IBM WebSphere Commerce V7 FEP8

B2B Solution Overview

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Agenda

B2B Solution Overview

B2B Capabilities in the next Feature Pack

Demo of B2B Aurora

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Approach to B2B Starter Store

Previously: Separate SAR for B2B & B2C starter stores

Madisons / Aurora (B2C) → Elite (B2B)

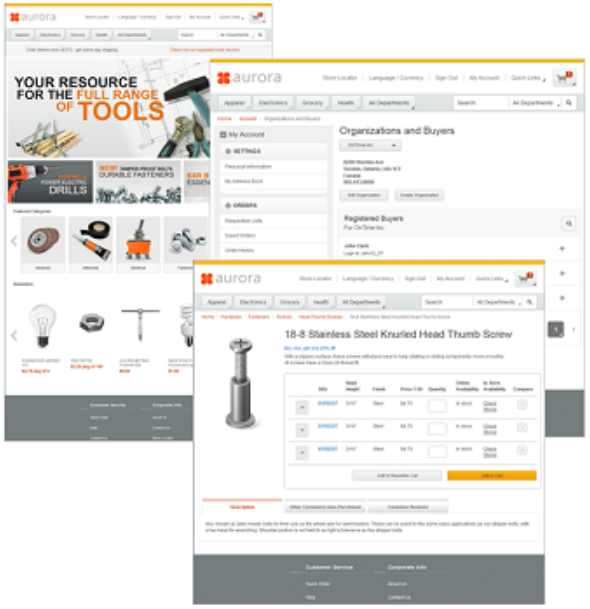
One SAR for both B2B & B2C

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



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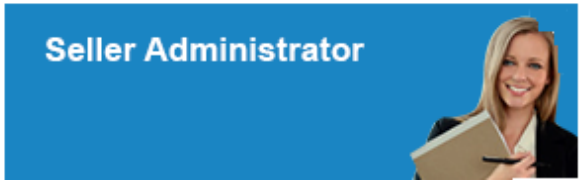
B2B Roles

Seller-Side Roles



Buyer-Side Roles

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B2B Scenario Overview

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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

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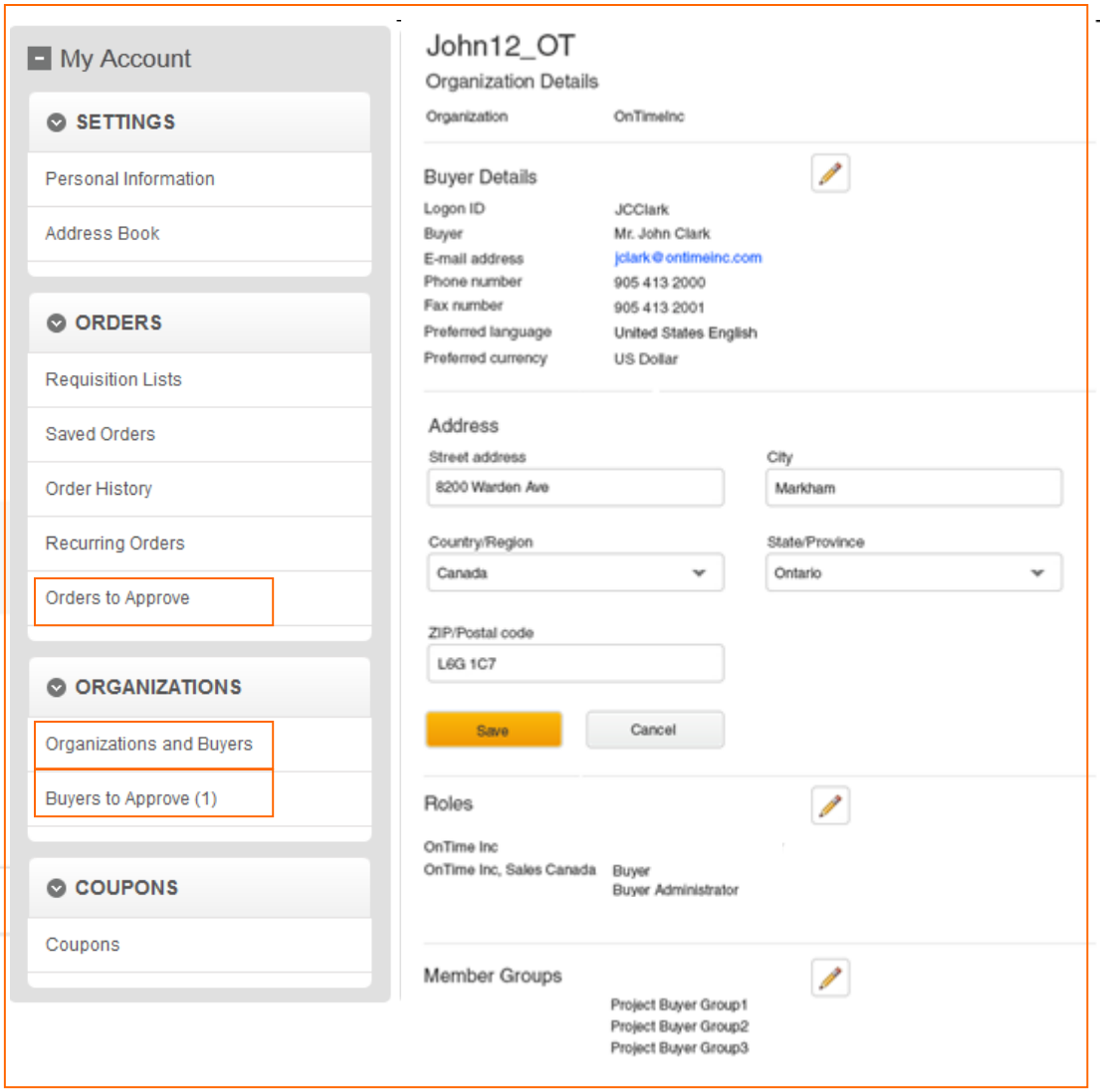
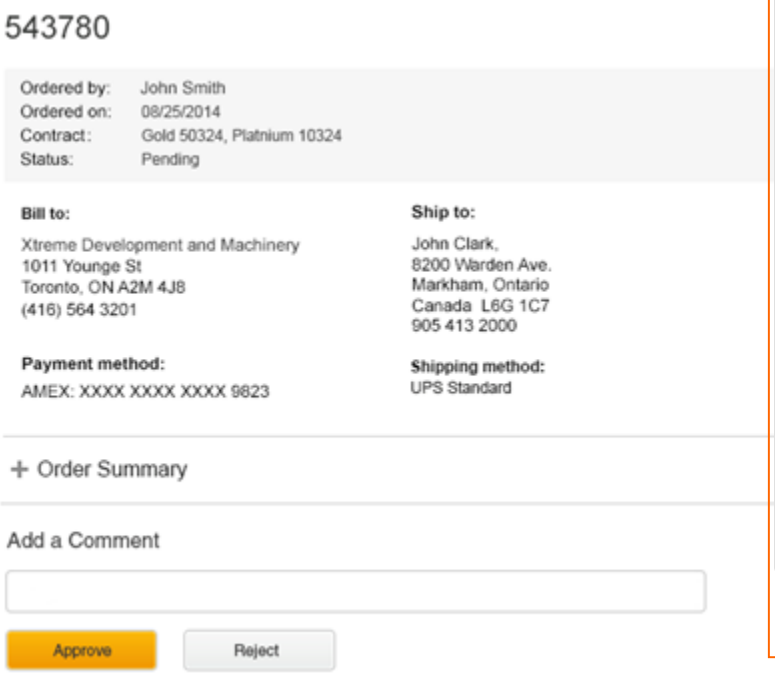
Self-service Buyer Organization Management

Manage buyers and organization

Assign roles to buyers

Approve buyers and orders





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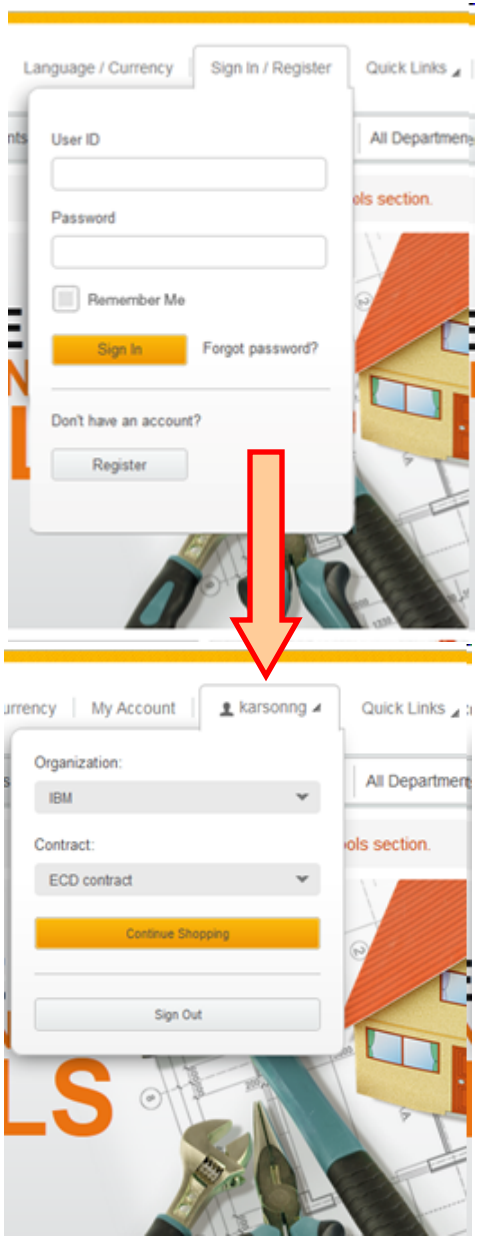
Contract Selection After Sign-in



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

WebSphere Commerce

WebSphere Commerce Master Catalog

- SKU ABC1234 Price $100
- SKU ABC5678 Price $200
- SKU DEF1234 Price $200
- SKU DEF567 Price $400
- SKU GHI1234 Price $600
- SKU GHI5678 Price $300
- SKU JKL1234 Price $200
- SKU JKL5678 Price $500

.....

Contract A Catalog View

- ABC1234 Contract Price $90
- ABC5678 Contract Price $180
- GHI1234 Contract Price $540
- GHI5678 Contract Price $270
- JKL1234 Contract Price $180
- JKL5678 Contract Price $450

Contract B Catalog View

- ABC1234 Contract Price $80
- ABC5678 Contract Price $160
- DEF1234 Contract Price $190
- DEF5678 Contract Price $360
- GHI1234 Contract Price: $480
- GHI5678 Contract Price: $240

Contract C Catalog View

- All Products
- Price of Master Catalog
- Credit Line Payment Only

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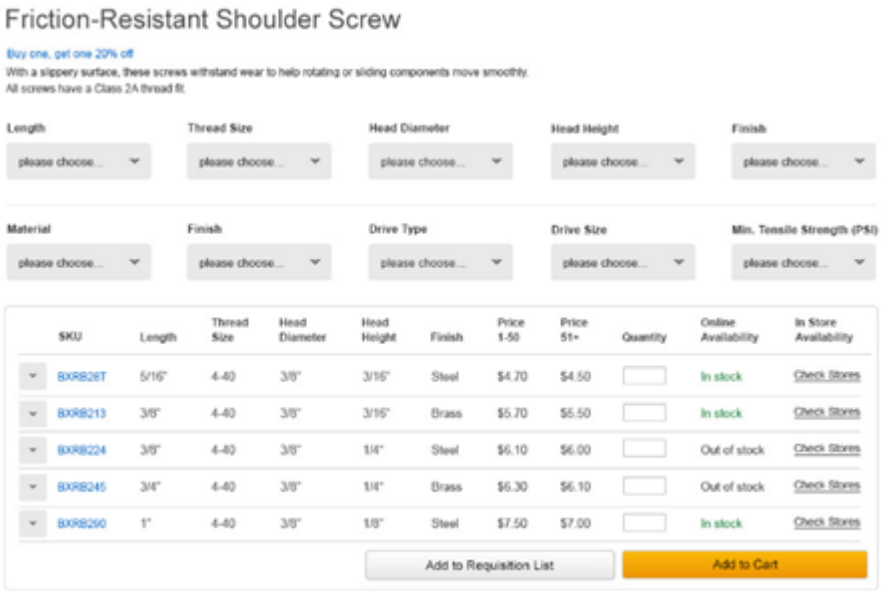
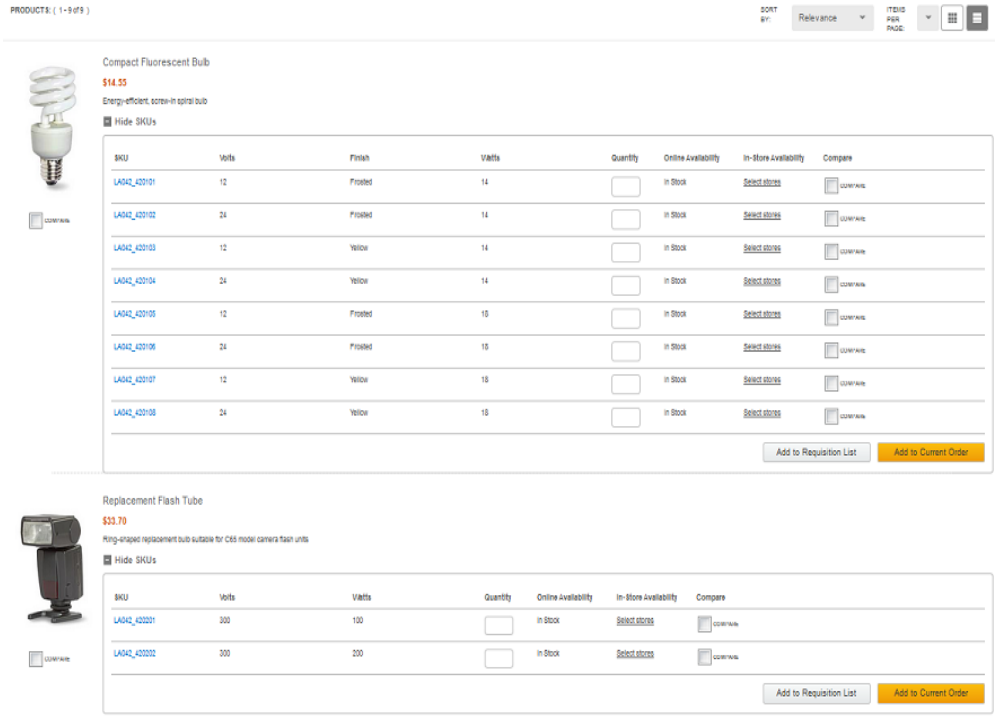
B2B-optimized Catalog Browsing Widgets

SKU List Widget

Catalog Entry List Widget

Add To Requisition List Widget





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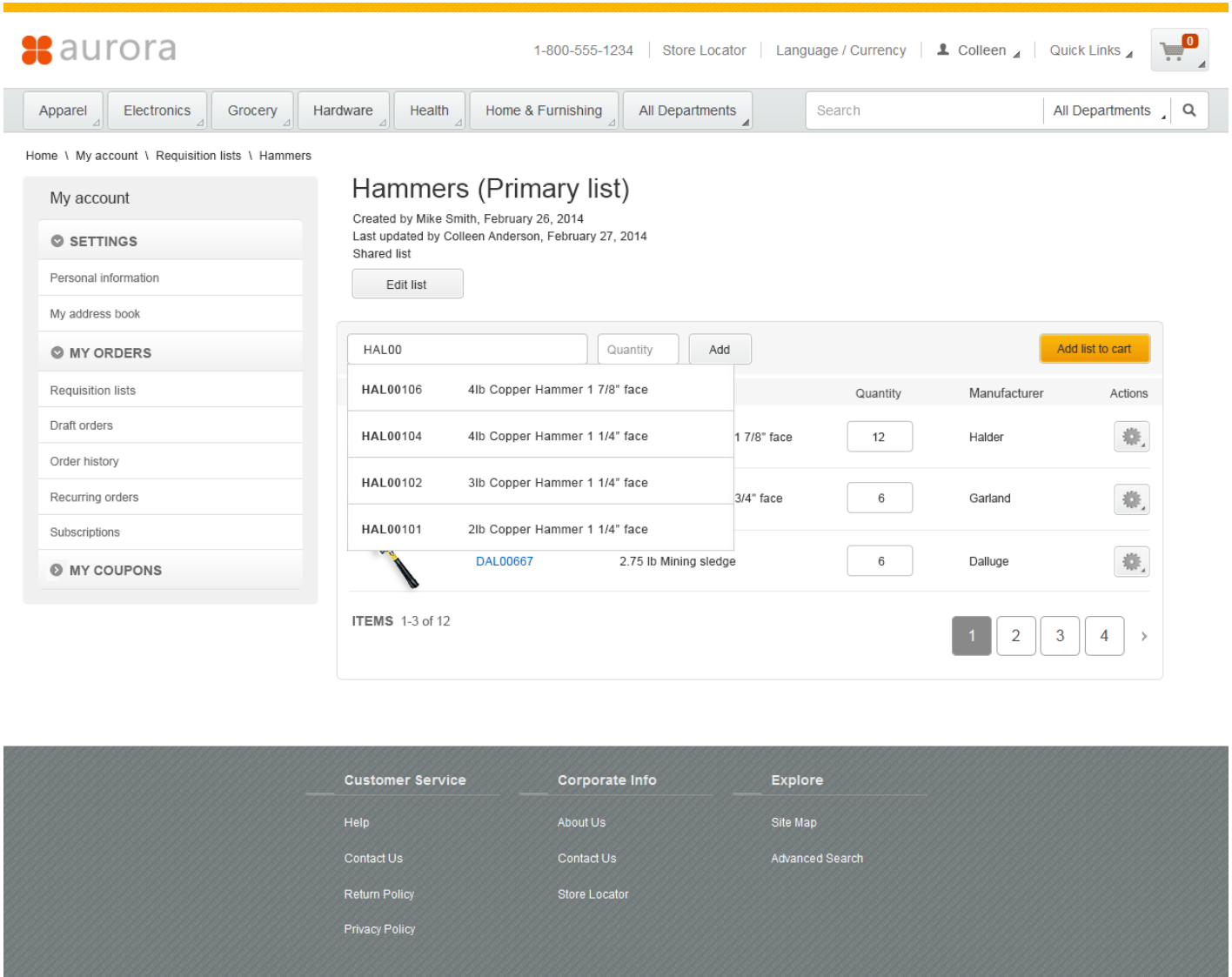
Requisition Lists

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



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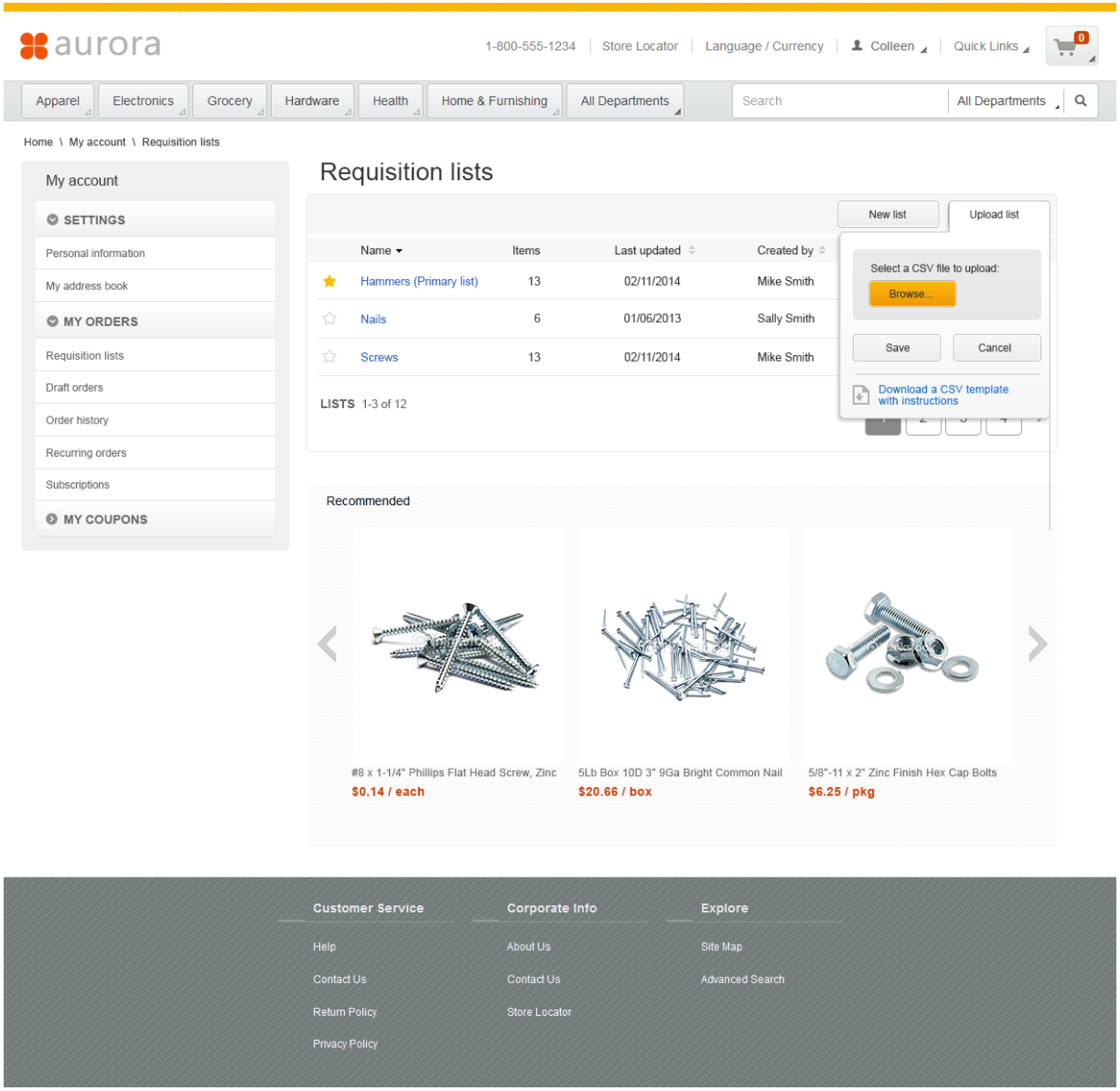
CSV Upload for Requisition List



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

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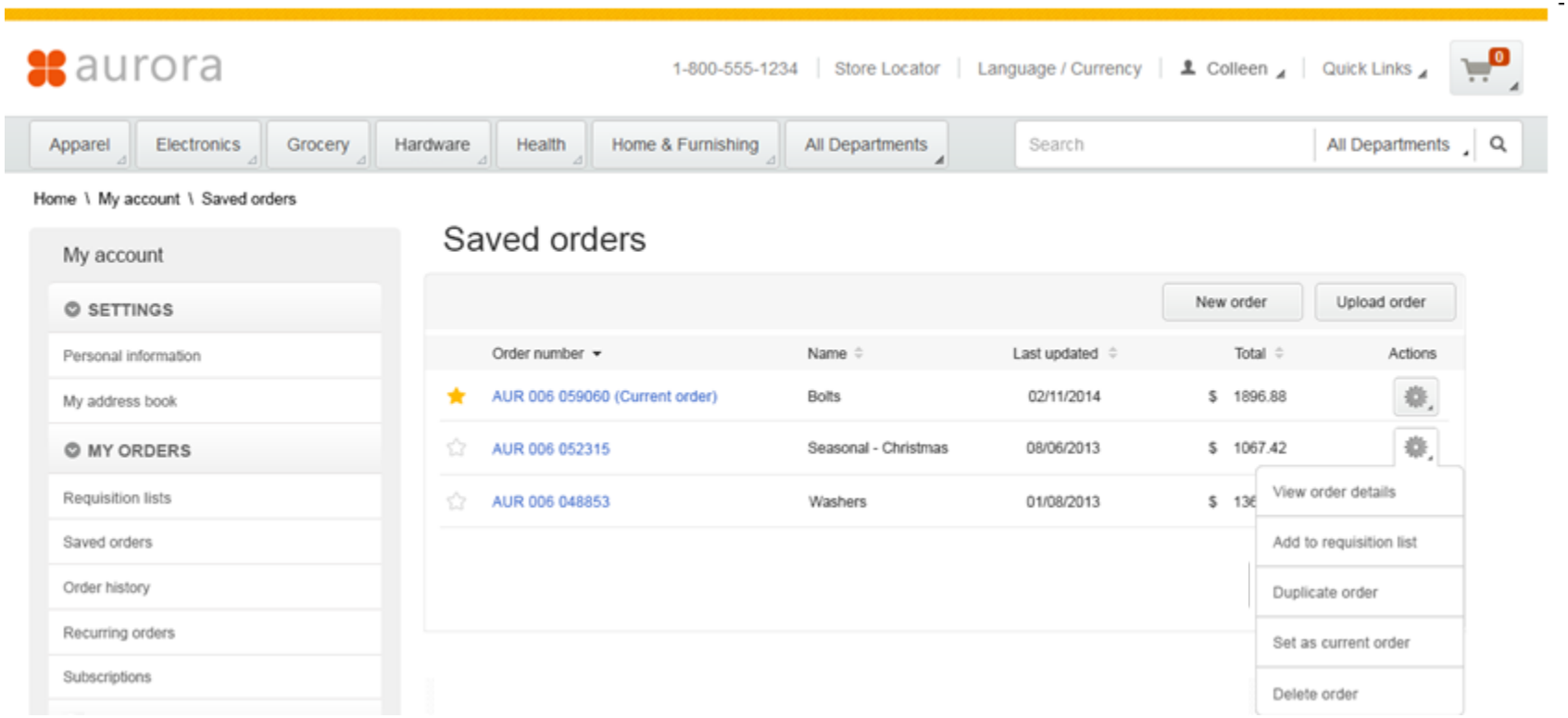
Saved Orders

- Manage multiple Saved Orders



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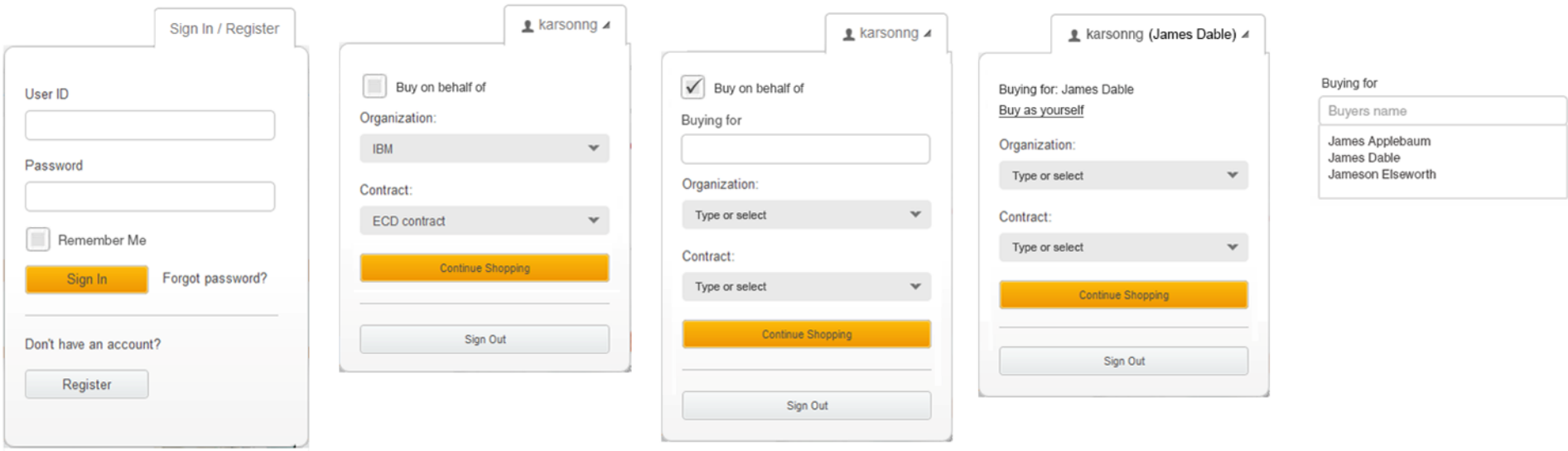
Buyer Admin: Buy-On-Behalf Of Buyer



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Store Management: enable/disable B2B and B2C features

Commerce Composer for B2B pages

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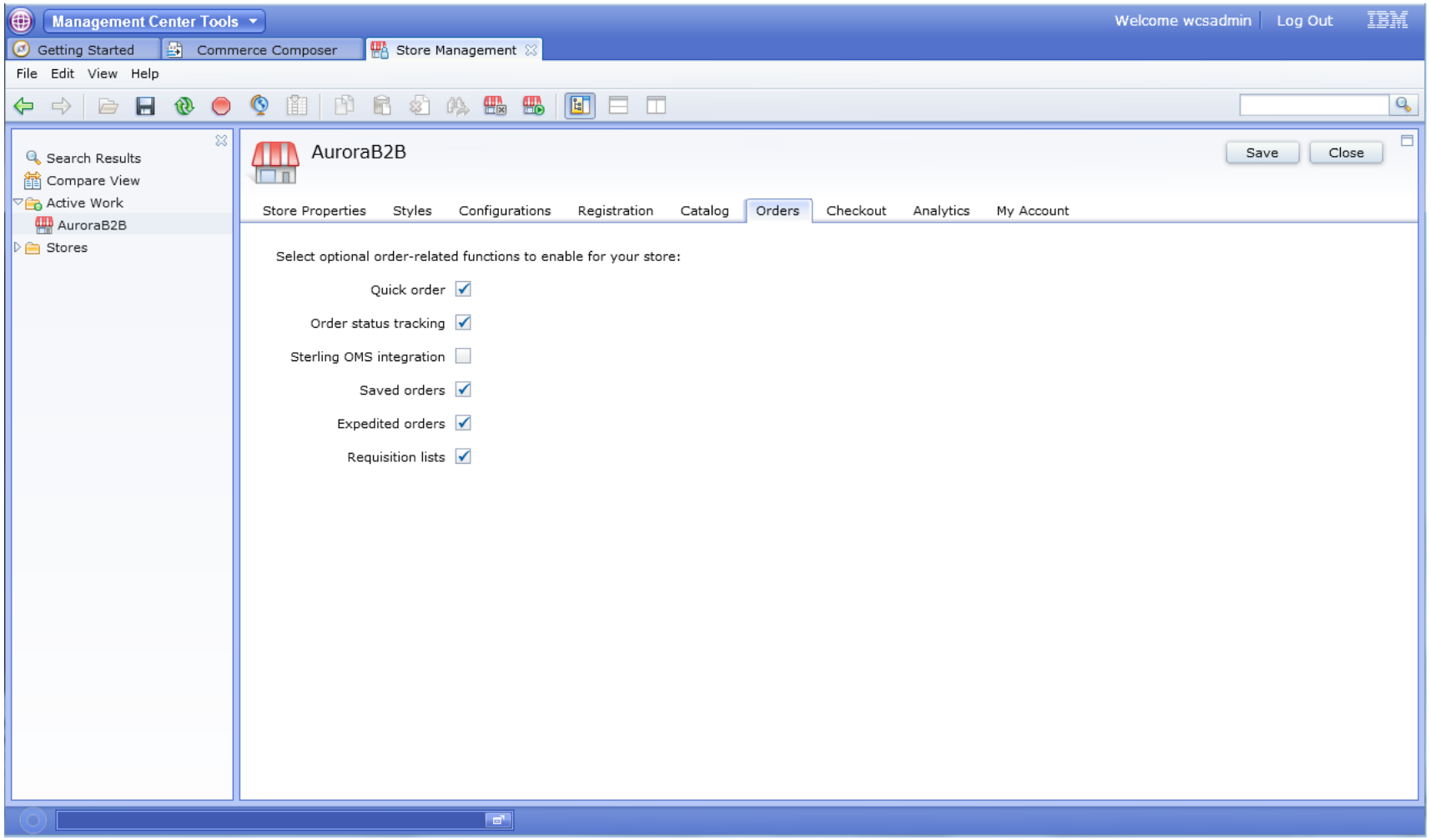

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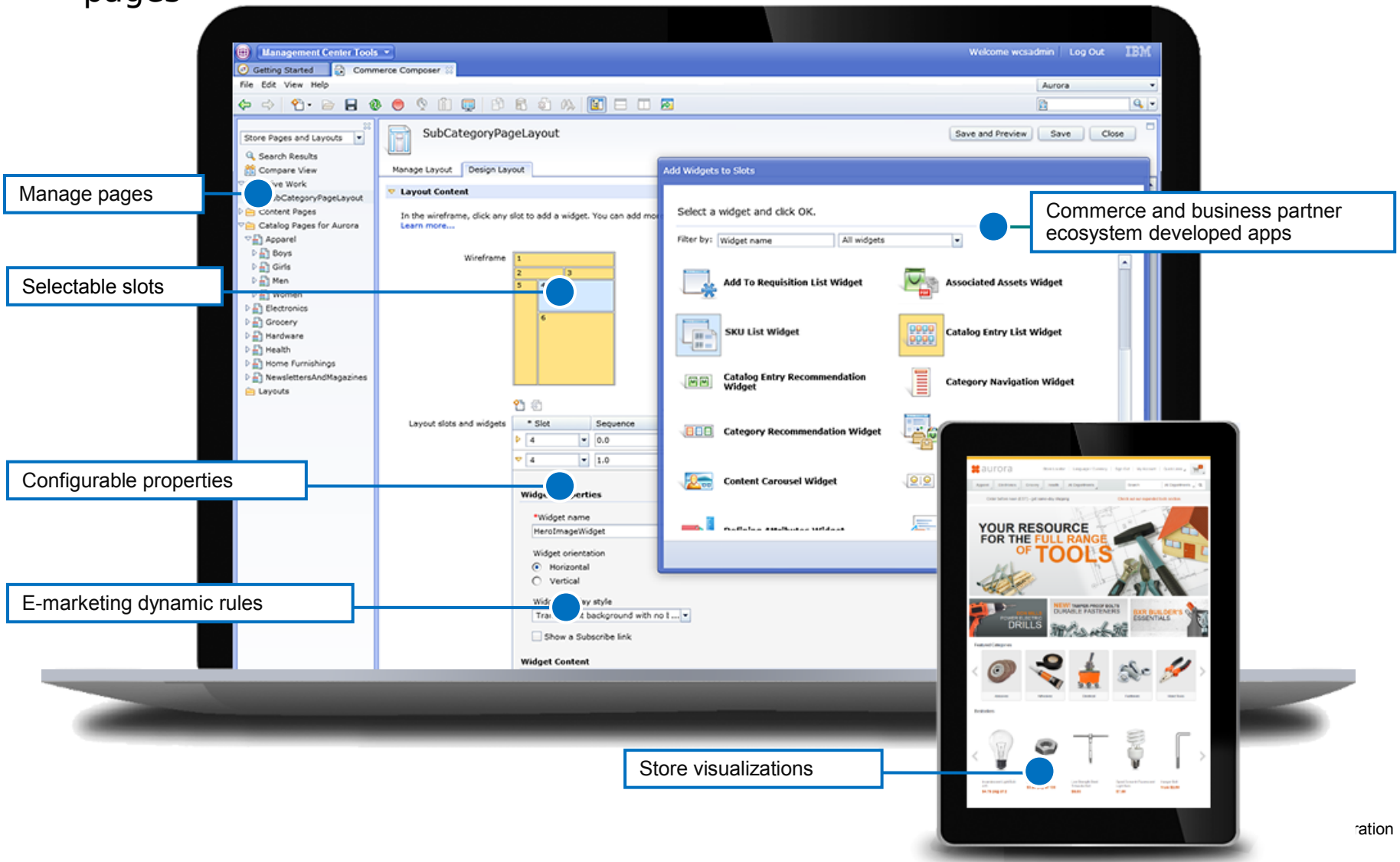
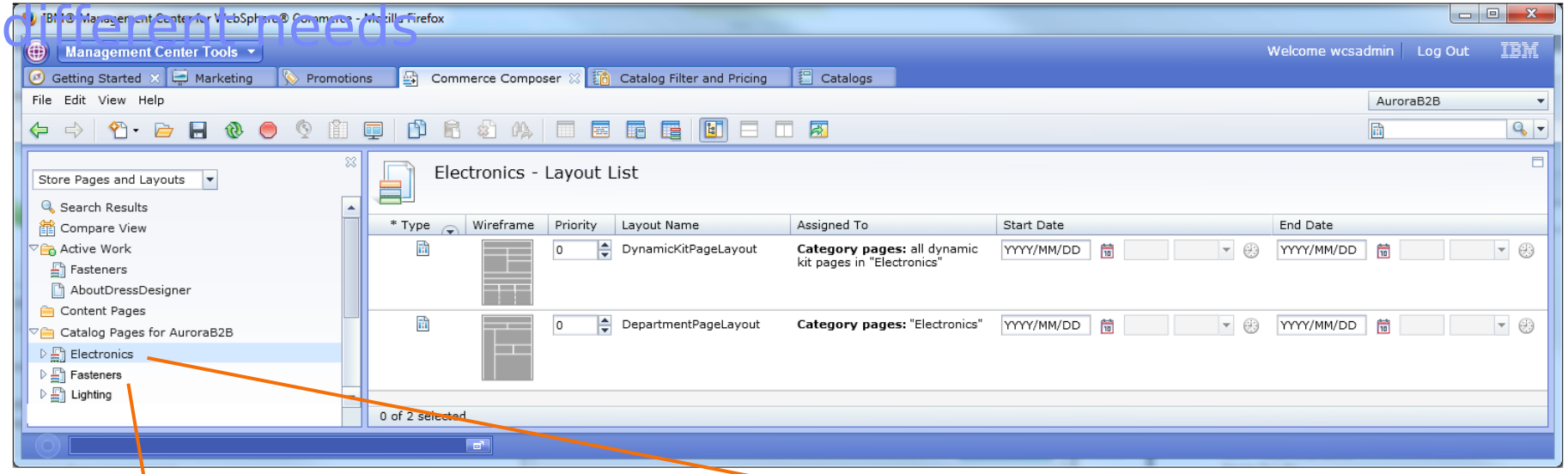
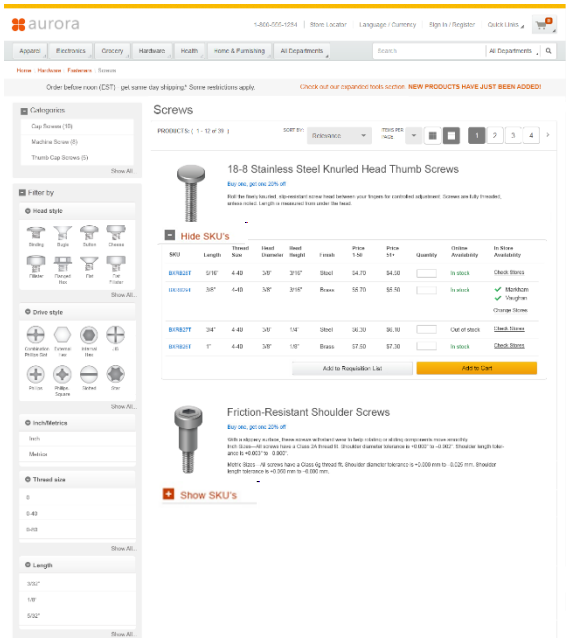
Commerce Composer: Manage B2B pages

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

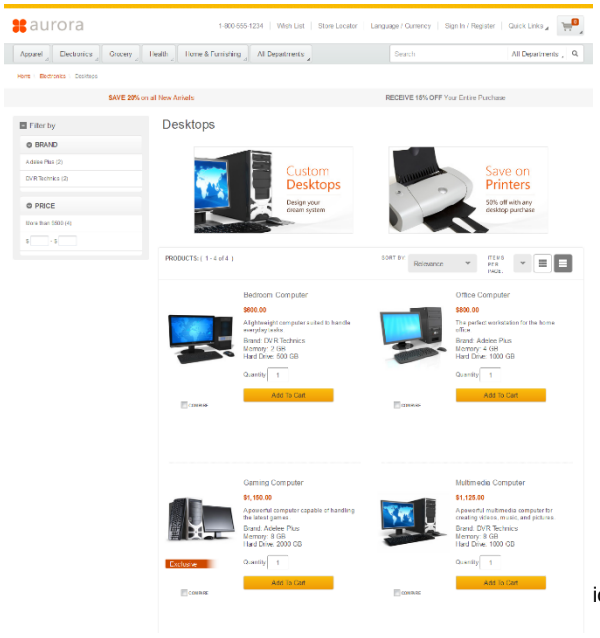


Commerce Composer: Different layouts based on different needs





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



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Demo of B2B Aurora

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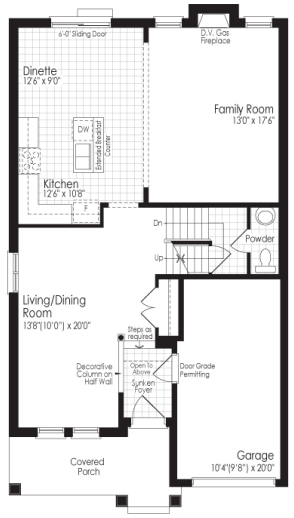
Demo Scenario

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

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Thank You!

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