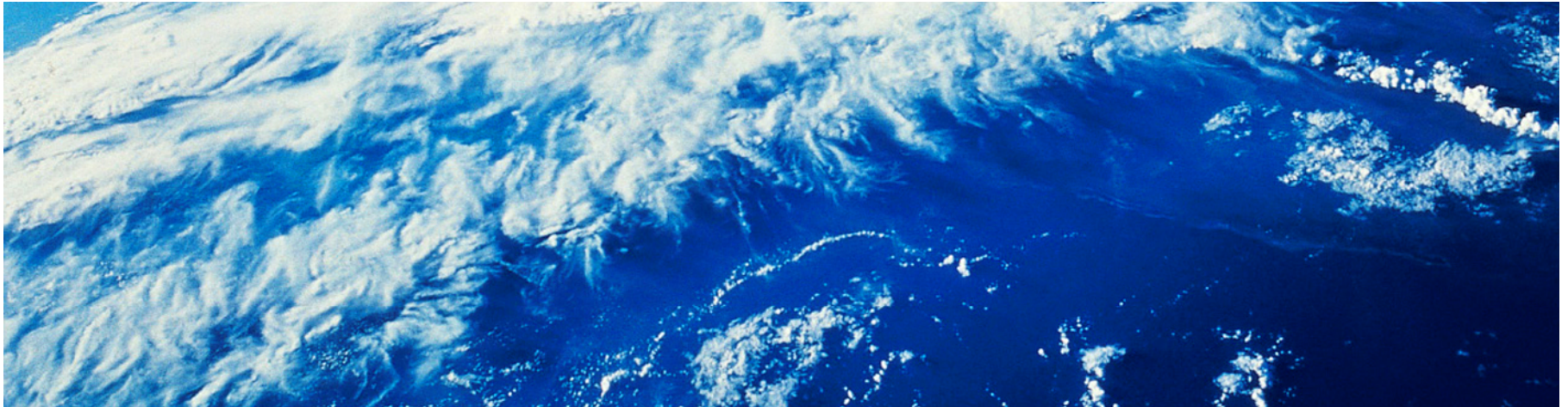


IBM WebSphere Commerce V7 FEP8

B2B Solution Overview



Agenda

B2B Solution Overview

B2B Capabilities in the next Feature Pack

Demo of B2B Aurora

Approach to B2B Starter Store

Previously: Separate SAR for B2B & B2C starter stores

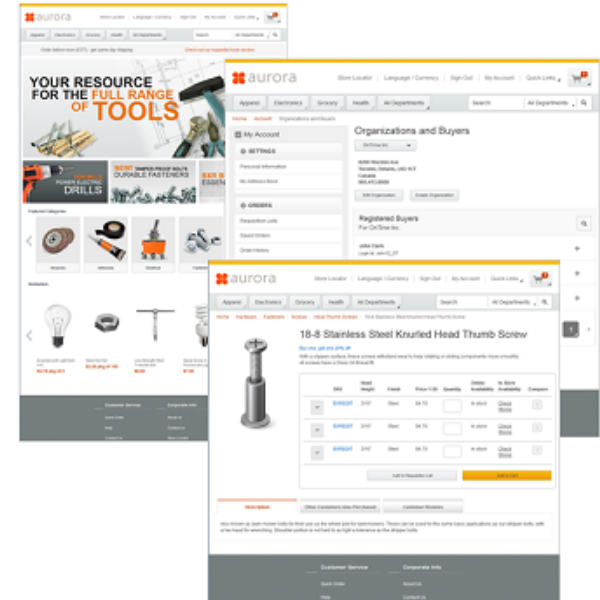
Madisons / Aurora (B2C) → Elite (B2B)

Next Feature Pack:

Merge B2B functionality into single **Aurora.sar** starter store

- ✓ Commerce Composer
- ✓ Responsive web design (RWD)
- ✓ Search solution improvements
- ✓ REST services
- ✓ And much more...


Have templates and widgets with B2B capabilities




B2B Roles

Seller-Side Roles

Seller Administrator



Account Representative



Buyer-Side Roles

Buyer Administrator



Buyer Approver



Buyer



B2B Scenario Overview



B2B Solution Overview



B2B Aurora Features and Capabilities

Buyer Side Capabilities

Self-service Buyer Organization Management

Contract Selection after Sign-in

B2B-optimized catalog browsing widgets

Requisition lists

CSV Upload for Requisition lists

Saved orders

Buyer administrator: Buy-On-Behalf of buyer

Seller Side Capabilities

Store Management: enable/disable B2B and B2C features

Commerce Composer for B2B pages

B2B Aurora Features and Capabilities

Buyer Side Capabilities

Self-service Buyer Organization Management

Contract Selection after Sign-in

B2B-optimized catalog browsing widgets

Requisition lists

CSV Upload for Requisition lists

Saved orders

Buyer administrator: Buy-On-Behalf of buyer

Seller Side Capabilities

Store Management: enable/disable B2B and B2C features

Commerce Composer for B2B pages

Self-service Buyer Organization Management

Manage buyers and organization

Assign roles to buyers

Approve buyers and orders

543780

Ordered by: John Smith
 Ordered on: 08/25/2014
 Contract: Gold 50324, Platinum 10324
 Status: Pending

Bill to:
 Xtreme Development and Machinery
 1011 Younge St
 Toronto, ON A2M 4J8
 (416) 564 3201

Ship to:
 John Clark,
 8200 Warden Ave.
 Markham, Ontario
 Canada L6G 1C7
 905 413 2000

Payment method:
 AMEX: XXXX XXXX XXXX 9823

Shipping method:
 UPS Standard

+ Order Summary

Add a Comment

Approve

Reject

My Account

SETTINGS

- Personal Information
- Address Book

ORDERS

- Requisition Lists
- Saved Orders
- Order History
- Recurring Orders
- Orders to Approve

ORGANIZATIONS

- Organizations and Buyers
- Buyers to Approve (1)

COUPONS

- Coupons

John12_OT

Organization Details

Organization: OnTimeInc

Buyer Details

Logon ID: JCClark
 Buyer: Mr. John Clark
 E-mail address: jclark@ontimeinc.com
 Phone number: 905 413 2000
 Fax number: 905 413 2001
 Preferred language: United States English
 Preferred currency: US Dollar

Address

Street address: City:
 Country/Region: State/Province:
 ZIP/Postal code:

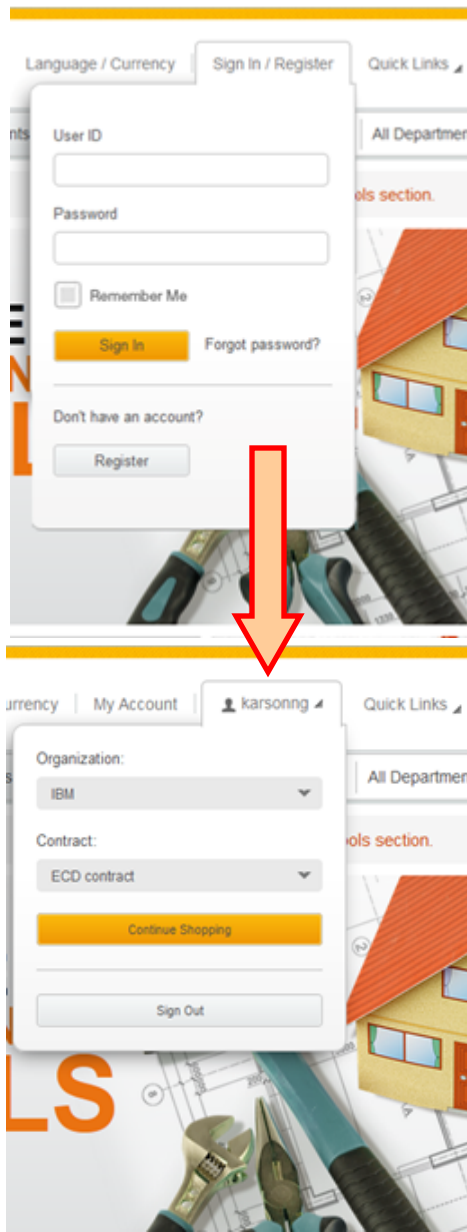
Roles

OnTime Inc
 OnTime inc, Sales Canada Buyer
 Buyer Administrator

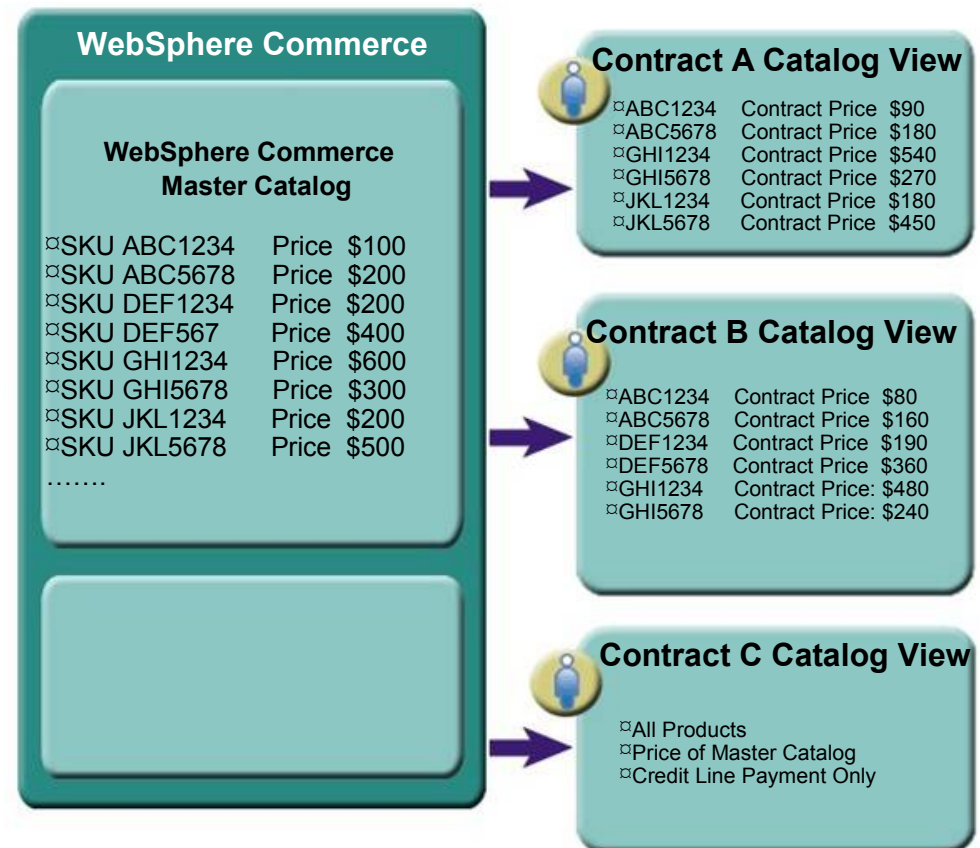
Member Groups

Project Buyer Group1
 Project Buyer Group2
 Project Buyer Group3

Contract Selection After Sign-in



- Select Contracts and Organizations after Sign-in
- Contract defines e.g. product entitlement and pricing



B2B-optimized Catalog Browsing Widgets

SKU List Widget

Catalog Entry List Widget

Add To Requisition List Widget



Friction-Resistant Shoulder Screw

Buy one, get one 20% off

With a slippery surface, these screws withstand wear to help rotating or sliding components move smoothly. All screws have a Class 2A thread fit.

Length:

Thread Size:

Head Diameter:

Head Height:

Finish:

Material:

Finish:

Drive Type:

Drive Size:

Min. Tensile Strength (PSI):

SKU	Length	Thread Size	Head Diameter	Head Height	Finish	Price 1-50	Price 51+	Quantity	Online Availability	In Store Availability
BXRB26T	5/16"	4-40	3/8"	3/16"	Steel	\$4.70	\$4.50	<input type="text"/>	In stock	Check Stores
BXRB213	3/8"	4-40	3/8"	3/16"	Brass	\$5.70	\$5.50	<input type="text"/>	In stock	Check Stores
BXRB224	3/8"	4-40	3/8"	1/4"	Steel	\$6.10	\$6.00	<input type="text"/>	Out of stock	Check Stores
BXRB245	3/4"	4-40	3/8"	1/4"	Brass	\$6.30	\$6.10	<input type="text"/>	Out of stock	Check Stores
BXRB200	1"	4-40	3/8"	1/8"	Steel	\$7.50	\$7.00	<input type="text"/>	In stock	Check Stores

PRODUCTS (1-9 of 9) SORT BY: Relevance ITEMS PER PAGE:



Compact Fluorescent Bulb

\$14.55

Energy-efficient, screw-in spiral bulb

Hide SKUs

SKU	Volts	Finish	Watts	Quantity	Online Availability	In-Store Availability	Compare
LAHQ_423101	12	Frosted	14	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423102	24	Frosted	14	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423103	12	Yellow	14	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423104	24	Yellow	14	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423105	12	Frosted	10	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423106	24	Frosted	10	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423107	12	Yellow	10	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423108	24	Yellow	10	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>



Replacement Flash Tube

\$33.70

Ring-shaped replacement bulb suitable for C65 model camera flash units

Hide SKUs

SKU	Volts	Watts	Quantity	Online Availability	In-Store Availability	Compare
LAHQ_423201	300	100	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>
LAHQ_423202	300	200	<input type="text"/>	In Stock	Select stores	<input type="checkbox"/>

Requisition Lists

- Shared vs Private
- SKU Type Ahead to add item to Requisition List

aurora 1-800-555-1234 | Store Locator | Language / Currency | Colleen | Quick Links |

Apparel | Electronics | Grocery | Hardware | Health | Home & Furnishing | All Departments | Search | All Departments |

Home \ My account \ Requisition lists \ Hammers

My account

- ▼ SETTINGS
 - Personal information
 - My address book
- ▼ MY ORDERS
 - Requisition lists
 - Draft orders
 - Order history
 - Recurring orders
 - Subscriptions
- ▼ MY COUPONS

Hammers (Primary list)
 Created by Mike Smith, February 26, 2014
 Last updated by Colleen Anderson, February 27, 2014
 Shared list
 Edit list

Quantity	Add	Quantity	Manufacturer	Actions
12	1 7/8" face	12	Halder	
6	3/4" face	6	Garland	
6	2.75 lb Mining sledge	6	Dalluge	

ITEMS 1-3 of 12 | 1 | 2 | 3 | 4 | >

Customer Service

Help

Contact Us

Return Policy

Privacy Policy

Corporate Info

About Us

Contact Us

Store Locator

Explore

Site Map

Advanced Search

CSV Upload for Requisition List

The screenshot shows the Aurora website's 'Requisition lists' page. A 'New list' button is active, and an 'Upload list' dialog box is open. The dialog prompts the user to 'Select a CSV file to upload:' and includes a 'Browse...' button, 'Save', and 'Cancel' options. Below the dialog, there is a link to 'Download a CSV template with instructions'.

The main content area displays a table of existing requisition lists:

Name	Items	Last updated	Created by
★ Hammers (Primary list)	13	02/11/2014	Mike Smith
☆ Nails	6	01/06/2013	Sally Smith
☆ Screws	13	02/11/2014	Mike Smith

Below the table, there is a 'Recommended' section featuring three product cards:

- #8 x 1-1/4" Phillips Flat Head Screw, Zinc: \$0.14 / each
- 5Lb Box 10D 3" 9Ga Bright Common Nail: \$20.66 / box
- 5/8"-11 x 2" Zinc Finish Hex Cap Bolts: \$6.25 / pkg

- CSV upload to facilitate creating a list with a large number of items

Saved Orders

- Manage multiple Saved Orders

aurora 1-800-555-1234 | Store Locator | Language / Currency | Colleen | Quick Links

Apparel | Electronics | Grocery | Hardware | Health | Home & Furnishing | All Departments | Search | All Departments

Home \ My account \ Saved orders

My account

SETTINGS

- Personal information
- My address book

MY ORDERS

- Requisition lists
- Saved orders
- Order history
- Recurring orders
- Subscriptions

Saved orders

New order | Upload order

Order number	Name	Last updated	Total	Actions
★ AUR 006 059060 (Current order)	Bolts	02/11/2014	\$ 1896.88	⚙️
☆ AUR 006 052315	Seasonal - Christmas	08/06/2013	\$ 1067.42	⚙️
☆ AUR 006 048853	Washers	01/08/2013	\$ 136	⚙️

- View order details
- Add to requisition list
- Duplicate order
- Set as current order
- Delete order

Buyer Admin: Buy-On-Behalf Of Buyer

Sign In / Register

User ID

Password

Remember Me

Sign In
[Forgot password?](#)

Don't have an account?

Register

karsonng ↗

Buy on behalf of

Organization:
IBM ▼

Contract:
ECD contract ▼

Continue Shopping

Sign Out

karsonng ↗

Buy on behalf of

Buying for

Organization:
Type or select ▼

Contract:
Type or select ▼

Continue Shopping

Sign Out

karsonng (James Dable) ↗

Buying for: James Dable
Buy as yourself

Organization:
Type or select ▼

Contract:
Type or select ▼

Continue Shopping

Sign Out

Buying for

Buyers name

James Applebaum

James Dable

Jameson Elseworth

B2B Aurora Features and Capabilities

Buyer Side Capabilities

Self-service Buyer Organization Management

Contract Selection after Sign-in

B2B-optimized catalog browsing widgets

Requisition lists

CSV Upload for Requisition lists

Saved orders

Buyer administrator: Buy-On-Behalf of buyer

Seller Side Capabilities

Store Management: enable/disable B2B and B2C features

Commerce Composer for B2B pages

Store Management: Enable/Disable B2B and B2C Features

The screenshot shows the IBM Management Center Tools interface. The top navigation bar includes 'Management Center Tools', 'Welcome wcsadmin', and 'Log Out'. The main window title is 'Store Management' and the active tab is 'AuroraB2B'. The left sidebar shows a tree view with 'Stores' expanded. The main content area is titled 'AuroraB2B' and has a sub-tab 'Orders' selected. Below the sub-tab, there is a section titled 'Select optional order-related functions to enable for your store:' with the following list of items and their checkbox states:

- Quick order
- Order status tracking
- Sterling OMS integration
- Saved orders
- Expedited orders
- Requisition lists

Commerce Composer: Manage B2B pages

- Use Commerce Composer to manage not only B2C pages but B2B pages

The image shows a laptop displaying the Commerce Composer interface. A tablet in the foreground shows a mobile storefront for 'HUTORA' with various tool products. Callout boxes with blue circles point to specific features in the interface:

- Manage pages:** Points to the 'Store Pages and Layouts' sidebar.
- Selectable slots:** Points to a slot in the 'Wireframe' grid.
- Configurable properties:** Points to the 'Widget Properties' section for 'HeroImageWidget'.
- E-marketing dynamic rules:** Points to the 'Widget Content' section.
- Store visualizations:** Points to the mobile storefront on the tablet.
- Commerce and business partner ecosystem developed apps:** Points to the 'Add Widgets to Slots' dialog box.

Commerce Composer: Different layouts based on

different needs

The screenshot shows the IBM Commerce Composer interface. On the left, a sidebar lists 'Store Pages and Layouts' with categories like 'Active Work', 'Fasteners', 'AboutDressDesigner', 'Content Pages', and 'Catalog Pages for AuroraB2B'. Under 'Catalog Pages for AuroraB2B', 'Electronics' is selected. The main area displays a table titled 'Electronics - Layout List' with the following data:

* Type	Wireframe	Priority	Layout Name	Assigned To	Start Date	End Date
		0	DynamicKitPageLayout	Category pages: all dynamic kit pages in "Electronics"	YYYY/MM/DD	YYYY/MM/DD
		0	DepartmentPageLayout	Category pages: "Electronics"	YYYY/MM/DD	YYYY/MM/DD

The screenshot shows the Aurora website's product page for '18-8 Stainless Steel Knurled Head Thumb Screws'. The page includes a navigation bar with 'Aurora' logo and '1-800-555-1554'. Below the navigation, there are tabs for 'Home', 'Hardware', 'Fasteners', and 'Screws'. The main content area displays the product name, a 'Hide SKU's' section with a table of specifications, and a 'Friction-Resistant Shoulder Screws' section. The table of specifications is as follows:

SKU	Length	Thread Size	Head Diameter	Head Height	Head Finish	Price 5/50	Price 5/1	Quantity	Online Availability	In-Store Availability
BW182T	1/16"	4-40	3/8"	3/16"	Black	\$4.70	\$4.00		In stock	Check Status
BW181A	3/8"	4-40	3/8"	3/16"	Black	\$5.70	\$5.50		In stock	✓ Check Status
BW182T	3/4"	4-40	3/8"	1/4"	Black	\$6.30	\$6.10		Out of stock	Check Status
BW182T	1"	4-40	3/8"	1/4"	Black	\$7.00	\$7.30		In stock	Check Status

Quickly and easily assign different page layouts and apps specific to the category and sub categories based on industry buying patterns.

The screenshot shows the Aurora website's product page for 'Desktops'. The page features a navigation bar with 'Aurora' logo and '1-800-555-1234'. Below the navigation, there are tabs for 'Home', 'Electronics', 'Desktops', 'Laptops', 'Home & Furnishings', and 'All Departments'. The main content area displays a 'SAVE 20% on all New Arrivals' banner and a 'RECEIVE 15% OFF Your Entire Purchase' banner. The product grid includes:

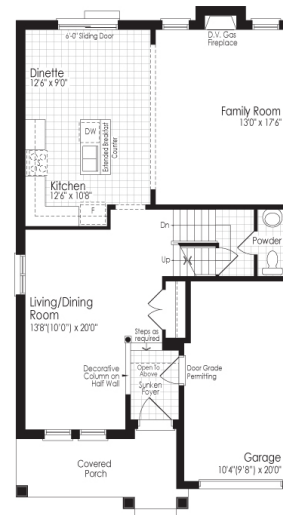
- Custom Desktops:** Design your dream system.
- Save on Printers:** 50% off with any desktop purchase.
- Bedroom Computer:** \$800.00. A lightweight computer setup to handle everything online.
- Office Computer:** \$800.00. The perfect workstation for the home office.
- Gaming Computer:** \$1,100.00. A powerful computer capable of handling the latest games.
- Multimedia Computer:** \$1,125.00. A powerful multimedia computer for creating videos, music and photos.

Demo of B2B Aurora

Demo Scenario

Story

- Jonna Construction Company purchases construction hardware and equipments from Aurora store
- They recently have a new project to build a series of houses and townhouses for a new community



Ground Floor Plan Elev. A & B



Demo of B2B Aurora

- Walfrey from the purchasing team of Jonna Construction Company needs to purchase the lighting and fasteners from Aurora store to build a specific model of the house.
- Buyer Admin approves Walfrey's purchase
- Buyer Admin will be on vacation soon and assign Admin role to his backup

Thank You!

Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, Coremetrics, DB2, PowerVM, Rational, WebSphere, and z/VM are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)" at <http://www.ibm.com/legal/copytrade.shtml>

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2014. All rights reserved.