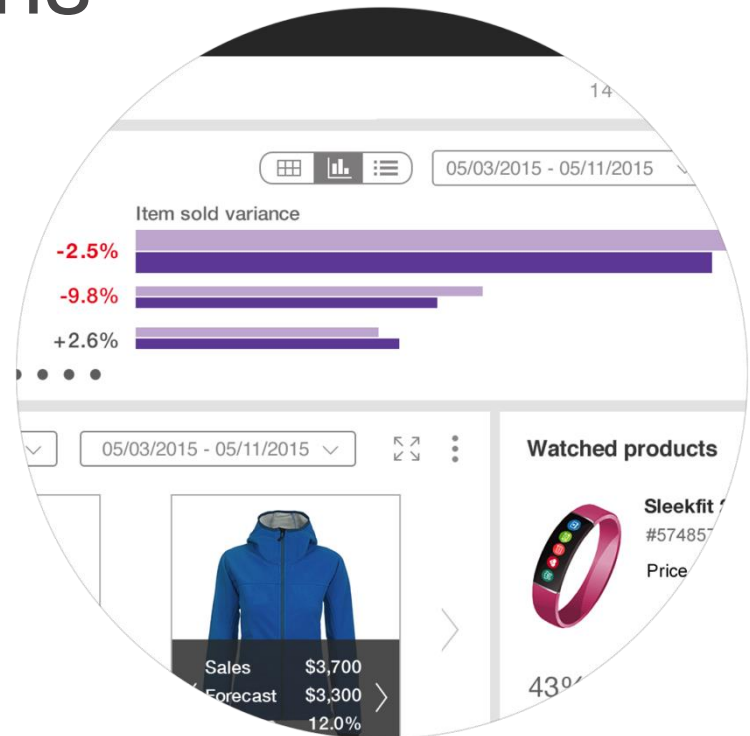
Pinpoint underperformers

Provides a single view of integrated information and actionable insights at the fingertips of merchandisers, product managers and marketers



Make informed decisions

Provides the ability to see the implications of business actions against revenue goals and margins



Take direct action

based on real-time information and analysis

Enable merchandisers, product managers and marketers to optimize business performance using predictive and cognitive analytics across all channels



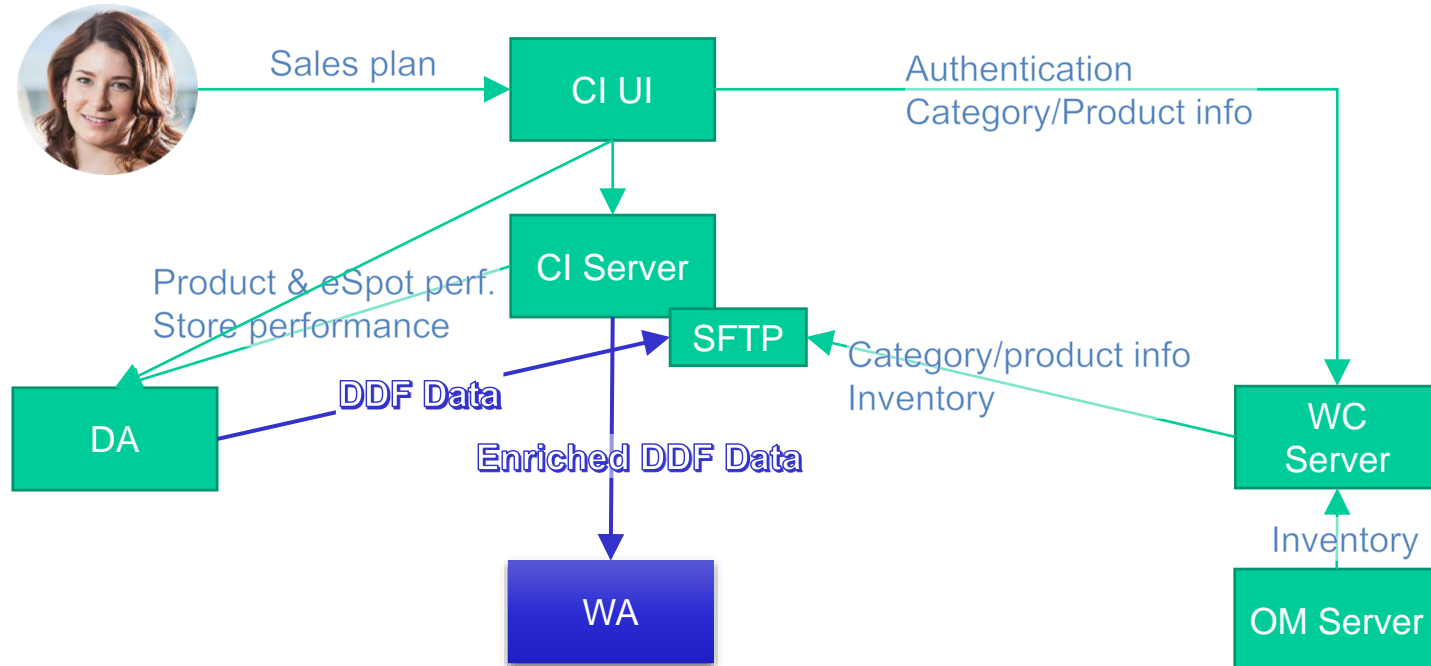
Demo

Integrating with WebSphere Commerce

- Data flows
- IBM Digital Analytics
- Product Images
- Store View Overlays
- Authentication/Authorization

Data Request Flows

- Data flows between Commerce Insights UI, Commerce Insights server, WebSphere Commerce, Digital Analytics, and Watson Analytics:



Note: Arrows show the direction of a request, not the direction that the data flows

IBM Digital Analytics

- The metrics data shown in Commerce Insights is sourced from IBM Digital Analytics (DA)
 - Product performance and e-Marketing Spot performance
 - WC must be configured to send data to DA
- The accuracy of the data in Commerce Insights is highly dependent on the quality of the DA data
 - We recommend that you work with the IBM Digital Analytics teams to ensure that data is correctly collected and transmitted to DA
- DA data is retrieved via different methods:
 - Every night, Commerce Insights will call a DA REST API and retrieve the daily, weekly, and monthly reports (as appropriate)
 - The Store Performance widget in Commerce Insights will also execute direct calls to DA to retrieve topline data

Category Structure Batch Upload

- The WebSphere Commerce server needs to be configured to send updates of the category structure to Commerce Insights
- WebSphere Commerce V8.0 already contains the Data Extract scripts needed to extract this information, compress it, and send it via SFTP to the Commerce Insights FTP site
- The WebSphere Commerce administrator will need to configure an SFTP transport to transmit this data to CI
 - User name is predefined in the CI configuration UI, password must be set by the administrator in that UI
- We recommend configuring this job to run on the staging server as part of the staging propagation procedure
 - This ensures maximum synchronization of the category and product structure between WebSphere Commerce and Commerce Insights
- Note that in addition to this, Commerce Insights will also perform real-time REST calls to WC to retrieve up-to-date data for specific actions in the Commerce Insights UI
 - To allow for these calls, WC must be configured to allow out-of-domain requests from the Commerce Insights pages (CORS)

Inventory Data

- Inventory Data is transferred to the Commerce Insights FTP server from WC in a similar fashion to the category and product feed
- We assume a standard WC/OM integration has been configured with inventory loads from OM to WC
 - If you use a different inventory management system, you must ensure that inventory files in the appropriate format is loaded to the WC server
- WebSphere Commerce must be configured to transfer the inventory files to the CI FTP server

Product Images

- The Commerce Insights user interface is very product image-centric
- When displaying a product or category in Commerce Insights, we will assume that the thumbnail path in the WC database contains information about the thumbnail, either:
 - As a full URL, e.g. <http://myserver/mypath/myimage.jpg>, or
 - As a partial path, e.g. “mydirectory/myimage.jpg”
- If partial paths are used, the overall pattern for generating the full URL must be specified in the Commerce Insights configuration page
 - We support substitution variables, such as host name and store directory, in this path

Store View Overlays

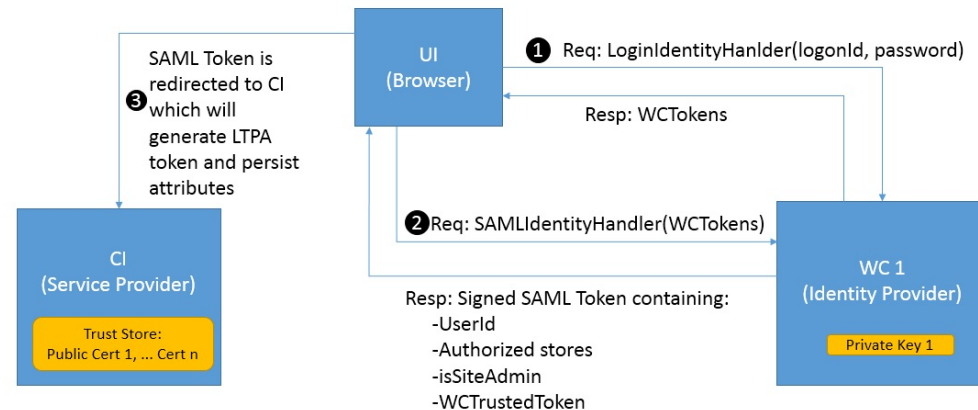
- Store View allows a user to view the actual store with Commerce Insights data overlaid on products and eSpots
 - This will be executed in Store Preview mode
 - CI and WC can communicate using HTML5 postMessage
- This assumes a set of IDs and hidden <div>s in the HTML of the store pages
 - These IDs are already included in the V8.0 Aurora store
- If you are migrating a pre-V8.0 store to V8.0, you will need to add these IDs yourself
- To support launching store preview, you also need to configure the path to use for store preview in the Commerce Insights site configuration

```
<div class="image_container" id="ci_product_<c:out value='${partNumber}' />">
  
  <div class="clear_float"></div>
  <div class="hover_text">
    <span style="display:none;"><fmt:message
key="FI_HOVER_OVER_IMAGE_TO_ZOOM" /></span>
  </div>
</div>
```

```
<div id="ci_espot_<c:out value='${emsName}' />">
  <div id="ci_widgetSuffix_espot_<c:out value='${emsName}' />"
style="display:none"><c:out value='${widgetSuffix}' />_<c:out
value='${pageDesign.layoutId}' /></div>
  <div id="ci_previewreport_espot_<c:out value='${emsName}' />"
style="display:none"><wcf:json object="${eSpotDatas.previewReport}" /></div>
  ...
</div>
```

Authentication and Authorization

- Commerce Insights uses WC as an identity provider
 - When logging on to Commerce Insights, the credentials are passed to WC for validation
 - WC will return a set of WC authentication tokens
 - CI will then request a SAML assertion from WC, which will include the set of stores that the user has access to
 - This SAML assertion is passed to the CI server to generate an LTPA token, which is subsequently used as an authentication token with the CI server
- Authorization for Commerce Insights (e.g. store access) is thus configured via WC access control policies
- SAML assertion validated in CI using the WC server's public SAML certificate
 - This must be uploaded
- Single-sign-on to Management Center via cached WC authentication tokens



Summary of Integration Actions

- To summarize, the following actions are required to integrate with Commerce Insights:
 - Ensure that (correct!) data is sent from your WC stores to IBM Digital Analytics
 - Generate SAML certificate for WC and provide the public certificate to IBM
 - Set password for the CI FTP user in the CI administration interface
 - Configure CORS on WC to allow CI-domain requests
 - Configure the product image URL pattern in CI
 - Optionally, ensuring that the URLs follow a pattern with the product SKU as part of the URL
 - Configure catalog structure upload from WC to CI
 - Sample configuration is already included with V8.0
 - Configure inventory upload from WC to CI
 - If not using OM, create custom inventory upload to the CI FTP server
 - Ensure that the store pages include the necessary <div>s for overlaying CI data on store pages
 - If using the V8.0 Aurora store, this is already done

IBM Watson Analytics



Watson Analytics, a cloud-based service, helps you to discover new insights about your business, through the data set loaded by you

- **Explore feature:**
 - Analyze your data set and provides several starting points for you to use. You can also ask a question or enter keywords to discover patterns that affect your business
 - Explore and visualize your data, create and compare multiple visualizations by using bar charts, bubble charts, tree maps, and other visualization types
- **Predict feature:**
 - Runs predictive analysis tests and shows you the top key drivers for your targets
- **Assemble feature:**
 - Share the analysis and insights that you discovered in Explore and Predict

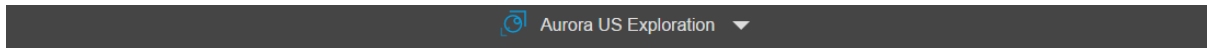
Integration with Watson Analytics

- An add-on to Commerce Insights allows you to explore your store performance data (daily, weekly, monthly) in Watson Analytics
- Require to purchase WA Professional or Personal Edition subscription separately
- Configurations:
 - Enable IBM Digital Analytics Export to export daily Digital Data Feed (DDF) to Commerce Insights via sFTP
 - Provide a Watson Analytics account user id and password in Commerce Insights Admin UI

Web Analytics Data feed (daily, weekly, monthly) to explore in Watson Analytics

PRODUCT ID	An ID value used to describe the product
PRODUCT NAME	The name of the product in the cart
CATEGORY ID	The unique identifier for the product category
TOP CATEGORY	The highest-level category of your hierarchy
BOTTOM CATEGORY	The lowest-level category of your hierarchy
QUANTITY PURCHASED	The quantity of items purchased
SALES	The purchase amount
CITY	The city of the visitor
STATE	The state of the visitor
COUNTRY	The country of the visitor
MOBILE DEVICE	Indicates whether it is a mobile device
DEVICE TYPE	Indicates the device type, if it is a mobile device
DEVICE MODEL	Indicates the device model, if it is a mobile device
FIRST VISIT REFERRAL	If the session pertains to a first time visitor, this field includes the URL that referred the visitor to the site
REFERRAL NAME	The name of the referral in the clickstream
SEARCH ENGINE	Search engine used in the clickstream, if applicable
PURCHASE TIMESTAMP	Time of the data capture

Use Starting Point Questions to explore your store data in Watson Analytics



What do you want to explore in "Aurora US"?

Here are some starting points.

What are the values of SALES by STATE?

What is the breakdown of QUANTITY PURCHASED by SEARCH ENGINE and STATE?

How do the values of SALES compare by FIRST VISIT REFERRAL and STATE?

How do the values of SALES compare by STATE and DEVICE TYPE?

What is the relationship between SALES and QUANTITY PURCHASED by STATE?

What are the values of SALES for STATE and FIRST VISIT REFERRAL?

What are the values of QUANTITY PURCHASED and SALES by STATE?

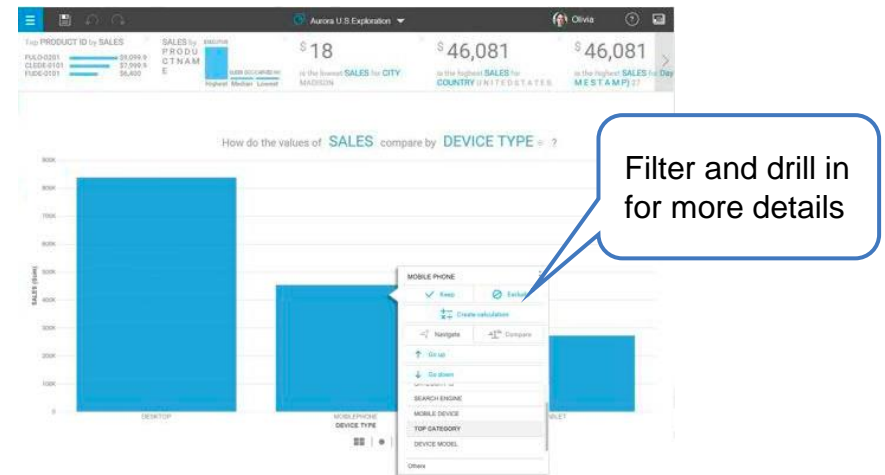
What are the values of QUANTITY PURCHASED by STATE?

What is the breakdown of SALES by SEARCH ENGINE and STATE?

What is the breakdown of SALES by DEVICE TYPE and STATE?

Ask Your Questions to explore data in Watson Analytics

- What are the values of Sales by Device Type? Or values of sales for tablet?
 - Then drill down by states, by top category...



- What are the values of Sales by Search Engine?
- What is the trend of Sales over day for a category XXX?

Thank You!

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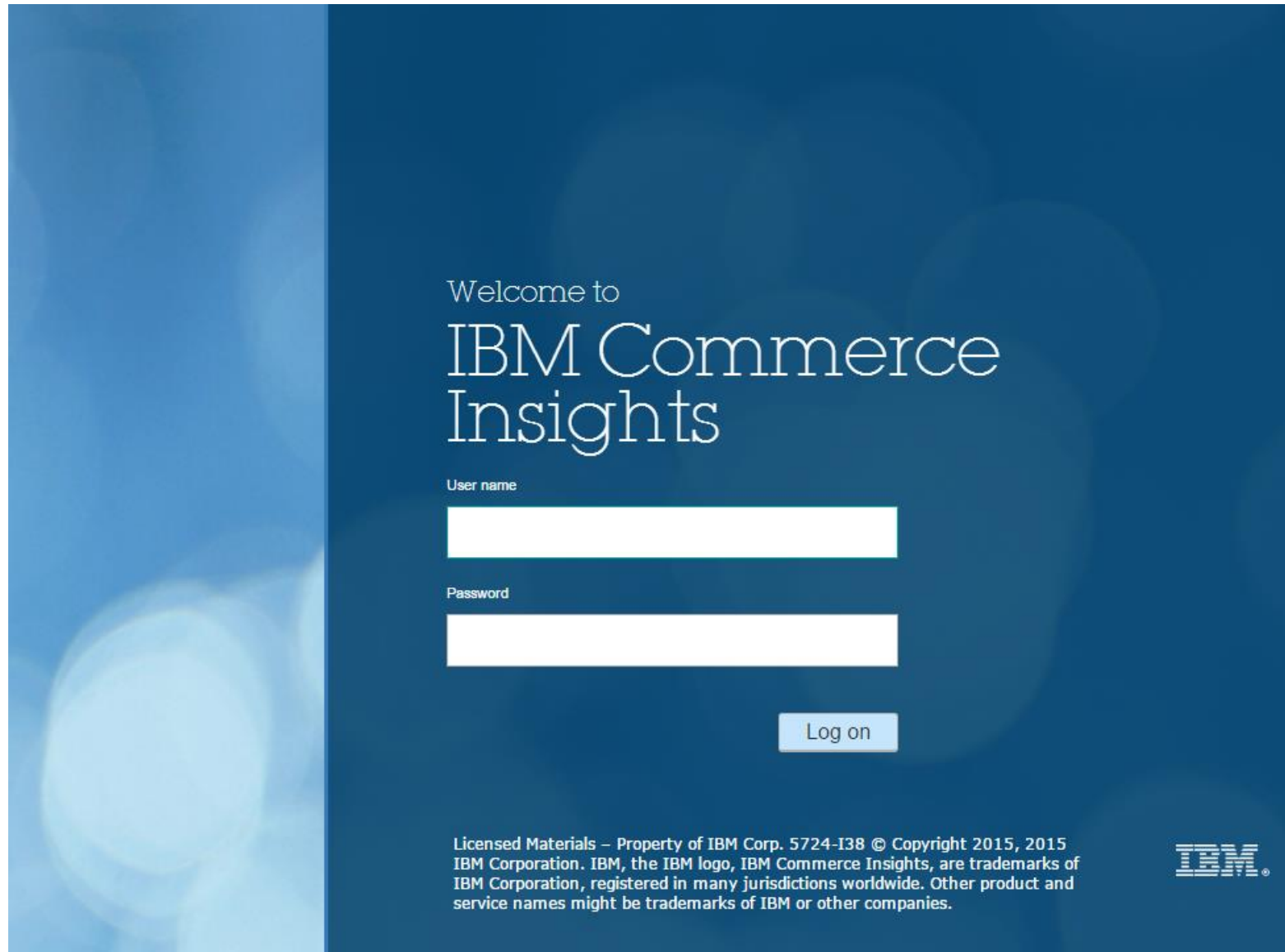
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IBM Commerce Insights



Workspace - Store Performance

IBM Commerce Insights karson

Store Performance
+

Aurora (U.S.) Today 2015/11/30

\$73,990.00

sales

22

orders

\$3,363.18

average order value

424

items ordered

19.27

items / order

0.00%

cart abandonment rate

Category Performance Yesterday 2015/11/22

	Item Sales	Items Sold	Product Views	Buying Sessions / V...	Item Abandonment ...	Average Item Price	Product Views / It...	Product Views / Ses...
My Aurora	\$17,856,830.76	444,005	2,223,499	14.66%	63.89%	\$40.21	5.01	1.08
Apparel	\$10,026,836.76	251,209	1,248,528	14.53%	36.11%	\$39.91	4.97	1.07
Electronics	\$790,827.34	19,218	104,185	14.85%	31.37%	\$41.15	5.42	1.29
Grocery	\$1,264,198.60	30,907	161,803	13.32%	35.48%	\$40.90	5.24	1.09

Store Product Rankings Highest sales Yesterday 2015/11/22

Item	Item Sales	Items Sold	Product Vi...	Buying Se...
1. Lamp	\$34,965.65	605	3,407	0.08%
2. Floral Dress	\$34,952.16	821	3,141	24.92%
3. Hat	\$34,938.30	933	4,901	4.87%
4. White Shirt	\$34,933.28	565	4,552	8.22%
5. Brown Jacket	\$34,929.35	709	3,860	17.91%
6. Coffee Maker	\$34,921.17	708	2,923	9.66%
7. Boots	\$34,894.37	987	3,225	21.15%

Category Performance

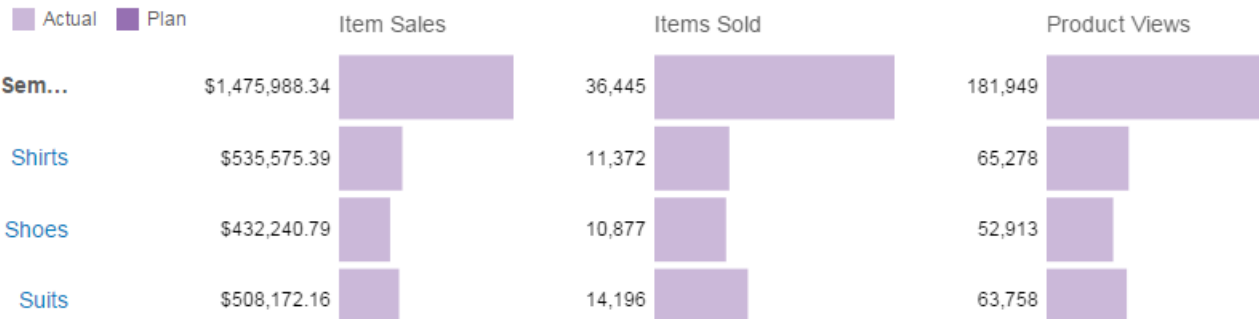
Category Performance

📊 📅 Yesterday ↕ ⋮
 2015/11/22

	Item Sales	Items Sold	Product Views	Buying Sessions / ...
Semi Annual Suit Up ...	\$1,475,988.34	36,445	181,949	14.02%
Shirts	\$535,575.39	11,372	65,278	11.11%
Shoes	\$432,240.79	10,877	52,913	14.27%
Suits	\$508,172.16	14,196	63,758	17.79%

Category Performance

📊 📅 Yesterday ↕ ⋮
 2015/11/22



Resize to see more categories

Store Product Ranking

Store Product Rankings

Grid List Map
Highest sales Yesterday
2015/11/22

Alumina Long Neck Floor Lamp with R...
 Item Sales: \$34,965.65
 Items Sold: 605
 Product Views: 3,407
 Buying Sessi...: 0.08%

Luigi Valenti Floral Georgette Top
 Item Sales: \$34,952.16
 Items Sold: 821
 Product Views: 3,141
 Buying Sessi...: 24.92%

Hermitage Purple Cloche Hat
 Item Sale...
 Items Sol...
 Product V...
 Buying S...

Store Product Rankings

Grid List Map
Highest sales Yesterday
2015/11/22

Item Sales	Items Sold	Product Views	Buying Sessions / ...
\$34,965.65	605	3,407	0.08%
\$34,952.16	821	3,141	24.92%
\$34,938.30	933	4,901	4.87%
\$34,933.28	565	4,552	8.22%
\$34,929.35	709	3,860	17.91%
\$34,921.17	708	2,923	9.66%
\$34,894.37	987	3,225	21.15%
\$34,876.64	660	4,081	38.40%
\$34,873.99	578	3,200	13.69%
\$34,873.58	796	2,999	8.58%

Store Product Rankings

Grid List Map

Alumina Long Neck Floor Lamp with R...
 100% of SKUs in stock
 68,425 units

Luigi Valenti Floral Georgette Top
 100% of SKUs in stock
 258,112 units

Hermitage Purple Cloche Hat
 100% of SKUs in stock
 200,788 units

Versatil Wide-Brimmed Gray Hat
 100% of SKUs in stock
 263,557 units

Resize to see more

Category Product Rankings

Category Product Rankings

☰ ☰ ▲
Highest sales ▾
Yesterday ▾
↔ ⋮

- Highest sales ▾
- Highest sales
- Lowest sales
- Most abandoned
- Most viewed
- Least viewed

2015/11/22

Suits

<table border="0"> <tr><td>Item Sales</td><td>\$34,671.65</td></tr> <tr><td>Items Sold</td><td>704</td></tr> <tr><td>Product Views</td><td>2,552 ></td></tr> <tr><td>Buying Sessi...</td><td>14.82%</td></tr> </table>	Item Sales	\$34,671.65	Items Sold	704	Product Views	2,552 >	Buying Sessi...	14.82%	<table border="0"> <tr><td>Item Sales</td><td>\$34,372.80</td></tr> <tr><td>Items Sold</td><td>821</td></tr> <tr><td>Product Views</td><td>4,261 ></td></tr> <tr><td>Buying Sessi...</td><td>41.01%</td></tr> </table>	Item Sales	\$34,372.80	Items Sold	821	Product Views	4,261 >	Buying Sessi...	41.01%	<table border="0"> <tr><td>Item Sales</td><td>\$34,047.09</td></tr> <tr><td>Items Sold</td><td>885</td></tr> <tr><td>Product Views</td><td>3,540 ></td></tr> <tr><td>Buying Sessi...</td><td>2.11%</td></tr> </table>	Item Sales	\$34,047.09	Items Sold	885	Product Views	3,540 >	Buying Sessi...	2.11%	<table border="0"> <tr><td>Item Sales</td><td>\$33,361.94</td></tr> <tr><td>Items Sold</td><td>679</td></tr> <tr><td>Product Views</td><td>4,971 ></td></tr> <tr><td>Buying Sessi...</td><td>15.92%</td></tr> </table>	Item Sales	\$33,361.94	Items Sold	679	Product Views	4,971 >	Buying Sessi...	15.92%
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Buying Sessi...	15.92%																																		






Watch Product

Watched Products

Inventory Yesterday ⌵ ⌵ ⋮

2015/11/22

 <p>Albini Classic British Cut Black Suit MCL008_0812 Offer price: \$1,300.00</p> <p>Items Sold Variance: Item Sales Variance: </p> <p>Item Sales: \$34,04... Items Sold: 885 Product...: 3,540</p> <p>100% in stock 131,941 units</p>	 <p>Hermitage Gray Traditional Three Button Suit MCL008_0816 Offer price: \$800.00</p> <p>Items Sold Variance: Item Sales Variance: </p> <p>Item Sales: \$31,52... Items Sold: 901 Product...: 4,238</p> <p>100% in stock 479,308 units</p>	 <p>Albini Gull Dress Shirt MCL011_1117 Offer price: \$59.00</p> <p>Items Sold Variance: Item Sales Variance: </p> <p>Item Sales: \$34,20... Items Sold: 598 Product...: 4,019</p> <p>100% in stock 278,631 units</p>
---	--	--

Widget Properties

Category Performance
✕

Store:

Catalog:

Categories:
 All top-level categories
 The categories that I specify below

Selected metrics

These metrics are displayed in the widget. To change the order, click on the metric and use the arrows to move the metric.

[Restore defaults](#)

1	Item Sales	✕
2	Items Sold	✕
3	Product Views	✕

Additional metrics

Click a metric to add it to the widget.

Abandoned Sales
Average Abandoned Item Price
Buying Sessions

Widget Detail View

Category Product Rankings

Inventory
 Period A: Yesterday 2015/11/22
 Period B: 2 days ago 2015/11/21

	Inventory		Item Sales			Items Sold		
	On hand	On order	Period A	Period B % variance	Plan % variance	Period A	Period B % variance	Plan % variance
+ Shirts	-	-	\$535,575.39	\$495,023.12 8.19%	-	11,372	12,293 -7.49%	-
- Suits	-	-	\$508,172.16	\$509,506.36 -0.26%	-	14,196	13,597 4.40%	-
Luigi Valenti Dark Gray Suit	188,773	229,247	\$34,671.65	\$33,071.27 4.83%	-	704	848 -16.98%	-
Albini European Cut Chintz Wool Suit	257,824	262,936	\$34,372.80	\$31,052.59 10.69%	-	821	922 -10.95%	-
Albini Classic British Cut Black Suit	131,941	97,246	\$34,047.09	\$33,648.76 1.18%	-	885	655 35.11%	-
Inventory	MCL008_081201 (Black,40R)	MCL008_081202 (Black,42R)	MCL008_081203 (Black,42L)					
On hand	11,572	30,980	89,389					
On order	89,512	3,501	4,233					

Widget Re-size/Re-position

IBM Commerce Insights olivia

Store Performance **Semi Annual Suit Up Sale** Days remaining: 14

Category Performance

2015/11/22


	Item Sales	Items Sold	Product Views	Buying Sessions / ...	Item Abandonme...	Average Item Price	Items Abandoned	Buying Sessions
Semi Annual Suit Up ...	\$1,475,988.34	36,445	181,949	14.02%	65.24%	\$40.49	68,418	24,801
Shirts	\$535,575.39	11,372	65,278	11.11%	41.94%	\$47.09	24,969	7,797
Shoes	\$432,240.79	10,877	52,913	14.27%	35.51%	\$39.73	19,089	8,075
Suite	\$508,172.16	14,196	63,758	17.79%	38.39%	\$35.79	24,360	8,929

Resize to see more categories


Category Product Rankings

Highest sales Yesterday 2015/11/22


Suits




Item Sales \$33,302.93
Items Sold 901
Product Vi... 4,215
Buying Se... 5.51%



Item Sales \$31,528.49
Items Sold 901
Product Vi... 4,238
Buying Se... 28.83%







Item Sales \$31,035.39
Items Sold 738
Product Vi... 3,020
Buying Se... 22.05%



Item Sales \$30,141.23
Items Sold 894
Product Vi... 2,774
Buying Se... 12.89%


Shirts

Resize to see more categories


Watched Products

Inventory Yesterday 2015/11/22

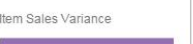


Heritage Gray Traditional Three Button Suit
MCL008_0816
Offer price: \$800.00

Items Sold Variance



Item Sales Variance



Item Sales
\$31,52...

Items Sold
901

Product ...
4,238

100%

in stock

479,308 units

Resize to see more categories

Store View

Home \ Apparel \ Men \ Suits

~!@#%&*^&*()_+1234567890-=[\];
Sessions: 10.15% Clicks: 10,000
HeaderBanner_Content_Right Sessions: 10.15% Clicks: 10,000

Filter by

PRICE

Between \$400 and \$500 (1)

More than \$500 (16)

\$ - \$

BRAND

Albini (7)

Heritage Collection (7)

Luigi Valenti (3)

Item Sales: \$508,172.16
Items Sold: 14,196
Product Views: 63,758

MenSuitsRow2_Content

Sessions: 15

Clicks: 71

Sales: \$287.00

Orders: 5

Sales / Click: \$4.04

Silk Tie Sale

50% off with suit purchase

PRODUCTS: (1 - 12 of 17)
 SORT BY: Relevance
ITEMS PER PAGE: 1 2

Item Sales \$27,246.51 Items Sold 931 ProductVi 3,526	Item Sales \$34,671.65 Items Sold 704 ProductVi 2,552	Item Sales \$25,091.90 Items Sold 895 ProductVi 3,383	Item Sales \$26,597.46 Items Sold 609 ProductVi 3,749	Item Sales \$34,372.80 Items Sold 821 ProductVi 4,261

Store View: Click To Action Into Management Center

IBM Commerce Insights

More than \$500 (16)

\$ - \$


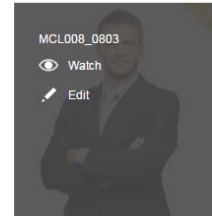

BRAND

- Albini (7)
- Hermitage Collection (7)
- Luigi Valenti (3)

MenSuitsRow2_Content

Sessions: 15
 Clicks: 71
 Sales: \$287.00
 Orders: 5
 Sales / Click: \$4.04

PRODUCTS: (1 - 12 of 17) SORT BY:

 Albini Dark Gray Wool Suit Item Sales: \$27,246.51 Items Sold: 931 Product Vi...: 3,526 \$1,000.00 <input type="checkbox"/> COMPARE	 MCL008_0803 Watch Edit Luigi Valenti Dark Gray Suit Item Sales: \$34,671.65 Items Sold: 704 Product Vi...: 2,552 \$1,240.00 <input type="checkbox"/> COMPARE	 Albini Black Wool Suit Item Sales: \$24,000.00 Items Sold: 800 Product Vi...: 3,000 \$1,350.00 <input type="checkbox"/> COMPARE
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Working on Approved Content | Welcome olivia | Log Out

Workspace Management | Catalogs

Extended Sites Catalog Asset Store

MCL008_0803

Save and Preview | Save | Close

Manage Product | Search Engine Optimization | Descriptive Attributes | Defining Attributes | Merchandising Association

Code * MCL008_0803

Name (United States English) Luigi Valenti Dark Gray Suit

Short description (United States English) Modern banker fine wool suit

Long description (United States English)

A modern suit tailored from winter-weight wool features a fully lined jacket and lined flat-front trousers. The jacket has a three button closure, four button cuffs and flap pockets. Trousers have a zip fly with hook-and-button closure and open back pockets.

Sales Plan Upload

The screenshot displays the IBM Commerce Insights interface. On the left is a navigation sidebar with the following items: IBM Commerce Insights, Commerce Insights (highlighted), Launch Commerce Insights, Upload Plan Data, Management Center (highlighted with a wrench icon), Catalogs, Marketing, Promotions, Assets, Installments, Commerce Composer, and Workspace Management. The main content area is partially obscured by a modal dialog box titled "Upload plan data".

The "Upload plan data" dialog box contains the following text and elements:

- Header: "Upload plan data" with a close button (X).
- Instruction: "Drag or select one or more files to upload the latest version of your plan data".
- Drop zone: A dashed rectangular box containing the text "Drop files here" and a teal "Select files" button.
- Link: "To download the template file, [click here](#)."
- Warning: "All files must be in a CSV format. Plan data must match the currency and locale formatting that is set for the associated store. [Learn more](#)".
- Close button: A grey "Close" button in the bottom right corner.

Create New Workspace

Define your workspace



- Type a name for your workspace:

Sleek Fit Launch

- What is the main reason you are creating this workspace?

To monitor a campaign or event



- Which store do you want to monitor?

AuroraESite



Which catalog do you want to monitor?

Aurora consumer direct sample data



- Which categories do you want to monitor?

Suits



Cancel

Skip and Finish

Next

Commerce Insights - Adam

Workspaces [← Configure your system](#)

WebSphere Commerce connection information

Hostname: wcb2b18.torolab.ibm.com	REST context root: /wcs/resources	WC REST port: 443	Preview port: 8006	Preview path: /webapp/wcs/preview/servlet
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Commerce Insights connection information

FTP server: bacserver.torolab.ibm.com	FTP port: 29001	FTP username: mw6	FTP password: <input type="password" value="...."/>	<input type="button" value="Cancel"/>	<input type="button" value="Save"/>
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Technical contact information

Name: <input type="text" value="James Smith"/> <input type="text" value="Specify the contact name"/>	Phone: <input type="text" value="(519)100-1001"/> <input type="text" value="Specify the contact phone"/>	Email: <input type="text" value="Specify the contact email"/> <input type="text" value="Specify the contact email"/>
Contact language: <input type="text" value="United States English"/>	<input type="button" value="Cancel"/> <input type="button" value="Save"/>	

Default configuration Store configuration

Analytics URL: <input type="text" value="Choose an analytics URL"/>	Currency: <input type="text" value="Choose a currency"/>	Calendar type: <input type="text" value="Choose a calendar type"/>
Reporting time zone: <input type="text" value="Choose a reporting time zone"/>	Product image path: <input type="text" value="https://{idpDomain}/wcsstore/{owningStoreDirectory}/{thumbnailPath}"/>	
<input type="button" value="Cancel"/> <input type="button" value="Save"/>		