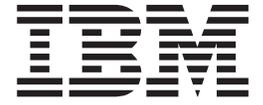


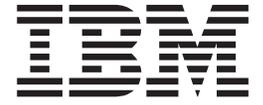
IBM WebSphere Commerce



Product Management: Online Help Files

Version 54

IBM WebSphere Commerce



Product Management: Online Help Files

Version 54

Note!

Before using this information and the product it supports, be sure to read the general information in the Notices section.

Contents

Chapter 1. Product management roles. 1

WebSphere Commerce Accelerator	3
WebSphere Commerce Accelerator user interface	8
Opening the WebSphere Commerce Accelerator.	9

Chapter 2. Buyer - sell side 13

Product Management tools	13
Working with products	14
Finding a product	14
Listing products	14
Adding a product	15
Changing a product	17
Deleting a product	26
Working with SKUs	26
Listing SKUs	26
Generating SKUs for a product	26
Changing a product SKU	27
Deleting a SKU	35
Working with attributes	36
Adding an attribute	36
Changing an attribute	36
Deleting an attribute	37
Adding an attribute value	37
Changing an attribute value	38
Deleting an attribute value	38
Working with prices	39
Adding a price to a product	39
Changing a price for a product	39
Deleting a price for a product	40
Viewing the price summary for a product	40
Adding a price to a SKU	41
Changing a price for a SKU	41
Deleting a price for a SKU	42
Viewing the price summary for a SKU	42
Discounts	42
Viewing a discount summary	43
Creating a new discount	43
Activating a discount	43
Deactivating a discount	44
Deleting a discount	44
Coupon Promotions	44
Creating a new coupon promotion.	45
Distributing a coupon promotion	45
Viewing a list of coupon promotions	45
Registering a coupon promotion collateral	45
Deleting a coupon promotion	45
Expected inventory	46
Listing expected inventory	46
Creating an expected inventory record	46
Changing an expected inventory record	47
Closing an expected inventory record.	48
Deleting an expected inventory record	48
Vendors	48
Listing vendors	48
Creating a vendor	49

Changing a vendor	49
Deleting a vendor	49
Operational reports.	50
Creating and viewing operational reports	50
Order Summary report	52
Overdue Backorders report	52
Open Expected Inventory Records report	53
Auctions	53
Auction rules.	54
Auction types	55
Viewing auctions	55
Creating auctions	56
Searching for auctions.	56
Managing auctions	56
Auction styles	58
Bid rules	59
Auction notification messages	60
Auction Gallery	60
Discussion forums	60
Managing discussions	61
Autobids	61

Chapter 3. Category Manager and Product Manager 63

Master catalog	63
Catalog navigation	63
Catalog entries	65
Working with categories	65
Finding a category	65
Listing categories	66
Adding a category	66
Changing a category	67
Deleting a category.	69
Reports.	70
Marketing Event Monitor.	70
Viewing a campaign initiative's statistics	71
Configuring the display source for statistical counters	71
WebSphere Commerce Analyzer reports	72
Enabling WebSphere Commerce Analyzer reports	72
Viewing WebSphere Commerce Analyzer reports	73
Customer profiles	73
e-Marketing Spots	73
Ad copy	74
Viewing a customer profile summary.	74
Creating a new customer profile	75
Changing a customer profile.	75
Duplicating a customer profile	75
Deleting a customer profile	76
Campaigns	76
Creating a new campaign.	76
Changing a campaign	76
Deleting a campaign	77
Campaign initiatives	77
Viewing a campaign's initiatives	78

Creating new initiatives for a campaign 78
 Changing a campaign initiative. 78
 Viewing a campaign initiative's statistics 79
 Deleting a campaign initiative 79
 WebSphere Commerce Recommendation Engine
 powered by LikeMinds 5.2 79

Appendix. Learning Guides 81

Buyer (Sell-Side) Learning Guide 81
 Category Manager Learning Guide 81
 Product Manager Learning Guide 82

Notices 83

Chapter 1. Product management roles

The following product management roles are supported by WebSphere Commerce:

- Buyer (seller side)
- Category Manager (page 2)
- Product Manager/Merchandising Manager (page 3)

Buyer (seller side)

The buyer buys merchandise for sale. The buyer handles relations with vendors or suppliers and negotiates to obtain the desired product with favorable terms for such things as delivery and payment options. The buyer may set prices. Inventory is managed by the buyer in order to determine the quantities to buy and ensure that stock is properly replenished.

- Lists products
- Creates new products
- Views and changes product information
- Deletes selected products
- Sets prices for products
- Displays price summaries for products
- Views product reports
- Lists product attributes
- Lists SKUs (stock keeping units)
- Generates SKUs
- Associates discounts with selected products
- Creates new product attributes
- Views and changes product attributes
- Deletes product attributes
- Changes the presentation sequence of attributes
- Lists attribute values
- Creates new attribute values
- Views and changes the attribute values
- Changes the presentation sequence of attribute values
- Deletes attribute values
- Creates new SKUs
- Views and changes SKU information
- Set prices for SKUs
- Displays price summaries for SKUs
- Delete a SKU
- Associates discounts with SKUs
- Lists expected inventory
- Creates new expected inventory records
- Views and changes expected inventory records
- Shows details of received goods for selected expected inventory records

- Deletes expected inventory records
- Closes expected inventory records
- Views expected inventory reports
- Lists vendors
- Creates new vendors
- Views and changes vendor information
- Deletes vendors
- Lists discounts
- Create a new discounts
- Displays discount summaries
- Activates and deactivates discounts
- Deletes discounts
- Lists coupons
- Creates new coupon promotions
- Delete coupon promotions
- Views business intelligence reports
- Views order management reports
- Lists auctions
- Creates auctions
- Deletes auctions
- Modifies auctions
- Closes auctions
- Lists auctions style templates
- Creates auction style templates
- Modifies auction style templates
- Deletes auctions style templates
- Lists bid control rules
- Creates bid control rules
- Modifies bid control rules
- Deletes bid control rules
- Retracts auction bids
- Modifies auction messages
- Replies to auction forums
- Deletes auction messages

Category Manager

The category manager manages the category hierarchy by creating, modifying, and deleting categories. The category hierarchy organizes products or services offered by the store. The Category Manager also manages products, expected inventory records, vendor information, inventory, and return reasons.

- All of the buyer tasks
- Lists categories
- Creates new categories
- Views and changes category information
- Lists products for categories

- Deletes categories
- Views Product Advisor statistics
- Views Product Explorer statistics
- Views product comparison statistics
- Views sales assistant statistics
- Lists return reasons
- Creates new return reasons
- Views and changes return reasons
- Deletes return reasons

 **Product Manager** /  **Merchandising Manager**

The Merchandising or Product Manager traces customer purchases, suggests discounts, and determines the best way to display, price, and sell products in the online store.

- Performs all Category manager tasks
- Performs all Marketing manager tasks

WebSphere Commerce Accelerator

The WebSphere Commerce Accelerator allows you to maintain your online stores by completing various store operations for both B2C and B2B stores. Once you log on and select a store to work with, the system detects whether your selected store is a B2C or B2B store. Depending on the type of store you have selected, menus specific to B2C or B2B operations display. When referring to the online help, use the instructions corresponding to the type of store with which you are working.

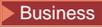
Information that relates to a B2C store is denoted by a  icon, and information for B2B stores is denoted by a  icon.

If you are authorized to work with multiple stores, when you log on to the WebSphere Commerce Accelerator, you select the store and language with which you want to work. If you are authorized to work with a single store, the store name is pre-selected during logon, and if the store supports more than one language, you select the language with which you want to work. Moreover, if you are assigned a role with fulfillment duties, you can also choose the fulfillment center associated with the store when you log on. At any time, if you wish to

change your store, language, or fulfillment center selection, click the  icon, found in the upper left corner to display the selection dialog. To access the WebSphere Commerce Accelerator home page, click **Home**.

Tasks that you are authorized to perform in your role are displayed on the WebSphere Commerce Accelerator home page menus. These tasks are based on user roles and authority levels, which are defined by the Site Administrator by using the Administration Console.

 The following table outlines the available menus, who has access to the menus, and what tasks can be performed using the menus for a B2C store (For information pertaining to B2B stores, see the table after this one.):

Menu name	User group	Tasks
Store	<ul style="list-style-type: none"> • Buyer • Customer Service Supervisor • Customer Service Representative • Pick Packer • Receiver • Returns Administrator • Merchandising Manager • Marketing Manager • Operations Manager • Merchant • Category Manager 	<ul style="list-style-type: none"> • List, find, approve, and reject approval requests • View a summary of each approval request • List and find approval submissions • View a summary of each approval submission • Create, change and delete fulfillment centers • Create, change and delete return reasons •  Create, change, delete, add members to, and open collaborative workspaces • Manage operational reports • Manage business intelligence reports
Operations	<ul style="list-style-type: none"> • Buyer • Customer Service Supervisor • Customer Service Representative • Pick Packer • Receiver • Returns Administrator • Merchandising Manager • Marketing Manager • Operations Manager • Merchant • Category Manager 	<ul style="list-style-type: none"> • List customers • Find, create, and change customer registration information • Reset customer logon passwords • Find, list, change, cancel, split, and add comments to orders • Place, change, and cancel orders for customers • View a customer's order history • View a summary of each order • Approve, deposit, settle, and find payment • Find payment batches • Access Payment Manager • Find, list, create, change, and add comments to returns. • View a summary of each return • List pick batches and expected inventory records • Track inventory and shipments • List and find auctions for a customer • Provide real-time customer support • Manage order management reports
Marketing	<ul style="list-style-type: none"> • Merchandising Manager • Marketing Manager • Merchant 	<ul style="list-style-type: none"> • List, create, change, delete, and duplicate customer profiles • View a summary of each profile • List, create, change, and delete campaigns • Publish campaigns • List, create, change, and delete campaign initiatives • View campaign initiative statistics • Create, change, and remove campaign initiative conditions • Create, change, schedule, and delete e-Marketing spots • Create, change, delete awareness ads • View a summary of each awareness ad

Menu name	User group	Tasks
Merchandise	<ul style="list-style-type: none"> • Buyer • Merchandising Manager • Merchant • Category Manager 	<ul style="list-style-type: none"> • Find and list products • Change product details • Find and list categories • Find and list expected inventory records • Find and list product vendors • Find, list, create, change, and retract auctions • Close the bidding for auctions • List and withdraw bids for customers • Manage discussion forums, such as creating and responding to discussion messages, and making messages public • Create and delete discussion messages • Respond to discussion messages • Make discussion messages public • List bid control rules • Create, change, and delete bid rules • List auction styles • Create, change, and delete auction styles • List, create, and delete discounts • View a summary of each discount • Activate and deactivate discounts • List, create, and delete coupons • View various Product Advisor statistics

 The following table outlines the available menus, who has access to the menus, and what tasks can be performed using the menus for a B2B store (For information pertaining to B2C stores, see the table before this one.):

Menu name	User group	Tasks
Store	<ul style="list-style-type: none"> • Buyer • Customer Service Supervisor • Customer Service Representative • Pick Packer • Receiver • Returns Administrator • Product Manager • Marketing Manager • Logistics Manager • Seller • Sales Manager • Account Representative • Category Manager 	<ul style="list-style-type: none"> • List, find, approve, and reject approval requests • View a summary of each approval request • List and find approval submissions • View a summary of each approval submission • Create, change and delete fulfillment centers • Create, change and delete return reasons •  Create, change, delete, add members to, and open collaborative workspaces • Manage operational reports • Manage business intelligence reports
Sales	<ul style="list-style-type: none"> • Buyer • Customer Service Supervisor • Customer Service Representative • Product Manager • Marketing Manager • Logistics Manager • Sales Manager • Account Representative • Category Manager 	<ul style="list-style-type: none"> •  List and find accounts •  List and find RFQs (requests for quotes) •  Create, change, and delete product personalized attributes • List customers • Find, create, and change customer registration information • Reset customer logon passwords • Find, list, change, cancel, split, and add comments to orders • Place, change, and cancel orders for customers • View a customer's order history • View a summary of each order • Approve, deposit, settle, and find payment • Approve, deposit, settle, and find payment • Find payment batches • Access Payment Manager • Find, list, create, change, and add comments to returns. • View a summary of each return • List and find auctions for a customer • Manage order management reports

Menu name	User group	Tasks
Marketing	<ul style="list-style-type: none"> • Product Manager • Marketing Manager • Seller • Sales Manager • Account Representative 	<ul style="list-style-type: none"> • List, create, change, delete, and duplicate customer profiles • View a summary of each profile • List, create, change, and delete campaigns • Publish campaigns • List, create, change, and delete campaign initiatives • View campaign initiative statistics • Create, change, and remove campaign initiative conditions • Create, change, schedule, and delete e-Marketing spots • Create, change, delete awareness ads • View a summary of each awareness ad
Products	<ul style="list-style-type: none"> • Buyer • Product Manager • Seller • Sales Manager • Account Representative • Category Manager 	<ul style="list-style-type: none"> • Find and list products • Change product details • Find and list categories • Find and list expected inventory records • Find and list product vendors • Find, list, create, change, and retract auctions • Close the bidding for auctions • List and withdraw bids for customers • Manage discussion forums, such as creating and responding to discussion messages, and making messages public • Create and delete discussion messages • Respond to discussion messages • Make discussion messages public • List bid control rules • Create, change, and delete bid rules • List auction styles • Create, change, and delete auction styles • List, create, and delete discounts • View a summary of each discount • Activate and deactivate discounts • List, create, and delete coupons • View various Product Advisor statistics: Product Exploration, Product Comparison, and Sales Assistant

Menu name	User group	Tasks
Logistics	<ul style="list-style-type: none"> • Pick Packer • Receiver • Returns Administrator • Logistics Manager • Seller 	<ul style="list-style-type: none"> • Find, create, and change customer registration information • Reset customer logon passwords • Find, list, change, cancel, split, and add comments to orders • Place, change, and cancel orders for customers • View a customer's order history • View a summary of each order • Approve, deposit, settle, and find payment • Find payment batches • Access Payment Manager • Find, list, create, change, and add comments to returns. • View a summary of each return • List pick batches and expected inventory records • Track inventory and shipments • List and find auctions for a customer • Provide real-time customer support • Manage order management reports

WebSphere Commerce Accelerator user interface

The WebSphere Commerce Accelerator interface consists of several notebooks, wizards, dialogs, and lists to help you complete your tasks. A help link is included in the upper right corner to launch help for each page.

Notebooks and wizards consist of a series of pages. A notebook opens when you change existing information in the WebSphere Commerce system, such as a customer profile, or a product price. To navigate a notebook, use the links on the left side. Click **OK** to close the notebook. You can use one or more pages in a notebook, and you do not have to progress sequentially. As you progress through a wizard, the left side dynamically refreshes to indicate where you are in the creation process.

A wizard launches when you create new information, such as a new customer order, or a new product campaign. To navigate a wizard, use the **Next** and **Previous** buttons, and click **Finish** when you have completed the pages. Unlike a notebook, you must progress through a wizard sequentially.

Dialogs are single pages that allow you to input information to complete a task. For example, a search dialog contains search criteria fields. Provide the appropriate information and click **Find**. Search results display as a list. You can perform the following tasks with a list:

- To work with a particular list item, do one of the following:
 - Select the check box next to the item and click one of the buttons on the page.
 - Select the item from the first column in the list to change information (such as the details of an existing discount) or view a summary (such as the details of a customer order).
- To select all the items in the search results list, select the check box icon at the top left of the list.
- To sort the list by column, click the  icon beside the appropriate column heading. The list sorts by this column in ascending order.

- To navigate through a long list, click **First**, **Last**, **Next**, or **Previous**. Alternatively, to go directly to a specific page, type the page number in the **Page Number** field, and click **Go**. The top of the list always indicates the page you are on, and the total number of pages.

The WebSphere Commerce Accelerator also tracks the history of the notebooks, wizards, dialogs, and lists you have visited as you complete a task. The history displays in the upper right of the WebSphere Commerce Accelerator. To return to an earlier point in the task, click the corresponding link in the history. When you select a menu option or click an action button in the WebSphere Commerce Accelerator, a progress indicator displays. Once the action is complete, the history is updated with the appropriate page name.

The history displays up to six items. The **Home**, **Logout**, and current page links always display in the trail, but the items in between may be progressively removed and replaced by ellipses to accommodate the history display area.

When you use a notebook, click the links on the left side to switch between each page. To save your changes and close the notebook, click **OK** from any page. When you use a wizard, click **Next** to progress through the pages. To save your changes and close the wizard, click **Finish** from the last page. If you do not want to save the information, click **Cancel** for either a notebook or a wizard. If you navigate using the history and have not saved your information, a warning message displays to indicate that the information will be lost.

Once you have completed your WebSphere Commerce Accelerator tasks, you should log out of the WebSphere Commerce Accelerator so that the session expires, rather than simply closing the browser. To log out, click **Logout** from the WebSphere Commerce Accelerator history. When you log out, your SSL cookie is dropped and you no longer have secure access to the WebSphere Commerce Accelerator. This is especially important if the WebSphere Commerce Accelerator will be used by multiple users on a single machine with different authorities since logging out prevents unauthorized access.

Opening the WebSphere Commerce Accelerator

To open the WebSphere Commerce Accelerator, do the following:

1. Ensure that you are using a machine with Microsoft Internet Explorer 5.5 or above installed (The recommended browser version is 5.5). You cannot display the WebSphere Commerce Accelerator on earlier version of Internet Explorer or other browsers.
2. Ensure that the WebSphere Commerce instance is started. You can start the instance using the WebSphere Application Server Administrator's Console.
3. The WebSphere Commerce Accelerator supports the default Internet Explorer browser settings. If you have altered your settings, or to verify your settings, select the **Tools** menu, then **Internet Options**. The Internet Options dialog opens. Ensure that the following settings are configured:
 - Set fonts as follows:
 - a. From the **General** tab, click **Fonts**. The **Fonts** dialog opens.
 - b. From the **Language script** drop-down list, select **Latin based**.
 - c. From the **Web page font** drop-down list, select **Times New Roman**.
 - d. From the **Plain text font** drop-down list, select **Courier New**.
 - e. Click **OK**. Other fonts and font sizes may affect the layout of the WebSphere Commerce Accelerator forms on your screen.

- Enable caching as follows:
 - a. From the **General** tab, under **Temporary Internet files**, click **Settings**. The **Settings** dialog opens.
 - b. Under **Check for newer versions of stored pages**, select **Automatically**.
 - c. Ensure that the amount of disk space to use for caching is set to a value greater than zero.
 - d. Click **OK**.
- 4. For optimal results, make the following computer setting adjustments:
 - Set your screen resolution to at least 800 x 600 pixels; 1024 x 768 pixels is recommended.
 - Set your monitor's color palette to 256 or more colors.
 - Set your Windows desktop display font size to small fonts.

 From a Windows machine, to work with your computer settings, click **Start, Control Panel, Display**, then the **Settings** tab and do the following:

- In the **Desktop Area** box, ensure that the screen resolution at least 800 x 600 pixels; 1024 x 768 pixels is recommended.
 - From the **Color Palette** drop-down list, select 256 or more colors.
 - From the **Font Size** drop-down list, select **Small fonts**.
5. Maximize your browser window.
 6. Start the WebSphere Commerce Accelerator by doing one of the following:
 -  On the machine where WebSphere Commerce is installed, click **Start, Programs, IBM WebSphere Commerce**, then **WebSphere Commerce Accelerator**.
 -    On the machine where WebSphere Commerce is installed, or on a client machine on the same network as the WebSphere Commerce machine, access the following Web address in your browser:
`https://host_name:8000/accelerator`
 where *host_name* is the fully qualified HTTP host name of your WebSphere Commerce Server.
 7. Log onto the WebSphere Commerce Accelerator as follows:
 - a. From the Logon page, type your WebSphere Commerce Accelerator logon user name and password.
 - b. Initially, the user name and password are both set to wcsadmin. If this is the first time you are logging onto the WebSphere Commerce Accelerator as the default ID and password of wcsadmin, the Change Password page displays, prompting you to change this password. Do the following:
 - 1) In the **Old Password** field, type your current WebSphere Commerce Accelerator logon password.
 -    This field accepts up to 128 single byte alphanumeric characters.
 -  This field accepts up to 128 alphanumeric characters.
 - 2) In the **New Password** field, type a new logon password.
 -    This field accepts up to 128 single byte alphanumeric characters.
 -  This field accepts up to 128 alphanumeric characters.
 - 3) In the **Password confirmation** field, re-type the password.

- 4) Click **Change** to save the new password. The Select Store Information page displays.
Note: If only one store, one language, and no fulfillment center is defined, then the Select Store Information page does display. You can go directly from the WebSphere Commerce Accelerator logon page to the home page, and you do not have to complete steps 7 c to f.
- c. From the **Name** drop-down list on the Select Store Information page, select the name of the store. If you are authorized to work with a single store, the store name is pre-selected.
- d. From the **Language** drop-down list, select the language in which you want to administer the store. If you are authorized to work with a single language, the language is pre-selected.
- e. If you are assigned a role with fulfillment duties, from the **Fulfillment center** drop-down list, select the name of the fulfillment center associated with the store.
- f. Click **OK**. The WebSphere Commerce Accelerator home page displays. Depending on your user role, one or more menus display.

Notes:

- Do not click the **Refresh** or **Back** buttons in the browser while using the WebSphere Commerce Accelerator. If you reload the window after you have entered some data, data will be lost.
- Once you have completed your WebSphere Commerce Accelerator tasks, you should log out of the WebSphere Commerce Accelerator so that the session expires, rather than simply closing the browser. To log out, click **Logout** from the history, which is displayed in the upper right of the WebSphere Commerce Accelerator. When you log out, your SSL cookie is dropped and you no longer have secure access to the WebSphere Commerce Accelerator. This is especially important if the WebSphere Commerce Accelerator will be used by multiple users on a single machine with different authorities since logging out prevents unauthorized access.

Chapter 2. Buyer - sell side

Product Management tools

The Product Management tools in the WebSphere Commerce Accelerator allows you to manage the products in your store's master catalog using various wizards and notebooks.

Using the WebSphere Commerce Accelerator, you can work with:

- **Products.** Products act as templates for SKUs, the individual items which are ultimately sold to a customer. The Product wizard allows you to create new products for your catalog. Use the Product Notebook to view or change product details, such as names, descriptions, and images, or delete products from your catalog. You can update product taxes, discounts, and shipping categories, and add shipping measurements for each product. You can also customize fulfillment options for your product, such as tracking inventory or backordering a product for an order.
- **SKUs.** Once you have created your product, you must create SKUs to represent each orderable item of merchandise for sale. All SKUs related to a particular product exhibit the same set of attributes and are distinguished by their attribute values. Create SKUs using the SKU wizard. Or you can automatically generate SKUs for a product, once you have created all required product attributes. The SKU Notebook allows you to view or change SKU details, such as names, descriptions, and images, and delete SKUs from your catalog. You can update sales tax, discounts, and shipping categories, and add shipping measurements for each SKU.
- **Categories.** A category, also known as a catalog group, is a group of objects that have similar properties which are used to organize products or services offered by the store. You can create, find, list, change, and delete categories. You can classify products and SKUs under different parent categories.
- **Attributes.** Attributes are properties of SKUs in an online store, such as color or size. Attribute values are the property of an attribute such as a specific color (blue or yellow) or size (medium). You must predefine attribute values before assigning them to SKUs. Attribute values are implicitly related to their attributes. Each possible combination of attributes and attribute values equals a new SKU. After creating attributes and their values, you can update information such as name, description, and type (text, whole numbers, or decimal numbers).
- **Pricing.** A price for a product or SKU, in one or more currencies, along with a set of conditions such as setting a price for different quantities (for example, 1 to 5, 6 or more), which must be satisfied in order to use the price. You can create, list, and change pricing associated with a product or SKU.

As well, you can use the Catalog Manager Web Editor to manage your catalog. The Web Editor allows you to create, delete, or modify your catalog data.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Working with products

Finding a product

To find a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Find Products**.
 From the **Products** menu, click **Find Products**.

A search dialog opens.

3. Provide any of the following product information (**Note:** Ensure that the search criteria does not contain the following characters: %, \, ", _, and #):
 - In the **SKU** field, type the stock keeping unit (SKU), which uniquely defines the product, and select the search method from the drop-down list beside this field, as follows:
 - If you know the product's SKU, select **Exact phraseto** search for a product that is an exact match with the SKU provided. The system performs an exact search.
 - If you only know part of the product's SKU, select **Matches containing** to search for products that have SKUs which contain your search criteria. The system performs a fuzzy search.
 - In the **Name** field, type the product name and select the search method from the drop-down list beside this field, as follows:
 - If you know the product's name, select **Exact phraseto** search for a product that is an exact match with the product name provided. The system performs an exact search.
 - If you only know part of the product's name, select **Matches containing** to search for products that have names which contain your search criteria. The system performs a fuzzy search.
 - In the **Short description** field, type key words to describe the product and select the search method from the drop-down list beside this field, as follows:
 - If you know the product's short description, select **Exact phraseto** search for a product that is an exact match with the product short description provided. The system performs an exact search.
 - If you only know part of the product's short description, select **Matches containing** to search for products that have short descriptions which contain your search criteria. The system performs a fuzzy search.
 - In the **Category ID** field, type the category reference number to which the product is associated. If you provide a value for this field, when you click **Find**, the system performs an exact search based on this field.
4. Click **Find**. A list of products that match the search criteria displays.

Listing products

To view a list of products, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.

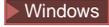
A list of products for the store displays.

3. To work with an individual product, select the check box to the left of the product and click one of the buttons on the page.
4. To select all the products in this list, select the check box icon at the top left of the list.
5. To sort the list by column, click the  icon beside the appropriate column heading. The list sorts by this column in ascending order. For example, to sort by name, in ascending order, click the **Name** column heading.
6. To navigate through the list, use the **First**, **Previous**, **Next**, or **Last** links at the top.

Adding a product

To add a product to your store, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
 A list of products for the store displays.
3. Click **New**. The General page displays. Add the following information:
 - In the **Product code** field, type the SKU for the product, which uniquely identifies the product.
 - In the **Name** field, type the name of the product, such as “25 piece wooden train set”.
 - Select the **Display to customers** check box to ensure that your product is available for viewing in the catalog. Note that this check box is only applicable to products that do not have attributes, such as a CD.
 - Select the **For purchase** check box to specify that customers can include the product in their shopping carts and order the product. If the product is on auction, this check box will be read-only and cannot be cleared.
4. Click **Next**. The Description page displays. Add the following information:
 - In the **Short description** field, type a brief description, such as “Women’s long leather coat”.
 - In the **Long description 1** scroll box, type a detailed description of the product, such as “Women’s long leather coat. This black genuine leather trench has a removable lining so that it can be worn throughout the year. Matching buttons, a sleek belt, and tapered seams gives this coat a classic look.”
 - In the **Long description 2** scroll box, type a second detailed description of the product, if applicable.
 - In the **Long description 3** scroll box, type a third detailed description of the product, if applicable.
5. Click **Next**. The Category page displays. Select the appropriate parent category for your product.
6. Click **Next**. The Images page displays. Add the following information:
 - In the **Full size image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_full.gif image may be:
 -  \images\bluesweater_full.gif
 -    /images/bluesweater_full.gif.

- In the **Thumbnail image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_thumb.gif image may be:
 -  \images\bluesweater_thumb.gif
 -    /images/bluesweater_thumb.gif.
7. Click **Next**. The Manufacturer Information page displays. Add the following information:
 - In the **Part number** field, type the part number that the vendor uses to uniquely identify the product.
 - In the **Manufacturer Name** field, type the name of the vendor for the product.
 8. Click **Next**. The Discounts page displays. Do the following:
 - Select the discount name from the **Available discounts** list, and click **Add**.
 9. Click **Next**. The Sales Tax page displays. Do the following:
 - Select the tax name from the **Available taxes** list, and click **Add**.
 10. Click **Next**. The Shipping Tax page displays. Do the following:
 - Select the tax name from the **Available taxes** list, and click **Add**.
 11. Click **Next**. The Shipping Categories page displays. Do the following:
 - Select the category name from the **Available categories** list, and click **Add**.
 12. Click **Next**. The Units of Measure for Shipping page displays. Do the following:
 - In the **Weight** field, type the product weight.
 - In the **Weight Measure** field, select a unit of measure for the above weight.
 - In the **Sold in Multiples of this Quantity** field, type the multiple that the product is sold in.
 - In the **Number of Items per Package** field, type the number of items per package that the product contains.
 - In the **Unit of Measure** field, select the unit of measure used for the product.
 13. Click **Next**. The Product Fulfillment page displays. Do the following:
 - Select **Track Inventory** to track the product inventory for your fulfillment center.
 - Select **Allow Back Order** to allow a product to be backordered, if the customer chooses to accept a backorder.
 - Select **Force Back Order** to temporarily suspend allocation of a product. When a customer places an order for this product, the product is placed on backorder, even if there is inventory available.
 - Select **Release Separately** to specify that the product should be packaged and delivered separately from the other products within the order. For example, fragile items, such as a chandelier, should be boxed separately from other items to avoid potential damage to the product.
 - Select **Return Not Desired** to indicate whether or not the fulfillment center should expect a return for the product.
 - In the **Reorder in Multiples of This Amount** field, type the smallest amount that can be measured or tracked by the inventory system. Inventory amounts are tracked in integral units. This number, along with the unit of measure you specify, indicates how much each integral unit represents. For example, if a textile product is measured and cut to the nearest inch, specify

1 inch. **Note:** Once you have defined specified items for this product, you cannot change this amount since it affects the meaning of all amounts of this product recorded in the database.

- From the **Unit of Measure** drop-down list, select the unit of measure used for the product.
14. Click **Next**. The Advanced page displays. Add the following information:
 - In the **URL** field, type the URL where customers can download the product (in the case of software) or more information about the product. Ensure that the URL does not contain blank spaces.
 15. Click **OK** to save the product.

Notes:

- You must add attributes to your product in order to create SKUs.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing a product

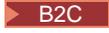
To change a product, such as information about the name, product code, description, images, attributes, inventory, list prices, tax and shipping charges, discounts, or manufacturers, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. Update the fields as required and use the links on the left side to switch between each product page. Help is available for each page.
5. Click **OK** to save the changes and close the notebook.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the product code for a product

To change the product code for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. When you open the notebook, the General page displays. In the **Product code** field, type the product code, which uniquely identifies the product.
5. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed product name and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the product name

To change the product name, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. When you open the notebook, the General page displays. In the **Name** field, type the name of the product, such as “25 piece wooden train set”.
5. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed product name and close the notebook, click **OK**.

Notes:

- The product name is language specific; that is, if the product is offered at a French store and a Japanese store, and you want to change its name for both stores, you must change the **Name** field for each store. To work in another



language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the product merchandising options

To change merchandising options for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. When you open the notebook, the General page displays. Change marketing specifications for the product, as follows:
 - To specify that customers can view the product, select the **Display to customers** check box. Note that this check box is only applicable to products that do not have attributes, such as a CD.
 - To specify that customers can include the product in their shopping carts and order the product, select the **For purchase** check box. If the product is on auction, this check box will be read-only and cannot be cleared.

5. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed marketing specifications and close the notebook, click **OK**.

Notes:

- The status of the **Display to customers** check box is language specific; that is, if the product is offered at a French store and a Japanese store, and you want to change the display status for both stores, you must change the **Display to customers** check box for each store. To work in another language, click the



icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Hiding a product

To hide a product so that it does not display to customers, for example, if the product is temporarily out of stock, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. When you open the notebook, the General page displays. Clear the **Display to customers** check box.
5. To make other changes to this product, use the links on the left side to switch between each product page. To hide and close the notebook, click **OK**.

Notes:

- The status of the **Display to customers** check box is language specific; that is, if the product is offered at a French store and a Japanese store, and you want to hide the product at both stores, you must clear the **Display to customers** check

box for each store. To work in another language, click the



icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the product description

To change the product description, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Description**. The Description page displays.
5. Change the description for the product, as follows:
 - In the **Short description** field, type a brief description, such as “Women’s long leather coat”.
 - In the **Long description 1** scroll box, type a detailed description of the product, such as “Women’s long leather coat. This black genuine leather trench has a removable lining so that it can be worn throughout the year. Matching buttons, a sleek belt, and tapered seams gives this coat a classic look.”
 - In the **Long description 2** scroll box, type a second detailed description of the product, if applicable.
 - In the **Long description 3** scroll box, type a third detailed description of the product, if applicable.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed product description and close the notebook, click **OK**.

Notes:

- The product description is language specific; that is, if the product is offered at a French store and a Japanese store, and you want to change its description for both stores, you must change the **Short description**, **Long description 1**, **Long description 2**, and **Long description 3** fields, as applicable, for each store. To



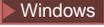
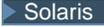
work in another language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the product image

To change the product image or the location of the image, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Images**. The Images page displays.
5. Change the product image name or location, as follows:

- To change the full size or large image of the product, in the **Full size image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_full.gif image may be:
 -  \images\bluesweater_full.gif
 -    /images/bluesweater_full.gif.
 - To change the thumbnail or small image of the product, in the **Thumbnail image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_thumb.gif image may be:
 -  \images\bluesweater_thumb.gif
 -    /images/bluesweater_thumb.gif.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed image name or location and close the notebook, click **OK**.

Notes:

- The product images are language specific; that is, if the product is offered at a French store and a Japanese store, and you want to change its images or image locations for both stores, you must provide the new information for each store.

To work in another language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing manufacturer information for a product

To change manufacturer information for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Manufacturer**. The Manufacturer page displays.
5. Change the manufacturer information as follows:
 - To change the manufacturer product part number, in the **Manufacturer part number** field, type the part number that the manufacturer uses to uniquely identify the product.
 - To change the manufacturer name, in the **Manufacturer Name** field, type the name of the manufacturer for the product.

6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed manufacturer information and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing discount assignments for a product

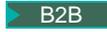
To change discount assignments for a product, such as adding a discount to the product or removing a discount assigned to the product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Discounts**. The Discounts page displays.
5. Change discount assignments, as follows:
 - To assign a discount to the product, select the discount name from the **Available discounts** list, and click **Add**.
 - To remove a discount assigned to the product, select the discount name from the **Selected discounts** list, and click **Remove**.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed discount assignments and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing tax specifications for a product

To change sales or shipping tax specifications for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. To change sales tax for a product, such as “Electronics Sales Tax”, from the left navigation frame, click **Sales Tax**. The Sales Tax page displays. Do the following:
 - To assign a sales tax to the product, select the tax name from the **Available taxes** list, and click **Add**.
 - To remove a sales tax assigned to the product, select the tax name from the **Selected taxes** list, and click **Remove**.
5. To change shipping tax for a product, “Overnight Shipping Tax”, from the left navigation frame, click **Shipping Tax**. The Shipping Tax page displays. Do the following:

- To assign a shipping tax to the product, select the tax name from the **Available taxes** list, and click **Add**.
 - To remove a shipping tax assigned to the product, select the tax name from the **Selected taxes** list, and click **Remove**.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed tax specifications and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing shipping categories for a product

A shipping category is most commonly defined by a range in weight, size, or amount. For example, you may have a shipping category for large orders, medium orders, or small orders. Each shipping category is assigned a different shipping charge or tax. To change shipping categories for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Shipping Categories**. The Shipping Categories page displays.
5. Change shipping categories for the product, as follows:
 - To assign a shipping category to the product, such as “Deliveries over 15 pounds”, select the category name from the **Available categories** list, and click **Add**.
 - To remove a shipping category assigned to the product, select the category name from the **Selectedcategories** list, and click **Remove**.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed shipping categories and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing shipping units of measure for a product

To change units of measure for shipping for a product, do the following:

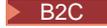
1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Units of Measure**. The Units of Measure for Shipping page displays.

5. Change the shipping measure information as follows:
 - In the **Weight** field, type the changed product weight.
 - In the **Weight Measure** field, select a new unit of measure for the above weight.
 - In the **Sold in Multiples of this Quantity** field, type the changed multiple that the product is sold in.
 - In the **Number of items per package** field, type the changed number of items per package that the product contains.
 - In the **Unit of Measure** field, select the unit of measure used for the product.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed shipping units of measure information and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

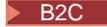
Tracking product inventory

To track the product inventory for your fulfillment center, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
 A list of products for the store displays.
3. Open the Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Fulfillment**. The Product Fulfillment page displays.
5. Select the **Track Inventory** check box to track the product inventory for your fulfillment center. An inventory status report is created.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed fulfillment option and close the notebook, click **OK**.

Customizing product fulfillment for an order

To customize product fulfillment for an order, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
 A list of products for the store displays.
3. Open the Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Fulfillment**. The Product Fulfillment page displays. Choose from the following options:
 - Select **Allow Back Order** to allow a product to be backordered, if the customer chooses to accept a backorder.
 - Select **Force Back Order** to temporarily suspend allocation of a product. When a customer places an order for this product, the product is placed on backorder, even if there is inventory available.

- Select **Release Separately** to specify that the product should be packaged and delivered separately from the other products within the order. For example, fragile items, such as a chandelier, should be boxed separately from other items to avoid potential damage to the product.
 - Select **Returnable** to indicate whether or not the fulfillment center should expect a return for the product.
 - Select **Creditable** to indicate that a customer can return a product for a refund.
5. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed fulfillment options and close the notebook, click **OK**.

Changing a product's volume parameters for reorder

To change a product's volume parameters, such as the multiple in which the product is reordered and unit of measure, for future use when reordering, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Fulfillment**. The Product Fulfillment page displays. Do the following:
 - In the **Enter the smallest amount that can be measured** field, type the smallest amount that can be measured or tracked by the inventory system. Inventory amounts are tracked in integral units. This number, along with the unit of measure you specify, indicates how much each integral unit represents. For example, if the product is a 2 kilogram bag of potatoes (priced by the kilogram), type **2** to indicate that only whole bags can be reordered. **Note:** Once you have defined specified items for this product, you cannot change this amount since it affects the meaning of all amounts of this product recorded in the database.
 - From the **Unit of Measure** drop-down list, select the unit of measure used for the product. In this example, you would select **kilogram**.
5. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed product specifications for reordering and close the notebook, click **OK**.

Changing the product URL

To change the product URL, such as a Web page where software can be downloaded, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Open the Change Product notebook by selecting the check box to the left of the product that you want to work with and click **Change**.
4. From the left navigation frame, click **Advanced**. The Advanced page displays.

5. In the **URL** field, type the URL where customers can download the product (in the case of software) or more information about the product. Ensure that the URL does not contain blank spaces.
6. To make other changes to this product, use the links on the left side to switch between each product page. To save the changed URL and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting a product

To delete a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product that you want to delete and click **Delete**.
4. The product is removed from the catalog.

Notes:

- When you delete a product, all associated SKUs are also deleted.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Working with SKUs

Listing SKUs

To view a list of SKUs for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with, and click **SKUs**. A list of available SKUs display.
4. To select all the SKUs in this list, select the check box icon at the top left of the list.
5. To navigate through the list, use the **First**, **Previous**, **Next**, or **Last** links at the top.

Generating SKUs for a product

Note that you must create attributes and attribute values before you can generate SKUs. To generate SKUs for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with.
4. Create attributes for the selected product.
5. Create attribute values for the newly created attributes in step 4, and return to the main product view.
6. Again, select the check box to the left of the product you are working with, and click **Generate SKUs**.
7. After the SKUs have generated successfully, click **SKUs** to list the newly created SKUs for your product.

Important:

- You must first create attributes and attribute values in the store's default language, followed by any supported languages.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing a product SKU

To change a product SKU for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with, and click **SKUs**. A list of available SKUs display.
4. Open the Change Product notebook by selecting the check box to the left of the SKU that you want to work with and click **Change**.
5. Update the fields as required and use the links on the left side to switch between each SKU page. Help is available for each page.
6. To save the changed SKU and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU code

To change the SKU code, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.

5. When you open the notebook, the General page displays. In the **SKU code** field, type the SKU, which uniquely identifies the item within the WebSphere Commerce system.
6. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed SKU code and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU name

To change the SKU name, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. When you open the notebook, the General page displays. In the **Name** field, type the name of the product, such as “25 piece wooden train set”.
6. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed SKU name and close the notebook, click **OK**.

Notes:

- The SKU name is language specific; that is, if the product is offered at a French store and a Japanese store, and you want to change its name for both stores, you must change the **Name** field for each store. To work in another language, click



the icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU merchandising options

To change merchandising options for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.

4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. When you open the notebook, the General page displays. Change marketing specifications for the product, as follows:
 - To specify that customers can view the SKU, select the **Display to customers** check box. Note that this check box is only applicable to SKUs that do not have attributes, such as a CD.
 - To specify that customers can include the SKU in their shopping carts and order the SKU, select the **For purchase** check box. If the SKU is on auction, this check box will be read-only and cannot be cleared.
6. To make other changes to this SKU, use the links on the left side to switch between each product page. To save the changed marketing specifications and close the notebook, click **OK**.

Notes:

- The status of the **Display to customers** check box is language specific; that is, if the SKU is offered at a French store and a Japanese store, and you want to change the display status for both stores, you must change the **Display to customers** check box for each store. To work in another language, click the



icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Hiding a SKU

To hide a SKU so that it does not display to customers, for example, if the SKU is temporarily out of stock, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. When you open the notebook, the General page displays. Clear the **Display to customers** check box.
6. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To hide and close the notebook, click **OK**.

Notes:

- The status of the **Display to customers** check box is language specific; that is, if the SKU is offered at a French store and a Japanese store, and you want to hide

the SKU at both stores, you must clear the **Display to customers** check box for

each store. To work in another language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU description

To change the SKU description, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Description**. The Description page displays.
6. Change the description for the SKU, as follows:
 - In the **Short description** field, type a brief description, such as “Women’s long leather coat”.
 - In the **Long description 1** scroll box, type a detailed description of the SKU, such as “Women’s long leather coat. This black genuine leather trench has a removable lining so that it can be worn throughout the year. Matching buttons, a sleek belt, and tapered seams gives this coat a classic look.”
 - In the **Long description 2** scroll box, type a second detailed description of the SKU, if applicable.
 - In the **Long description 3** scroll box, type a third detailed description of the SKU, if applicable.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed product description and close the notebook, click **OK**.

Notes:

- The SKU description is language specific; that is, if the SKU is offered at a French store and a Japanese store, and you want to change its description for both stores, you must change the **Short description**, **Long description 1**, **Long description 2**, and **Long description 3** fields, as applicable, for each store. To

work in another language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.

- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU image

To change the SKU image or the location of the image, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Images**. The Images page displays.
6. Change the SKU image name or location, as follows:
 - To change the full size or large image of the SKU, in the **Full size image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_med_full.gif image may be:
 -  \images\bluesweater_med_full.gif
 -    /images/bluesweater_med_full.gif.
 - To change the thumbnail or small image of the SKU, in the **Thumbnail image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the bluesweater_med_thumb.gif image may be:
 -  \images\bluesweater_med_thumb.gif
 -    /images/bluesweater_med_thumb.gif.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed image name or location and close the notebook, click **OK**.

Notes:

- The SKU images are language specific; that is, if the SKU is offered at a French store and a Japanese store, and you want to change its images or image locations for both stores, you must provide the new information for each store.



To work in another language, click the  icon, found in the upper left corner.

- You can switch to a different language only if you are authorized to work with more than one of the WebSphere Commerce supported languages and if the language is available.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU attribute

To change the SKU attribute, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Attributes**.
6. Using the drop-down lists for each attribute, select the new values.
7. To make other changes to this SKU, use the links on the left side to switch between each page. To save the changed attribute and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing manufacturer information for a SKU

To change manufacturer information for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Manufacturer**. The Manufacturer page displays.
6. Change the manufacturer information as follows:
 - To change the manufacturer product part number, in the **Manufacturer part number** field, type the part number that the manufacturer uses to uniquely identify the product.
 - To change the manufacturer name, in the **Manufacturer Name** field, type the name of the manufacturer for the product.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed manufacturer information and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing discount assignments for a SKU

To change discount assignments for a SKU, such as adding a discount to the product or removing a discount assigned to the product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Discounts**. The Discounts page displays.
6. Change discount assignments, as follows:
 - To assign a discount to the SKU, select the discount name from the **Available discounts** list, and click **Add**.
 - To remove a discount assigned to the SKU, select the discount name from the **Selected discounts** list, and click **Remove**.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed discount assignments and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing tax specifications for a SKU

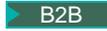
To change sales or shipping tax specifications for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. To change sales tax for a SKU, such as “Electronics Sales Tax”, from the left navigation frame, click **Sales Tax**. The Sales Tax page displays. Do the following:
 - To assign a sales tax to the SKU, select the tax name from the **Available taxes** list, and click **Add**.
 - To remove a sales tax assigned to the SKU, select the tax name from the **Selected taxes** list, and click **Remove**.
6. To change shipping tax for a SKU, “Overnight Shipping Tax”, from the left navigation frame, click **Shipping Tax**. The Shipping Tax page displays. Do the following:
 - To assign a shipping tax to the SKU, select the tax name from the **Available taxes** list, and click **Add**.
 - To remove a shipping tax assigned to the SKU, select the tax name from the **Selected taxes** list, and click **Remove**.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed tax specifications and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing shipping categories for a SKU

A shipping category is most commonly defined by a range in weight, size, or amount. For example, you may have a shipping category for large orders, medium orders, or small orders. Each shipping category is assigned a different shipping charge or tax. To change shipping categories for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Shipping Categories**. The Shipping Categories page displays.
6. Change shipping categories for the SKU, as follows:
 - To assign a shipping category to the SKU, such as “Deliveries over 15 pounds”, select the category name from the **Available categories** list, and click **Add**.
 - To remove a shipping category assigned to the SKU, select the category name from the **Selected categories** list, and click **Remove**.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed shipping categories and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing shipping units of measure for a SKU

To change units of measure for shipping for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Units of Measure**. The Units of Measure for Shipping page displays.
6. Change the shipping measure information as follows:
 - In the **Weight** field, type the changed SKU weight.
 - In the **Weight Measure** field, select a new unit of measure for the above weight.

- In the **Sold in multiples of this amount** field, type the changed multiple that the SKU is sold in.
 - In the **Number of items per package** field, type the changed number of items per package that the SKU contains.
 - In the **Unit of Measure** field, select the unit of measure used for the SKU.
7. To make other changes to this SKU, use the links on the left side to switch between each SKU page. To save the changed shipping units of measure information and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the SKU URL

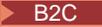
To change the SKU URL, such as a Web page where software can be downloaded, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and click **SKU**.
4. Open the SKU notebook by selecting the check box next to the SKU you want to work with and click **Update**.
5. From the left navigation frame, click **Advanced**. The Advanced page displays.
6. In the **URL** field, type the URL where customers can download the SKU (in the case of software) or more information about the product. Ensure that the URL does not contain blank spaces.
7. To make other changes to this SKU, use the links on the left side to switch between each product page. To save the changed URL and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting a SKU

To delete a SKU for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with, and click **SKUs**. A list of available SKUs display.
4. Select the check box to the left of the SKU that you want to delete and click **Delete**.
5. The SKU is removed from the catalog.

Notes:

- When you delete a SKU, all associated attributes and attribute values are also deleted.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Working with attributes

Adding an attribute

To add an attribute to your product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.
4. Click **New**. The New Attribute page displays. Add the following information:
 - The **Language** field is set to your store's default language.
 - In the **Name** field, type the name of the attribute, such as "Color" or "Size". This name must be in your store's default language.
 - In the **Description** field, type a brief description of the attribute.
 - Under **Type**:
 - Select the **Text** check box if your attribute contains text, such as a name.
 - Select the **Whole Number** check box if your attribute contains numbers, such as a size.
 - Select the **Decimal Number** check box if your attribute contains decimal points, such as a half size for shoes.
5. Create attribute values.
6. Click **OK** to save the attribute.

Important:

- You must first create attributes and attribute values in the store's default language, followed by any supported languages.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing an attribute

To change attribute information about the name and description, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.

4. Select the attribute you want to change and click **Change**. The Attribute General Information page displays.
5. Change one, or both, of the following types of information:
 - Select the language from the **Language** drop-down menu.
 - In the **Name** field, type the name of the attribute, such as “Color”.
 - In the **Description** field, type a brief description of the attribute.
6. Click **OK** to save the changes.

Important: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting an attribute

To delete an attribute, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
 A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.
4. Select the attribute you want to delete using the check box to the left of the attribute and click **Delete**.
5. The attribute is removed from the product.

Notes:

- When you delete an attribute, all associated attribute values and SKUs are also deleted.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Adding an attribute value

To add a value to your attribute, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
 A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.
4. Create a new attribute or select an existing one by selecting the check box to the left of the attribute you want to work with and click **Change**.
5. In the lower half of the New or Change Attribute page, click **Add value**. Add the following information:
 - In the **Value** field, type a value which corresponds to your attribute value name. For example, if the name of your attribute value is color, then type the name of a color, such as yellow or red. The attribute value name must be in your store’s default language.

- In the **Image (pathname)**, type the full image path to the attribute value image. This field is optional.
6. Click **Add**.
 7. Repeat steps 5 and 6 for each attribute value you want to create.
 8. The New or Change Attribute page now displays a table containing the attribute value's **Reference Value** in your store's default language, the **Value** in your selected language, the **Image (pathname)**, and the **Sequence** number for each attribute value. Click **OK** to save the attribute value.

Important:

- You must first create attributes and attribute values in the store's default language, followed by any supported languages.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing an attribute value

To change the value of your attribute, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.
4. Create a new attribute or select an existing one by selecting the check box to the left of the attribute you want to work with and click **Change**.
5. In the lower half of the New or Change Attribute page, click **Change Value**. Change the following information, if applicable:
 - In the **Value**field, type a value which corresponds to your attribute value name. For example, if the name of your attribute value is color, then type the name of a color, such as yellow or red.
 - In the **Image (pathname)**, type the full image path to the attribute value image.
6. Click **Change**.
7. Repeat steps 5 and 6 for each attribute value you want to change.
8. The New or Change Attribute page displays the updated table containing the attribute value's **Reference Value** in your store's default language, the **Value** in your selected language, the **Image (pathname)**, and the **Sequence** number for each attribute value. Click **OK** to save the changes to the attribute value.

Important: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting an attribute value

To delete the value of your attribute, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product you want to work with and click **Attributes**. A list of available attributes for the product displays.
4. Select the check box to the left of the attribute you want to work with and click **Change**. The Change Attribute page displays.
5. In the lower half of the page, select the check box to the left of the attribute value you want to delete and click **Delete**.
6. The attribute value is removed from the attribute.

Notes:

- Deleting an attribute value will also delete all associated SKUs.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Working with prices

Adding a price to a product

To add a price to a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product that you want to work with and click **Prices**.
4. The Product Pricing page displays. Click **Add Price Range**.
5. Define your price range specifications, as follows:
 - Using the drop-down list, select the currency from a list of the store's available currencies.
 - Add the product price range for volume pricing in the **Range** field, to specify a quantity of products for a certain price.
6. Click **OK**. Under the Price column of the new price range row, type the price of the product.
7. To save the new product price, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing a price for a product

To change a price for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product that you want to work with and click **Prices**.
4. The Product Pricing page displays. Select the check box to the left of the price you want to change and click **Modify Price Range**.
5. Change the pricing specifications, as follows:
 - Using the drop-down list, select the currency from a list of the store's available currencies.
 - Change the product price range in the **Range** field.
6. To save the changed product price, click **OK**. Click **Cancel Add** to return to the Product Pricing page.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting a price for a product

To delete a price for a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product that you want to work with and click **Prices**.
4. The Product Pricing page displays. Select the check box to the left of the price you want to delete and click **Delete Price Range**.
5. Click **OK** to return to the Product Pricing page.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Viewing the price summary for a product

To view a summary of the prices attached to a product, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. Select the check box to the left of the product that you want to work with and click **Price Summary**.
4. The Product Price Summary page displays. The Product Summary page shows all prices attached to the product in the different currencies, start units, and end units.
5. Click **OK** to return to the Products page.

Adding a price to a SKU

To add a price to a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and clicking **SKUs**.
4. Select the check box to the left of the SKU that you want to work with and click **Prices**.
5. The SKU Pricing page displays. Click **Add Price Range**.
6. Define your price range specifications, as follows:
 - Using the drop-down list, select the currency from a list of the store's available currencies.
 - Add the SKU price range for volume pricing in the **Range** field, to specify a quantity of SKUs for a certain price.
7. Click **OK**. Under the Price column of the new price range row, type the price of the SKU.
8. To save the new SKU price, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing a price for a SKU

To change a price for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and clicking **SKUs**.
4. Select the check box to the left of the SKU that you want to work with and click **Prices**.
5. The SKU Pricing page displays. Select the checkbox to the left of the price you want to change and click **Modify Price Range**.
6. Change the pricing specifications, as follows:
 - Using the drop-down list, select the currency from a list of the store's available currencies.
 - Change the SKU price range in the **Range** field.
7. To save the changed SKU price, click **OK**. Click **Cancel Add** to return to the SKU Pricing page.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting a price for a SKU

To delete a price for a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and clicking **SKUs**.
4. Select the check box to the left of the SKU that you want to work with and click **Prices**.
5. The SKU Pricing page displays. Select the checkbox to the left of the price you want to delete and click **Delete Price Range**.
6. Click **OK** to return to the SKU Pricing page.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Viewing the price summary for a SKU

To view a summary of the prices attached to a SKU, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of products for the store displays.
3. List the SKUs you want to work with by selecting the check box to the left of the product and clicking **SKUs**.
4. Select the check box to the left of the SKU that you want to work with and click **Price Summary**.
5. The SKU Price Summary page displays. The SKU Summary page shows all prices attached to the SKU in the different currencies, start units, and end units.
6. Click **OK** to return to the SKUs page.

Discounts

Discounts allow you to offer customers incentives to purchase. You can offer percentage discounts (such as 10% off), or fixed-amount discounts (such as \$15 off). Discounts can apply to specific products or to the total purchase. For example, you can offer a 20% reduction to senior citizens; or if you have many red baseball caps in stock, you can offer a 25% discount on the caps for a limited time.

Discounts are created using the Discount wizard in the WebSphere Commerce Accelerator . Once created, the discounts must be deployed to the production server. Discounts created using the Loader utility, or imported during migration from previous versions will function correctly, but may not display properly in the WebSphere Commerce Accelerator .

Discounts can be either active, or inactive. Discounts are set as active by default when created, but can be deactivated at any time using the WebSphere Commerce

Accelerator . If you change a discount from active to inactive, you must propagate the discount to the production server for the change to take effect. For example, you might want to deactivate a discount before it expires if you notice that the inventory level for a discounted product is too low for the increased demand.

You can advertise discounts using the marketing tools in the WebSphere Commerce Accelerator . To do so, create ad copy which supports the discount, and select the ad copy when you are scheduling the advertisement to occupy a particular e-Marketing Spot.

Viewing a discount summary

To view a summary of a currently defined discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Products** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
 From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
3. Select the check box to the left of the discount that you want to view. Click **Summary**. The Discount Summary page displays, containing information about the selected discount.
4. When you are finished, click **OK** to return to the previous page.

Creating a new discount

To create a new discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Products** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
 From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
3. Click **New**. The Discount wizard displays.
4. Complete each page as required selecting the values appropriate for the discount you want to create. Help is available for each page if you require help using the fields.
5. Click **Finish** to save the discount. The discount is displayed in the Discount list, and automatically set as active.

Notes:

1. You must propagate your discount data from the development server to the production WebSphere Commerce Server before any customer orders can make use of them. Contact your site administrator for assistance.

Activating a discount

To activate a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Products** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

- B2C** From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
3. Select the check box to the left of the discount that you want to activate. Click **Activate**.The discount will be activated on the production server.

Deactivating a discount

To deactivate a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. **B2B** From the **Products** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
3. Select the check box to the left of the discount that you want to deactivate. Click **Deactivate**.The discount will be deactivated on the production server.

Deleting a discount

To delete a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. **B2B** From the **Products** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
3. Select the check box to the left of the discount that you want to delete. Click **Delete**.The discount will be removed from the discount list and marked for deletion in the database.

Notes:

1. You will not be able to create a discount that has the same name as a discount marked for deletion. The database record corresponding to a discount marked for deletion is not physically removed until the Database Cleanup utility is run. If you must create a discount with the same name, contact your system administrator.

Coupon Promotions

Coupon Promotions allow you to offer customers incentives to purchase. A *coupon* is an instance of a coupon promotion. A coupon can apply to specific products or to the total purchase. For example, if you have many red baseball caps in stock, you can offer 25% off on the caps for a limited time or \$3 off on the purchase of a baseball cap to everyone who purchases products worth \$50 from your store.

Coupon Promotions are created using the coupon wizard in the WebSphere Commerce Accelerator.

Coupon Promotions can be either active, expired or deleted. Coupon Promotions are set as active by default when created, but can be deleted at any time using the WebSphere Commerce Accelerator. Coupon Promotions become expired when its end date is over.

Disclaimer: Please note that we do not advocate the use of coupons in regions where the local laws prohibit their use.

Creating a new coupon promotion

To create a new coupon promotion, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotion window displays, containing a list of the currently defined coupon promotions.
3. Click **New**. The Coupon Promotion wizard displays.
4. Complete each page as required selecting the values appropriate for the coupon promotion you want to create. Help is available for each page if you require it for using the fields.
5. Click **Finish** to save the coupon promotion. The coupon promotion is displayed in the Coupon Promotion list, and automatically set as active.

Notes:

1. You must propagate your coupon promotion data from the development server to the production WebSphere Commerce Server before any customer orders can make use of them. Contact your site administrator for assistance.

Distributing a coupon promotion

A coupon promotion is distributed across the customers using the campaign initiative banner advertisement infrastructure of WebSphere Commerce Accelerator.

Viewing a list of coupon promotions

To view a list of coupon promotions, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotion window displays, containing a list of the currently defined coupon promotions.

Registering a coupon promotion collateral

A coupon promotion collateral is registered in the database using the *Ad Copy* infrastructure of WebSphere Commerce Accelerator.

Deleting a coupon promotion

To delete a coupon promotion, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotions window displays, containing a list of the currently defined coupon promotions.
3. Select the check box to the left of the coupon promotion that you want to delete. Click **Delete**. The coupon promotion will be removed from the coupon promotion list and marked for deletion in the database.

Notes:

1. You will not be able to create a coupon promotion that has the same name as a coupon promotion marked for deletion. The database record corresponding to a coupon promotion marked for deletion is not physically removed until the

Database Cleanup utility is run. If you must create a coupon promotion with the same name, contact your system administrator.

Expected inventory

Expected inventory is received from a vendor, and is typically paid for with a purchase order. The WebSphere Commerce Accelerator tracks expected inventory with expected inventory records, and allows you to record an external identifier, typically a purchase order number from an external system. In this way, you can easily keep track of the inventory you have ordered, as well as what has and has not arrived. Expected inventory details are the specifics about products in an expected inventory record, such as the fulfillment center expecting the product, the expected receipt date, quantity expected, and comments.

An expected inventory record cannot be deleted once inventory has been received against it, and expected inventory details cannot be changed or deleted once any of that inventory has been received.

When orders are placed for inventory that is available in a fulfillment center, the order subsystem allocates inventory to those orders. Allocating inventory to an order makes it unavailable to the order system. If the order is canceled, the inventory becomes available again.

If an order is placed for inventory that is not available, a backorder can be created. If there is expected inventory that could be used to fulfill the backorder, then the expected inventory is allocated to the backorder and the customer can be provided with an expected ship date.

Products must exist in the WebSphere Commerce system in order to be received, whether the inventory receipt is expected or ad hoc.

Listing expected inventory

To list expected inventory, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** or **Operations** menu, click **Expected Inventory**.
 From the **Products** or **Logistics** menu, click **Expected Inventory**. The **Expected Inventory** list displays.
3. To work with an individual expected inventory record, select the check box next to the expected inventory record you want to work with and click one of the buttons on the page.
4. To select all the expected inventory records in this list, select the check box icon at the top left of the list.
5. To navigate through the list, click **First**, **Last**, **Next**, or **Previous**.

Creating an expected inventory record

To create an expected inventory record, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandise** menu, click **Expected Inventory**.
 From the **Products** menu, click **Expected Inventory**.
 The **Expected Inventory** list displays.
3. Click **New**. The New Expected Inventory Record wizard launches, displaying the General page first.
4. Provide appropriate information for the fields and click **Next** to proceed to the next page. Click **Previous** to return to the previous page, if necessary. Help is available for each page.
5. On the Details page, click **Add**. The Find Products dialog opens.
6. Search for the product you want to add to the expected inventory record by providing full or partial information in either or both of the **Name** and **SKU** fields. Click **Find**. The Find Products dialog searches BASEITMDSC.SHORTDESCRIPTION for **Name** queries, and ITEMSPC.PARTNUMBER for **SKU** queries, and displays the inventory matching your search criteria on the **Products - Search Results** list.
7. Select the check box next to the product you want to add to the expected inventory record, and click **OK**. The Add Expected Inventory Details dialog opens with the selected product listed.
8. Provide appropriate information for the fields and click **OK**. The Details page displays again, with the new detail added.
9. Click **Add** to add more products, or select a check box next to a product on the list and click **Change** to change it or **Remove** to remove it.
10. When you have finished adding, changing, and removing products and completed all pages in the wizard, click **Finish** on the Details page to create the expected inventory record.

Changing an expected inventory record

To view or change an expected inventory record, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Expected Inventory**.
 From the **Products** menu, click **Expected Inventory**.
 The **Expected Inventory** list displays.
3. Do one of the following:
 - Select the check box next to the expected inventory record that you want to work with, and click **Change**.
 - From the **Vendor** column, click the name of the vendor of the expected inventory.

The Change Expected Inventory notebook launches, displaying the General page first.

4. Update the fields as required and use the links on the left side to switch between pages. Help is available for each page.
5. On the Details page, select the check box next to the product you want to view or change, and click **Change**. The Change Expected Inventory Details dialog opens.
6. View or update the fields as required and click **OK** to save the changes and close the notebook.

Note: Due to space constraints, the expected receipt date and comments are not displayed on the **Expected Inventory Details** list. To view this information, follow the above steps to open the Change Expected Inventory Details dialog.

Closing an expected inventory record

To close one or more expected inventory records, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Expected Inventory**.
 From the **Products** menu, click **Expected Inventory**.
The **Expected Inventory** list displays.
3. Select the check boxes to the left of the expected inventory records that you want to close, and click **Close**.
4. A message displays, prompting you to confirm that you want to close the expected inventory records. Click **OK** to close them.
5. The **Expected Inventory** list refreshes, removing the closed expected inventory records.

Important: Once you close an expected inventory record, you cannot re-open it. Be sure you have received all of the inventory associated with the expected inventory record before you close it.

Deleting an expected inventory record

To delete an expected inventory record, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Expected Inventory**.
 From the **Products** menu, click **Expected Inventory**.
The **Expected Inventory** list displays.
3. Select the check box next to the expected inventory record that you want to delete, and click **Delete**.
4. A message displays, prompting you to confirm that you want to delete the expected inventory record. Click **OK** to delete it.
5. The **Expected Inventory** list refreshes, removing the deleted expected inventory record. You can only delete one expected inventory record at a time.

Important: The expected inventory record is marked for deletion from the database when you click **OK**. To completely delete the expected inventory record, the system administrator must run the Database Cleanup utility.

Vendors

A vendor is any organization from which a store purchases merchandise. The vendor record includes information about the vendor, such as name, address, and contact information. Vendors must be created before the store can create expected inventory records.

Listing vendors

To list vendors, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Vendors**.
 From the **Products** menu, click **Vendors**.
The **Vendors** list displays.
3. To work with an individual vendor, select the check box next to the vendor you want to work with and click one of the buttons on the page.
4. To select all the vendors in this list, select the check box icon at the top left of the list.
5. To navigate through the list, click **First**, **Last**, **Next**, or **Previous**.

Creating a vendor

To create a vendor, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Vendors**.
 From the **Products** menu, click **Vendors**.
The **Vendors** list displays.
3. Click **New**. The New Vendor wizard launches, displaying the Name and Address page first.
4. Provide appropriate information for the fields and click **Next** to proceed to the next page. Click **Previous** to return to the previous page, if necessary. Help is available for each page. All fields on the Contact Information page are optional.
5. When you have completed all required fields, click **Finish** on either page to create the vendor.

Changing a vendor

To change a vendor, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Vendors**.
 From the **Products** menu, click **Vendors**.
The **Vendors** list displays.
3. Do one of the following:
 - Select the check box next to the vendor that you want to work with, and click **Change**.
 - From the **Name** column, click the name of the vendor.

The Change Vendor notebook launches, displaying the Name and Address page first.

1. Update the fields as required and use the links on the left side to switch between pages. Help is available for each page.
2. Click **OK** to save the changes and close the notebook.

Deleting a vendor

To delete a vendor, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandise** menu, click **Vendors**.
 From the **Products** menu, click **Vendors**.
The **Vendors** list displays.
3. Select the check boxes next to the vendors that you want to delete, and click **Delete**. A message confirming the deletion displays.
4. Click **OK** to delete the vendors.

Important: The vendor is marked for deletion from the database when you click **OK**. To completely delete the vendor, the system administrator must run the Database Cleanup utility.

Operational reports

There are 12 operational reports available to help you efficiently manage inventory, fulfillment, and stores. These reports are designed to be accessible to users in multiple roles, as follows:

- Seller and Marketing Manager: analyzes performance and sales trends, and makes decisions about promotions and sales campaigns, in addition to other business decisions targeting revenue increase.
- Buyer, Product Manager, and Category Manager: tracks inventory, expected inventory records, receipts, and return reasons; and makes purchase order decisions.
- Operations Manager: manages fulfillment; manages orders from receipt to fulfillment; and tracks orders missing order confirmations.

The following reports are available:

- Inventory Receipts by Product report - Review inventory receipts
- Inventory Receipts through Expected Inventory Records report - Review expected inventory record receipts
- Inventory Status report - Review current inventory allocation and receipt status of products in stock
- Open Expected Inventory Records report - Review expected receipts and outstanding expected inventory records
- Order Summary report - Review and analyze store performance
- Outstanding Returns report - Determine which returned inventory has not yet been received
- Overdue Backorders report - Determine which backorders are overdue
- Inventory Adjustments report - Review inventory adjustments
- Products on Backorder report - Determine which products, and how many of each, are on backorder
- Return Receipts Not Disposed report - Determine which returned products have not been disposed
- Returns with Partial Receipts report - Determine which returns have not been fully completed due to products not received
- Shipping Exceptions report - Determine which releases are missing manifest information

Creating and viewing operational reports

You can create and view operational reports in several ways, depending upon the reports you want to run. In all cases, you need to open the WebSphere Commerce

Accelerator. Depending on your user role, one or more menus display. Note that some reports can be accessed by more than one method, and that you may not have access to some reports.

Important:Operational reports return information based on what is in the database. Data marked for deletion will be included in the reports, while data that has been removed from the database by the Database Cleanup utility will not.

To create and view inventory reports, do the following:

1.  From the **Operations** menu, click **Inventory Reports**.
 From the **Logistics** menu, click **Inventory Reports**.
The **Inventory Reports** list displays.
2. Select one of the following reports. Help is available for each report.
 - Inventory Receipts by Product report
 - Inventory Adjustments report
 - Inventory Status report
 - Products on Backorder report
 - Open Expected Inventory Records report

To create and view order management reports, do the following:

1.  From the **Operations** menu, click **Order Management Reports**.
 From the **Sales** menu, click **Order Management Reports**.
The **Order Management Reports** list displays.
2. Select one of the following reports. Help is available for each report.
 - Order Summary report
 - Overdue Backorders report

To create and view return management reports, do the following:

1.  From the **Operations** menu, click **Returns**.
 From the **Logistics** menu, click **Returns**.
The Returns page displays.
2. Click **Returns**. The **Return Management Reports** list displays.
3. Select one of the following reports. Help is available for each report.
 - Returns with Partial Receipts report
 - Return Receipts Not Disposed report
 - Outstanding Returns report

To create and view expected inventory reports, do the following:

1.  From the **Merchandise** or **Operations** menu, click **Expected Inventory**.
 From the **Products** or **Logistics** menu, click **Expected Inventory**.
The **Expected Inventory** list displays.
2. Click **Returns**. The **Expected Inventory Reports** list displays.
3. Select one of the following reports. Help is available for each report.
 - Open Expected Inventory Records report
 - Inventory Receipts through Expected Inventory Records report

To create and view product reports, do the following:

1.  From the **Merchandise** menu, click **Products**.
 From the **Products** menu, click **Products**.
The **Products** list displays.
2. Click **Reports**. The **Product Reports** list displays.
3. Select one of the following reports. Help is available for each report.
 - Inventory Receipts by Product report
 - Inventory Status report
 - Products on Backorder report
 - Outstanding Returns report

To create and view the Shipping Exceptions report, do the following:

1.  From the **Operations** menu, click **Pick Batches**.
 From the **Logistics** menu, click **Pick Batches**.
The **Pick Batches** list displays.
2. Click **Reports**. The Shipping Exceptions report dialog opens. Help is available for this report.

Order Summary report

Use this report to review and analyze store performance.

Options: start date, end date

Sorted by: year, month

Grouped by: year, month, currency

Report Column Name	Table Name	Column Name
Year	ORDERITEMS	TIMESHIPPED
Month	ORDERITEMS	TIMESHIPPED
Total Product Charges	sum(ORDERITEMS.TOTALPRODUCT)	
Total Tax on Products	sum(ORDERITEMS.TAXAMOUNT)	
Total Shipping Charges	sum(ORDERITEMS.SHIPCHARGE)	
Total Tax on Shipping	sum(ORDERITEMS.TOTALADJUSTMENT)	
Total Adjustments	sum(ORDERITEMS.TOTALADJUSTMENT)	
Total Order Value	sum(ORDERITEMS.TOTALPRODUCT + ORDERITEMS.TAXAMOUNT + ORDERITEMS.SHIPCHARGE + ORDERITEMS.SHIPTAXAMOUNT + ORDERITEMS.TOTALADJUSTMENT)	
Number of Orders	count (distinct ORDERS.ORDERS_ID)	
Average Sales per Order	sum(ORDERITEMS.TOTALPRODUCT + ORDERITEMS.TAXAMOUNT + ORDERITEMS.SHIPCHARGE + ORDERITEMS.SHIPTAXAMOUNT + ORDERITEMS.TOTALADJUSTMENT) / count (distinct ORDERS.ORDERS_ID)	
Currency	ORDERS	CURRENCY

Overdue Backorders report

Use this report to review orders that have products on backorder that are overdue.

Options: days overdue, SKUs
Sorted by: promised shipping date, order number
Grouped by: not applicable

Report Column Name	Table Name	Column Name
Promised Shipping Date	ORDERITEMS.PROMISEDAVAILABLETIME + ORDERITEMS.SHIPPINGOFFSET	
Days Overdue	(ORDERITEMS.PROMISEDAVAILABLETIME + ORDERITEMS.SHIPPINGOFFSET) - current date	
Expected Shipping Date	ORDERITEMS.ESTAVAILABLETIME + ORDERITEMS.SHIPPINGOFFSET	
Order Number	ORDERS	ORDERS_ID
SKU	ITEMSPC	PARTNUMBER
Description	BASEITMDSC	SHORTDESCRIPTION
Qty Ordered	ORDERITEMS	QUANTITY
Qty Units	QTYUNITDSC	DESCRIPTION

Note: The number of days overdue is calculated only by the date, and does not consider time. Therefore, if an order is processed at two minutes before midnight, and the expected shipping date is calculated as one minute later, at midnight, the order is already considered to be 1 day overdue.

Open Expected Inventory Records report

Use this report to review expected receipts and outstanding expected inventory records.

Options: start date, end date, SKUs, fulfillment centers, vendors
Sorted by: SKU, date expected
Grouped by: not applicable

Report Column Name	Table Name	Column Name
SKU	ITEMSPC	PARTNUMBER
Description	BASEITMDSC	SHORTDESCRIPTION
External ID Number	RA	EXTERNALID
Date Issued	RA	ORDERDATE
Date Expected	RADETAIL	EXPECTEDDATE
Fulfillment Center	FFMCENTDS	DISPLAYNAME
Vendor	VENDORDESC	DESCRIPTION
Qty Units	QTYUNITDSC	DESCRIPTION
Qty Ordered	RADETAIL	QTYORDERED
Qty Received	RADETAIL	QTYRECEIVED
Qty Remaining	RADETAIL	QTYREMAINING

Auctions

WebSphere Commerce provides an auctioning component that lets you sell products to the highest bidder. This component provides an ideal environment for implementing small to moderate-scale auctioning as part of your e-commerce solution, and for conducting auctions simultaneously. In addition, Auctions offer special advantages in these situations:

- When you are uncertain about the size of the market and the willingness of buyers to purchase a product; for example, when selling used or reconditioned products
- When a product's price has been set too high initially, and you want to determine a price based on market demand
- When you want to promote new product lines or liquidate inventory

Features of interest to auction administrators include the following:

- Auction types
- Auction rules
- Auction styles
- Bid rules
- Access control

Features of interest bidders include the following:

- Notification messages
- Autobids
- Auction gallery
- Discussion forums

Notes:

Before you begin working with auctions for the first time, you must enable auctions.

Auction rules

Every auction is governed by a set of rules that the bidder must read before participating. Auction rules are established when creating an auction and include items such as these:

- The auction type
- The product name
- The quantity available
- Whether a reserve price exists for the auction
- The deposit amount to be forfeited if the winner refuses to accept the auctioned items
- The auction start date and time
- The conditions under which the auction will end, such as a scheduled end date and time
- Bid rules describing the minimum bid price, quantity, and bid increment
- Pricing mechanisms for the auction

If auction rules change during an auction, bidders must reread the rules before submitting or updating bids. Bids submitted prior to a rule change are not affected and may still win the bidding.

Auction scheduling

Auctions start automatically on the date and time you specify. The ending date and time may be set as one of the following:

- A fixed date and time
- A specified amount of time having elapsed since the last bid was received

- The time when either or both of the first two conditions occur

When an auction ends, WebSphere Commerce completes order processing and sends auction notification messages to winning bidders. Before running auctions for the first time, you must enable auctions.

Pricing mechanisms

WebSphere Commerce supports two pricing mechanisms for auctions: discriminative and nondiscriminative.

When more than one product is available in an auction, the auction may have multiple winners with different winning bid values. For nondiscriminative pricing, all winners are required to pay the price paid by the winner with the lowest winning bid. For discriminative pricing, auction winners are required to pay their exact bid amounts. Note that pricing mechanisms take effect when multiple items are available for auction or the auction quantity is not the same as the minimum bid quantity.

Either discriminative or nondiscriminative pricing mechanisms must be associated with each Open Cry or Sealed Bid auction.

Auction types

WebSphere Commerce supports three types of auctions:

- Open Cry auctions
- Sealed Bid auctions
- Dutch auctions

Open Cry auctions

In Open Cry auctions, all bids are available for public viewing; each participant knows the other bids submitted.

Sealed Bid auctions

Sealed Bid auctions allow participants to submit a bid that is seen only by the auction administrator. You set a submission deadline, and no bid received after that time is accepted. The bidder does not know the other bids submitted.

Dutch auctions

Dutch auctions do not require bidders to set the initial bid price. Instead, the user creating the auction announces a price and ask if any participants will accept it. Usually the auction starts with a high bid price that is reduced over time until bidders have cleared the inventory.

Viewing auctions

To view a list of auctions, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. From this list you may do the following:
 - Create an auction using the Auction wizard
 - Display auction summaries
 - Retract an auction

- Manage discussions
- Manage bids
- Close an auction
- Change existing auctions
- Search for auctions

Creating auctions

You can create auctions by using the Auction wizard, using an existing auction style, or by creating a new auction style.

Here are some general tips to consider when creating auctions:

- For Dutch auctions, use the Auction wizard to create an auction. If you expect to use the same template for several auctions, consider creating an auction style first.
- If you are creating an Open Cry or Sealed Bid auction, you may want to specify bid rules when you create the auction. In such cases, you must create bid rules before you create the auction.
- In general, if you know you will be using the same style for several auctions, create an auction style first, then create an auction with the Auction wizard, using the auction style you just created.

Note: Before you begin working with auctions for the first time, you must enable auctions.

Creating an auction using the Auction wizard

To create an auction using the Auction wizard, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. Click **New** to start the Auction wizard.
4. To create an auction, complete each page and click **Next** until you are finished. Online help is available for each page. When you are done and click **Finish**, the auction is created and an acknowledgement message with the auction ID displays.

Searching for auctions

To search for auctions by SKU, auction ID, or auction type, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Find Auction**.
 From the **Products** menu, click **Find Auction**.
3. A search page displays. Specify the SKU or auction ID, or select an auction type and click **OK**. The Auctions page displays a list of auctions that match the criteria you specified.

Managing auctions

To manage auctions, you can do the following:

- Change existing auctions

- Manage bids
 - Withdraw a participant’s bid
- Manage discussions
- Retract an auction
- Close bidding for an auction
- Enable auction notification messaging
- Change delay times for auction messages
- Change the frequency of auction scheduler jobs
- Process a bid with the status WF
- Clean up auction databases using the Database Cleanup utility

Changing existing auctions

To change existing auctions, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. Select an auction and click **Change**. The Auction notebook starts. Note that the changes you can make depend on the auction state (as shown in the Auctions page). For example, you can change any field in an auction that is in the Future state, but only certain fields for auctions that are in the Current state.

For current auctions, you may make the following changes only:

- Postpone the end date or time
- Increase the quantity
- The offered price for Dutch auctions

For future auctions, you can change all parameters.

4. To change an auction, complete each page and click **Next** on the navigation panel until you are finished. Online help is available for each page. When you are done and click **OK**, a message displays.

Retracting an auction

To retract an auction, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. Select an auction and click **Retract** to cancel the auction. When an auction is retracted, all bids are withdrawn. The page refreshes to display a status of Retracted for the auction you selected.

Managing bids

To manage bidding, you may do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. Click **Bids**.

4. The Bids page displays. Select the bid or bids and click **Withdraw**. The list refreshes. From the Bids page you can withdraw any bid.

Withdrawing a participant's bid

To withdraw a participant's bid, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Operations** menu, click **Auctions**.
 From the **Sales** menu, click **Auctions**.
3. The Auctions page displays. Click **Bids**.
4. The Bids page displays. Select the bid or bids you want to withdraw and click **Withdraw**. The list refreshes.

Closing bidding for an auction

To close bidding for an auction, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. Click **Close** to close bidding for an auction. The page refreshes to display a status of Bidding Closed for the selected auctions. No further bids can be submitted.

Auction styles

You may find that using auction styles saves you time when creating auctions. Auction styles are templates that automatically complete fields for you. For example, perhaps you schedule Open Cry auctions and always use non-discriminative pricing. An auction style can complete the appropriate fields for the auction type and pricing mechanism, saving you the trouble of selecting these fields for each auction.

If some auction specifications, such as the product display template and the auction rule template, do not vary between your auctions, you can create an auction style that includes these values.

The Auction Style wizard makes it easy to create new auction styles. You can use this wizard to populate any field that displays during the process of creating an auction.

Creating auction styles

To create an auction style, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auction Styles**.
 From the **Products** menu, click **Auction Styles**.
3. Click **New**. The Auction Style wizard starts.
4. To create a style, complete each page and click **Next** until you are finished. Online help is available for each page. When you are done and click **Finish**, a message displays.

Changing auction styles

To change existing auction styles, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **List Auctions Styles**.
 From the **Products** menu, click **List Auction Styles**.
3. The Auction Styles page displays. Select a style and click **Change**.
4. The first page of the Auction Style notebook displays. Complete each page and click **Next** until you are finished. Online help is available for each page. When you are done and click **Finish**, a message displays.

Deleting auction styles

To delete an existing auction style, use the Auction Style notebook as follows:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auction Styles**.
 From the **Products** menu, click **Auction Styles**.
3. The Auction Styles page displays. Select a style and click **Delete**. A message displays and the page refreshes.

Bid rules

Bid rules determine how bidding is allowed to proceed for Open Cry and Sealed Bid auctions. A bid rule may have the following:

- A reference number
- A name
- A description
- An associated auction type
- A minimum bid value
- A minimum bid quantity
- For Open Cry auctions, a minimum bid increment within specified price ranges

Creating bid rules

To create bid rules, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Bid Rules**.
 From the **Products** menu, click **Bid Rules**.
3. The Bid Rule page displays. Click **New**. The Bid Rule wizard starts.
4. To create a bid rule, complete each page and click **Next** until you are finished. Online help is available for each page. When you are done click **Finish**.

Changing bid rules

To change existing bid rules, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Bid Rules**.
 From the **Products** menu click **Bid Rules**.
3. The Bid Rule page displays. Select a bid rule and click **Change**.

4. The first page of the Bid Rule notebook displays. Complete each page and click **Next** until you are finished. Online help is available for each page. When you are done and click **Finish**, a message displays.

Deleting bid rules

To delete existing bid rules, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Bid Rules**.
 From the **Products** menu, click **Bid Rules**.
3. The Bid Rule page displays. Select a bid rule and click **Delete**. A message displays and the page refreshes.

Auction notification messages

The following auction notification messages are produced:

An auction has started.

Informs customers who have included this auction in their gallery that the auction has started.

Your bid has been overridden.

Informs a customer that a higher bid has been placed.

You are the winner.

Informs customers that they submitted a winning bid.

An order has been created for the winning bid.

Informs a customer that order processing has begun for the product or products won in the auction.

When an auction ends, the winners automatically receive messages informing them of the results. Each message corresponds to one row in the MESSAGE and MSGMEMREL tables. If the recipient does not read the message within a certain time period, an e-mail message with the same contents as the unread message is sent. The DoAuctionNotify command is responsible for sending the e-mail. You can change delay times for auction messages.

Before your system can send auction notification messages and e-mail, you must enable auction notification messaging.

Auction Gallery

The auction gallery displays auctions of interest to customers. It includes auctions added by customers as well as any auction for which a customer has submitted a bid. The Web pages for customers typically include an Auction Gallery page that lists all auctions in the customer's gallery and allows auctions to be removed.

Discussion forums

Discussion forums let you view and respond to messages from customers. You can use a forum to provide information such as the following:

- Product details
- Auction rule details
- Announcements of future auctions

Managing discussions

To manage discussions, use the Discussion Forum page as follows:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandise** menu, click **Auctions**.
 From the **Products** menu, click **Auctions**.
3. The Auctions page displays. Select an auction and click **Discussion** to manage discussions about the auction.
4. The Auction Discussion page displays. From this page you can do the following:
 - Create new messages
 - Respond to messages
 - Change the status of a customer's message from private to public
 - View messages
 - Delete messages

Autobids

Autobids (automatic bids) submit bids for Open Cry auctions on behalf of customers. Customers supply the following information for each autobid:

- The initial bid price
- The maximum bid limit
- The desired quantity
- Their willingness to accept a partial quantity

Autobids are server-side agents that periodically update bids to maintain a winning status until the maximum bid limit is reached.

Chapter 3. Category Manager and Product Manager

Master catalog

The master catalog is the central location to manage your store's merchandise. Everything you need in your store is contained within the master catalog. It is the single catalog containing all products, items, relationships and standard prices for everything that is for sale in your store. To view a diagram of a master catalog, refer to this example.

Every store in the WebSphere Commerce system must have a master catalog. You can share the master catalog across stores and define as many stores as needed.

In addition to creating a master catalog for your catalog management, you may also choose to create one or more navigational catalogs for display purposes. A navigational catalog may contain the same entries as the master catalog, but with a much more flexible structure for customer display purposes. You can have as many navigational catalogs as you want. However, since it is the master catalog that is used to manage your online merchandise, we recommend that you also use the master catalog as your navigational catalog to minimize maintenance overhead.

You can use the Product Management tool to view and manage your master catalog. You can also use the Catalog Manager Web Editor, which allows you to create, delete or modify your catalog data.

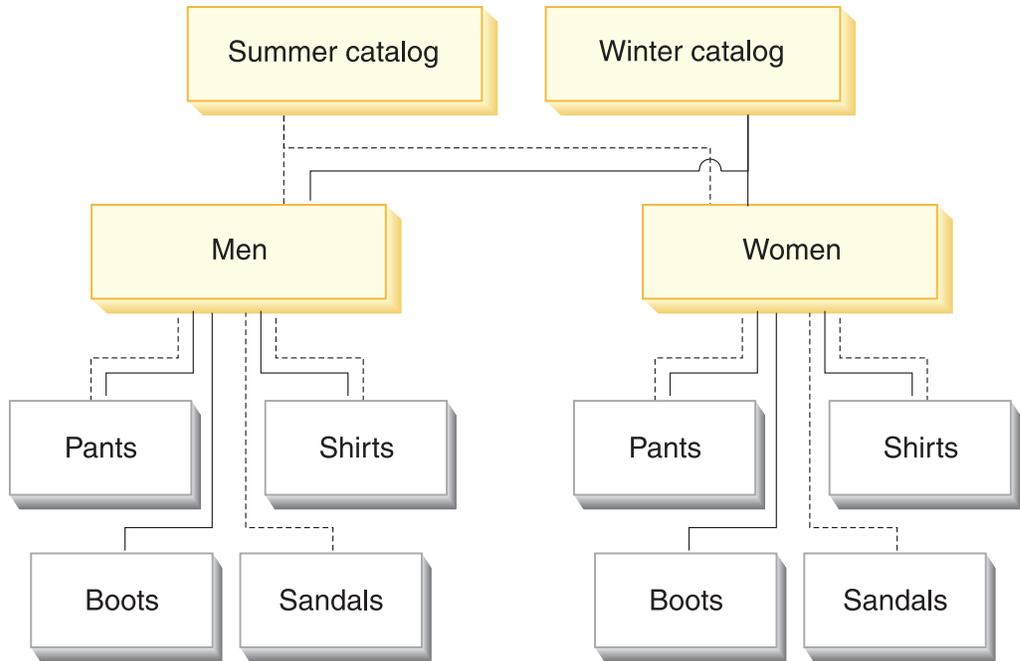
Important structural restrictions for the master catalog:

- The master catalog must be a proper tree, which means that there are no cycles. This implies that you must avoid the following type of scenario: The parent category **A** has a sub-category **B**. It is important that **B** and any of **B**'s sub-categories are not the parent category of **A**.
- A product cannot belong to more than one category. To place a product in more than one category, use a navigational catalog.
- The Product Management tools only work with a master catalog.

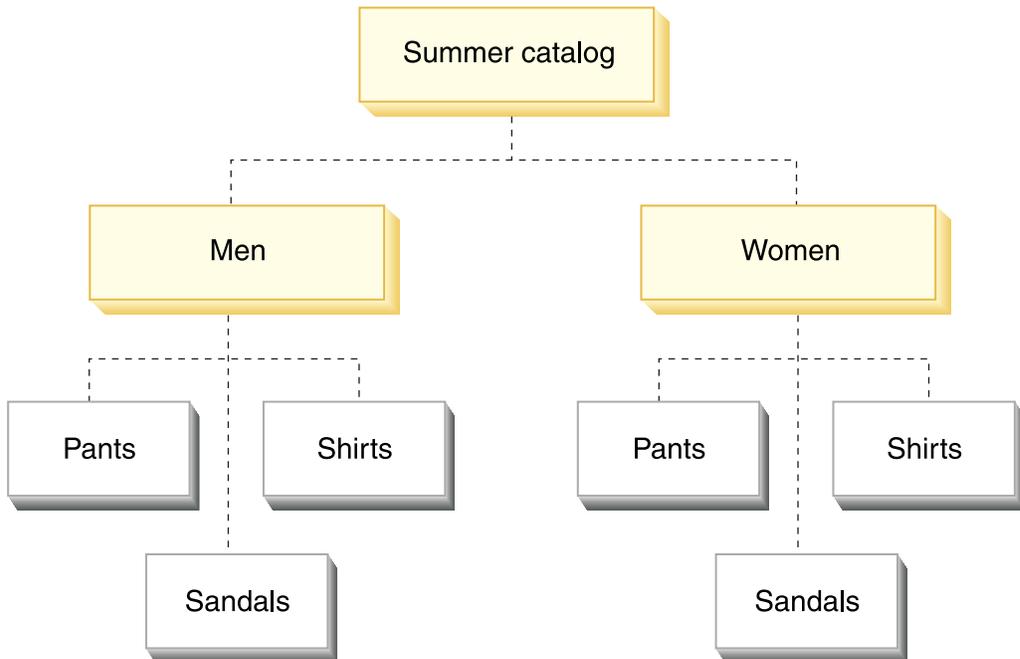
Catalog navigation

Catalogs partition catalog entries and catalog groups into meaningful views for customers. To illustrate how online catalogs can be used in partitioning, use the following retail store example as a reference.

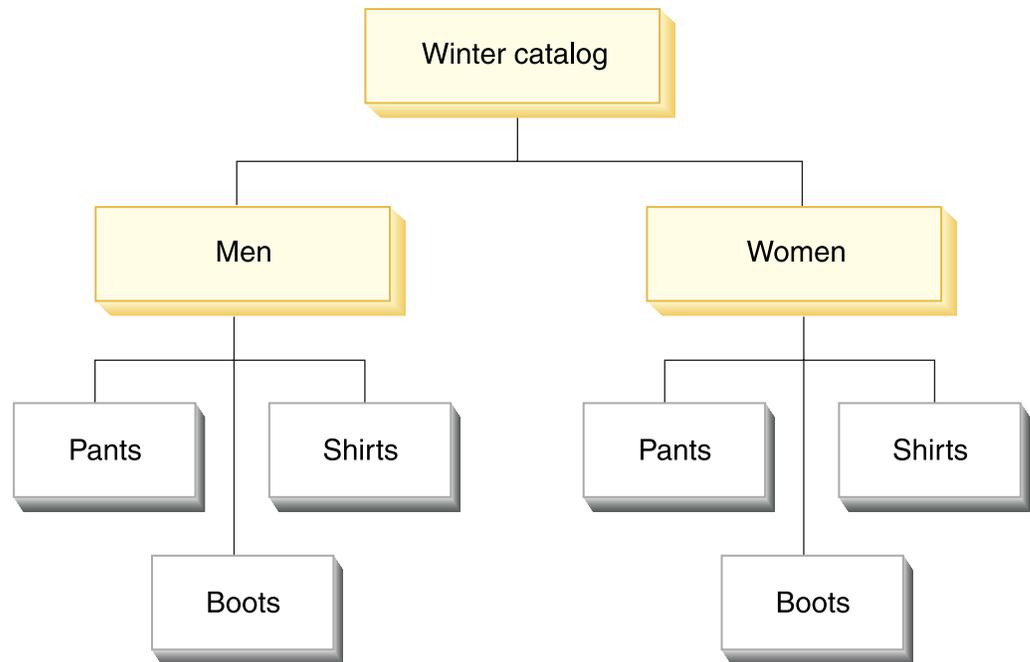
Many retail stores rotate their merchandise according to the time of year. A catalog can create seasonal views of the underlying product universe. Catalogs allow full or partial inclusion of catalog groups, or a combination of the two. Using the retail store example, a catalog group called **Men** and a catalog group called **Women** may appear in both the summer and the winter Catalog objects. When part of the summer Catalog object, the **Men** and **Women** catalog groups contain summer apparel, such as sandals, and when part of the winter Catalog object, the **Men** and **Women** catalog groups contain winter clothing, such as boots. Both catalog groups may share certain catalog entries which contain identical and seasonally neutral articles of clothing, such as shirts and pants:



However, during the summer season, only catalog groups and catalog entries appearing in the summer catalog are accessible:



Similarly, during the winter season, only the winter catalog with its associated catalog groups and catalog entries is displayed to the customer:



In the schema, every Store object in the WebSphere Commerce system is related to at least one Catalog object. Catalogs can be shared among many Stores, and each Catalog can be related to one or more CatalogGroups, which represent the root categories in the Catalog navigation tree. One or more catalog entries may belong to a catalog group.

Catalog entries

Catalog entries represent orderable merchandise in an online catalog. They typically have a name or part number, a description, one or more offer prices, images, and other details. A catalog entry can be a product, item, package, bundle, or dynamic kit.

Certain catalog entries may need further processing before being added to an order. An example is resolving a product into an item through SKU (stock keeping unit) resolution. The `ResolveSku` command performs this resolution.

Catalog entries may be a single item (atomic) or they may be composed of several other catalog entries (composite). When atomic, a catalog entry is an individually orderable entity that needs no further SKU resolution. When composite, a catalog entry represents unresolved products, packages, or bundles that may need additional information before becoming atomic entities.

If necessary, you can create new `CatalogEntry` types for `CatalogEntries` objects that do not fit into one of the the existing `Product`, `Item`, `Package`, `Bundle`, or `DynamicKit` models.

Working with categories

Finding a category

To find a category, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2.  From the **Merchandisemenu**, click **Find Category**.
 From the **Products** menu, click **Find Category**.
 A search dialog opens.
3. Provide any of the following category information (**Note:** Ensure that the search criteria does not contain the following characters: %, \, ", _ and #):
 - In the **Name** field, type the category name and select the search method from the drop-down list beside this field, as follows:
 - If you know the category’s name, select **Exact phraseto** search for a category that is an exact match with the category name provided. The system performs an exact search.
 - If you only know part of the category’s name, select **Matches containing** to search for categories that have names which contain your search criteria. The system performs a fuzzy search.
 - In the **Description** field, type the description to which the category is associated and select the search method from the drop-down list beside this field, as follows:
 - If you know the category’s description, select **Exact phraseto** search for a category that is an exact match with the category description provided. The system performs an exact search.
 - If you only know part of the category’s description, select **Matches containing** to search for categories that have descriptions which contain your search criteria. The system performs a fuzzy search.
4. Click **Find**. A list of categories that match the search criteria displays.

Listing categories

To view the categories within your catalog, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Category**.
 From the **Products** menu, click **Category**.
 A category tree for the catalog displays.
3. To work with an individual category or subcategory, highlight the name and click one of the buttons on the page.

Adding a category

To add a category to your catalog, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Categories**.
 From the **Products** menu, click **Categories**.
 A category tree for your catalog displays.
3. Click **Add**. The General page displays. Add the following information:
 - In the **Name** field, type the name of the category, such as “Summer fashions”.
 - In the **Description**field, type a brief description of the category.
 - Select the **To be used in contracts** check box to ensure that your category is available for contracts.

4. Click **Next**. The Parent page displays. Choose the parent category by selecting one from your catalog's category tree. If you do not want a parent category, select the catalog instead.
5. Click **Next**. The Images page displays. Add the following information:
 - In the **Thumbnail image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the summerfashion_thumb.gif image may be:
 -  \images\summerfashion_thumb.gif
 -    /images/summerfashion_thumb.gif.
 - In the **Full size image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the summerfashion_full.gif image may be:
 -  \images\summerfashion_full.gif
 -    /images/summerfashion_full.gif.
6. Click **OK** to save the category.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing a category

To change a category, including information about the name, description, images, and parent category, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Categories**.
 From the **Products** menu, click **Categories**.
 A list of categories for the catalog displays.
3. Open the Change Category notebook by highlighting the category that you want to work with from the category tree and click **Update**.
4. Update the fields as required and use the links on the left side to switch between each category page. Help is available for each page.
5. Click **OK** to save the changes and close the notebook.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the category name

To change the category name, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Categories**.
 From the **Products** menu, click **Categories**.
 A list of categories for the catalog displays.
3. Open the Change Category notebook by highlighting the category that you want to work with from the category tree and click **Update**.
4. When you open the notebook, the General page displays. In the **Name** field, type the name of the category, such as "Summer fashions".

5. To make other changes to this category, use the links on the left side to switch between each category page. To save the changed category name and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the category description

To change the category description, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of categories for the catalog displays.
3. Open the Change Category notebook by highlighting the category that you want to work with from the category tree and click **Update**.
4. When you open the notebook, the General page displays. In the **Description** field, type a description of the category, such as "Summer Fashions. A collection of clothes for all ages. Browse fashions from our Men's, Women's or Youth's selection."
5. To make other changes to this category, use the links on the left side to switch between each category page. To save the changed category description and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the parent category

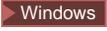
To change the parent category or the location of the parent category, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Categories**.
 From the **Products** menu, click **Categories**.
A list of categories for the catalog displays.
3. Open the Change Category notebook by highlighting the category that you want to work with from the category tree and click **Update**.
4. From the left navigation frame, click **Parent**. The Parent page displays.
5. Expand and collapse the category tree for the catalog, to choose the parent category. The highlighted category becomes the parent category.
6. To make other changes to this category, use the links on the left side to switch between each category page. To save the changed category name and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Changing the category image

To change the category image or the location of the image, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Products**.
 From the **Products** menu, click **Products**.
A list of categories for the catalog displays.
3. Open the Change Category notebook by highlighting the category that you want to work with from the category tree and click **Update**.
4. From the left navigation frame, click **Images**. The Images page displays.
5. Change the category image name or location, as follows:
 - To change the full size or large image of the category, in the **Full size image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the summerfashion_full.gif image may be:
 -  \images\summerfashion_full.gif
 -    /images/summerfashion_full.gif.
 - To change the thumbnail or small image of the category, in the **Thumbnail image file and location** field, type the full or relative path to the image, including the image name. For example, the relative path for the summerfashion_thumb.gif image may be:
 -  \images\summerfashion_thumb.gif
 -    /images/summerfashion_thumb.gif.
6. To make other changes to this category, use the links on the left side to switch between each category page. To save the changed image name or location and close the notebook, click **OK**.

Note: Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Deleting a category

To delete a category, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2.  From the **Merchandisemenu**, click **Categories**.
 From the **Products** menu, click **Categories**.
A list of categories for the catalog displays.
3. Highlight the category that you want to delete and click **Delete**.
4. The category is removed from the catalog.

Notes:

- When you delete a category, all associated products and SKUs, and subcategories are also deleted.
- Any changes to the catalog data cannot be displayed in the store unless you disable caching or remove the currently cached JSP pages. For more information, refer to the CacheDelete command.

Reports

There are two sources of reports in WebSphere Commerce. All reports are available through the WebSphere Commerce Accelerator. These reports provide information on a wide variety of sources and can be broken down into the following categories:

Business reports

Account and contract management

The reports provide information about orders with respect to accounts and contracts. These reports are generated in real time from your operational database.

Marketing

These statistical reports include information collected on campaign events and on customer usage of the Product Advisor. For more information, see the Marketing Event Monitor online help.

Sales These reports contain sales information according to geography, time, and date.

Many of the above reports are generated by WebSphere Commerce Analyzer.

Operational reports

These reports provide information that supports your inventory management, order management, returns management, and fulfillment. These reports are generated in real time from your operational database.

These reports provide comprehensive information about your site. They include information which has been extracted to a datamart on a remote machine, and analyzed to produce very specific information. These reports are only available if you have installed and configured WebSphere Commerce Analyzer. Refer to the *WebSphere Commerce Analyzer Installation and Configuration Guide* for more information.

Marketing Event Monitor

The Marketing Event Monitor captures statistics generated by your marketing campaigns. The statistics provide insight into the relative success of your various campaigns and individual initiatives. They are also captured to show the effectiveness of your Product Advisor shopping metaphors. You can view a snapshot of the current statistics through the WebSphere Commerce Accelerator. The generated statistics also serve as a basis for additional business intelligence using the optional WebSphere Commerce Analyzer add-on product.

The Marketing Event Monitor collects statistics using simple counters in the WebSphere Commerce database that are incremented when any of the triggering events occur. The statistics are compiled for the following:

- Campaign events, which include impressions and clickthroughs. An impression occurs each time a particular campaign initiative is displayed to a customer. Each initiative results in either an ad or suggestive selling content being displayed. A clickthrough occurs each time a customer clicks the displayed content to find out more information about the subject. In order to record clickthroughs, the Page Designer must associate the ClickInfo command with the dynamic content. The Marketing Event Monitor records campaign initiatives and

the e-Marketing spot displayed. This could help to refine your targeted advertisements, or to verify that certain ads are being seen.

- Customer usage of the Product Advisor. Statistics are kept for each of the three shopping metaphors, and can demonstrate their comparative effectiveness.

The Marketing Event Monitor also compiles a detailed log of the campaign events generated during site usage. Each time that a campaign event takes place, the log is updated with the page requested, the e-Marketing Spots displayed, and the initiatives used to generate the content. This log is captured in the CPGNLOG table in the WebSphere Commerce database, and is processed by WebSphere Commerce Analyzer, which generates reports based on the collected data.

The Marketing Event Monitor can also track of the relationship between orders and the customer profiles to which the customer belongs. Each time that a customer places an order, the log is updated with the orders_id and mbrgrp_id. This log is captured in the ORDERMGP table in the WebSphere Commerce database.

Viewing a campaign initiative's statistics

To view the statistics for a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiative List displays containing the initiatives for the selected campaign.
3. Select the check box to the left of the campaign initiative for which you want view statistics.
4. Click **Statistics**. If the statistical counters' display source has been defined as the production server, and the WebSphere Commerce Accelerator is on a development or a staging server, you will be required to log on to the production server to view the statistics. The Campaign Initiative Statistics window displays.
5. Use the page history to return to the desired location.

Configuring the display source for statistical counters

To configure the location from which statistical data is displayed from, do the following:

1. Launch the Configuration Manager.
2. Expand the node with your machine name, expand **Instances**, and select the instance you want to modify.
3. Select the **CommerceAccelerator** listing, and enter the host name of the machine from which you want to serve campaign statistics in the **Statistic Source** field. By default, this is the machine where the WebSphere Commerce Accelerator is located. You can enter either the host name of the production server, or of a development server if you do not have access to the production server through either the Internet or your Intranet. If you enter the host name of a development server, you will have to export the statistics from the production server to the specified development server prior to viewing the statistics. Furthermore if the machine from which you want to serve statistics is different than the machine where you originally log in, you should add the port number to the host name.

This host name will be used when users click **Statistics** in the Campaign list.

WebSphere Commerce Analyzer reports

WebSphere Commerce Analyzer is an optional application included with WebSphere Commerce. If installed, it provides a robust business intelligence solution designed to analyze and report on the activities of your customers.

The Commerce Analyzer reports, accessible from the WebSphere Commerce Accelerator, demonstrate comparable success rates of your marketing campaigns, as well as demographic distributions of your customers. These reports provide feedback that can be used to evaluate recent campaigns and to initiate change for upcoming campaigns. The reports are presented according to the context from which they are requested. For example, if you are looking at the list of defined campaigns when you click the **Reports** button, you will see a list of the reports that are relevant for campaigns. The available contexts include the following:

- store
-  Business accounts and contracts
- campaigns
- campaign initiatives
- e-Marketing spots

WebSphere Commerce Analyzer automatically extracts data from the production database, on a regular basis, where it then processes logs and numerous database records to compile reports based on customer traffic and site usage. The data extraction schedule is fully configurable. A typical schedule would be to run the data extraction process on a daily basis in order to minimize the amount of data that is extracted during each run. WebSphere Commerce Analyzer is typically located on a remote dedicated machine to reduce any performance effects on the production machine.

For more information about WebSphere Commerce Analyzer, refer to the *WebSphere Commerce Analyzer User's Guide*.

Enabling WebSphere Commerce Analyzer reports

To enable WebSphere Commerce Analyzer reports, do the following:

1. Install and configure WebSphere Commerce Analyzer. For more information, refer to the *WebSphere Commerce Analyzer Installation and Configuration Guide*.
2. Launch the Configuration Manager.
3. Expand the node with your machine name, expand **Instances**, and select the instance you want to modify.
4. Select the **CommerceAccelerator** listing.
5. Select the check box to indicate that WebSphere Commerce Analyzer has been installed.
6. Enter the path to the Reports Document Root, or accept the default. By default, this path is:

 Windows

`drive:\WebSphere\CommerceServer\instances\instance_name\report_document_root`

 AIX

`/usr/WebSphere/CommerceServer/instances/instance_name/report_document_root`

 Solaris

`/opt/WebSphere/CommerceServer/instances/instance_name/report_document_root`

 400

`/QIBM/UserData/WebCommerce/instances/instance_name/report_document_root`

7. Expand the **Components** node.

8. Enable the UserTrafficEventListener and CampaignRecommendationListener components.
9. Stop and start your WebSphere Commerce Server.

Viewing WebSphere Commerce Analyzer reports

To view WebSphere Commerce Analyzer reports, do the following:

Note: The business intelligence component must be enabled, and must have processed the database at least once, before the reports will display.

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Store** menu, click **Business Intelligence Reports**.
3. A list of the available WebSphere Commerce Analyzer reports displays.
4. Select the report that you want to view.

Optionally, you can click the **Reports** button from either the Accounts list, the Contracts list, the e-Marketing Spots list, the Campaigns list, or the Campaign Initiatives list. When this method is used, only reports appropriate for the current context are displayed.

Note: WebSphere Commerce Analyzer reports are only available after installing and configuring WebSphere Commerce Analyzer. Please refer to the following documents for more information:

- *WebSphere Commerce Analyzer Installation and Configuration Guide*
- *WebSphere Commerce Installation Guide*

Customer profiles

A customer profile incorporates registration information, demographics, address information, customer culture, purchase history, and other miscellaneous attributes which define a dynamic group of customers or accounts. Customer profiles serve as targets for advertising, promotions, suggestive selling, and discounts. You must create customer profiles before creating campaigns.

Profiles are considered dynamic because customers belong to them based on their personal data, and purchase history, both of which may change. For example, you might create profiles based on a customer's registration status. If you create a profile that requires customers to be registered to qualify, an unregistered customer will be excluded. If that same customer registers at a later date, they would then become a member of that target profile, and would continue to be a member until the profile is deleted.

Customer profiles also support static criteria. You can explicitly include or exclude particular customers or accounts, which overrides any defined dynamic criteria. In this way for example, you can include a customer in a profile that they would otherwise not match, or exclude an account from a profile that it would otherwise match.

Customer profiles are created and edited using the Customer Profile notebook in the WebSphere Commerce Accelerator.

e-Marketing Spots

e-Marketing Spots reserve space on your store pages in which personalized marketing content displays. The e-Marketing Spots are used during page creation

to reserve space for the dynamic content that will be shown to your customers. When a page is requested by a customer, any e-Marketing Spots present on the page will communicate with the rule server to process the rule-based code associated with the spot. Each e-Marketing Spot has one or more campaign initiatives associated with it. e-Marketing Spots are supported by special data beans that are used in conjunction with JSP technology to generate Web page content using the WebSphere Commerce's rule processing system.

e-Marketing Spot's are created using the e-Marketing Spot wizard in the WebSphere Commerce Accelerator . Placement and creation of e-Marketing Spots must be determined collaboratively between the merchant responsible for the content, the page designer responsible for creating JavaServer Pages files, and the media designer assigned to create any graphics or text displayed in the spot. This ensures that the spots are implemented in a way that provides adequate space and retains the site design's aesthetics. e-Marketing Spots should be descriptively named so as to include their location, such as `HomePageAd`, or `CheckoutPageRecommendation`. This helps to reduce confusion about where it will appear, and what content it should contain. If necessary, numbers can be added to the name to differentiate between two e-Marketing Spots appearing on the same page. e-Marketing Spot names must be valid Java identifiers.

The page designer is responsible for providing the appropriate e-Marketing Spots on the required pages and in the specified locations. The e-Marketing Spots are defined using a generic WebSphere Commerce bean; the `EMarketingSpot` bean. The `name` property of this bean must be specified for each required e-Marketing Spot. This ensures that each e-Marketing Spot is unique. This bean can be found in Commerce Studio.

Ad copy

Ad copy refers to all of the support material created for your campaigns. This material is typically created by a team of writers or graphic artists, depending on the content. Ad copy must include display content, whether that be product pictures, graphics used in advertising, or marketing text supporting products.

All awareness advertisements require ad copy to be defined in the WebSphere Commerce database prior to its use on the site. Therefore, communication needs to take place between the marketing and creative departments prior to a campaign to establish requirements. Once the ad copy is defined, it can be referenced when creating campaigns, and will be displayed as appropriate.

Ad copy, and any other campaign assets, are created using the WebSphere Commerce Accelerator .

Viewing a customer profile summary

To view a summary of a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Select the check box to the left of the customer profile that you want to view. Click **Summary**. The Customer Profile Summary page displays, containing information about the selected customer profile.

- If you want to change any of the information about the customer profile, click **Change**. This will launch the Customer Profile notebook.
 - If you want to delete the customer profile, click **Delete**. This will delete the profile and return to the Customer Profile page.
 - If you want to create a new profile by duplicating this profile, click **Duplicate**. This will launch the Customer Profile notebook with all of the data from the current profile.
4. Otherwise, when you are finished, click **OK** to return to the previous page.

Creating a new customer profile

To create a new customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Click **New**. The Customer Profile notebook displays.
4. Complete the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.
5. Click **OK** to save the profile and close the notebook. The customer profile is displayed in the Customer Profile page.

Changing a customer profile

To change a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Select the check box to the left of the customer profile that you want to change. Click **Change**. This will launch the Customer Profile notebook.
4. Update the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.
5. Click **OK** to save the updated profile and close the notebook.

Duplicating a customer profile

To create a new profile by duplicating an existing profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Select the check box to the left of the customer profile that you want to duplicate. Click **Duplicate**. This will launch the Customer Profile notebook with all of the data from the profile being duplicated.
4. Update the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.

5. Click **OK** to save the updated profile and close the notebook. You will be prompted to supply a new name for this profile.

Deleting a customer profile

To delete a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. Select your store.
3. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
4. Select the checkbox to the left of the customer profile that you want to delete.
5. Click **Delete**. The page should now display the updated list of customer profiles.

Note: Customer profiles that are currently associated with an active campaign initiative can not be deleted.

Campaigns

Campaigns serve to organize your marketing efforts. Campaigns are typically created by either a Marketing Manager, or by a Merchandising Manager. They are often associated with a certain set of objectives. For instance, a “Back to School” campaign may have an objective of increasing sales of children’s clothes during the campaign.

Within WebSphere Commerce, campaigns contain any number of campaign initiatives, which define a condition. The campaign initiatives generate targeted content for the customers, when the defined condition is evaluated to be true. The result is that a campaign is the high-level marketing element that organizes the initiatives.

Campaigns are created using the Campaign wizard in the WebSphere Commerce Accelerator.

Creating a new campaign

To create a new campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaigns**. The Campaigns list displays, containing the campaigns currently defined for the selected store.
3. Click **New**. The New Campaign wizard launches, enabling you to define your campaign.
4. Complete each page as required selecting the values appropriate for the campaign you want to create. Move through the pages of the wizard using the **Next** button. You can return to previous pages using the **Previous** button. Help is available for each page if you require help using the fields.
5. Click **Finish** to save the campaign. The campaign is displayed in the Campaigns list. You must create initiatives before this campaign can be used.

Changing a campaign

To change a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaigns**. The Campaigns list displays, containing the campaigns currently defined for the selected store.
3. Select the check box to the left of the campaign that you want to change.
4. Click **Change**. The Campaign notebook displays containing the information for the selected campaign.
5. Update each page as required selecting the values appropriate for the changed campaign. Move between pages using the navigation panel on the left side of the notebook. Help is available for each page if you require help using the fields.
6. Click **OK** to save the changed campaign.

Deleting a campaign

To delete a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaigns**. The Campaign list displays, containing the campaigns currently defined for the selected store.
3. Select the check box to the left of the campaign that you want to remove.
4. Click **Delete**. The campaign will be deleted from the Campaign list.

Campaign initiatives

Campaign initiatives serve to generate your targeted marketing content. Campaign initiatives are typically created by either a Marketing Manager, or by a Merchandising Manager. They can be associated with a campaign that contains a collection of initiatives. As an example of this relationship, if an office supply store had a “Back to School” campaign, the initiatives would be responsible for lower-level actions, such as advertising a discount on pens, or suggesting lined paper to any customer who has registered and listed her occupation as a student.

Campaign initiatives are capable of displaying three types of dynamic content. The first content type is a suggestive selling initiative, the second is a collaborative filtering-based recommendation, and the third is an awareness advertisement. Suggestive selling content is designed to provide rule-based product recommendations, targeted at a specific customer audience, based on a customer’s profile, and other customers’ behaviors. Initiatives displaying this type of content are intended to be used to create cross-sell and up-sell opportunities. In contrast, collaborative filtering-based recommendations are also intended to create product recommendations, but they use a different recommendation algorithm, which targets items based on customers’ overall behavior, rather than predefined rules. Finally, awareness advertisements are designed to provide advertising content targeted at a specific customer audience, based on the same criteria as those used for suggestive selling, but they are intended to be used to increase a customer’s awareness about activities at the online store, highlight special offers, and to increase brand awareness.

Initiatives can be incorporated into any page on the site. When the site is designed, special placeholders, called e-Marketing Spots, are placed on the site. When displayed to a customer, these placeholders are replaced by the specific targeted content. Target locations are assigned by scheduling initiatives to display in e-Marketing Spots in the desired locations.

Campaign initiatives contain a condition that determines when and to whom they are displayed. This condition is defined when the initiative is created and can be changed during the lifetime of the initiative to adjust the initiative's visibility and the displayed content.

Campaign initiatives generate statistics about their use. These statistics can be viewed using the WebSphere Commerce Accelerator by Merchants, Marketing Managers, and Merchandising Managers. The statistics illustrate an initiative's clickthrough rate for each e-Marketing Spot where it is implemented. These statistics provide feedback on the effectiveness of the initiative, as well as comparative success rates among the various locations in which it displays.

Campaign initiatives are created using the Campaign Initiative wizard in the WebSphere Commerce Accelerator.

Viewing a campaign's initiatives

To view the initiatives for a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiative List displays containing all of the initiatives defined for the store.

Creating new initiatives for a campaign

To create new initiatives for an existing campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiatives list displays containing the initiatives for the selected campaign.
3. Click **New**. The Campaign Initiative wizard displays.
4. Select the type of initiative that you want to create. You can create either an awareness advertisement initiative, or a suggestive selling initiative. Click **OK** and the appropriate wizard appears, based on your selection.
5. Complete each page as required selecting the values appropriate for the campaign initiative you want to create. Help is available for each page if you require help using the fields.
6. Click **Finish** to save the new campaign initiative. The initiative is displayed in the Campaign Initiatives list.

Changing a campaign initiative

To change a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiatives list displays containing the initiatives for the selected campaign.
3. Select the check box to the left of the campaign initiative that you want to change.
4. Click **Change**. The Campaign Initiative notebook displays containing the information for the selected campaign initiative.

5. Complete each page as required selecting the values appropriate for the updated campaign initiative. Move between pages using the navigation panel on the left side of the notebook. Help is available for each page if you require help using the fields.
6. Click **OK** to save the changed campaign initiative.

Viewing a campaign initiative's statistics

To view the statistics for a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiative List displays containing the initiatives for the selected campaign.
3. Select the check box to the left of the campaign initiative for which you want view statistics.
4. Click **Statistics**. If the statistical counters' display source has been defined as the production server, and the WebSphere Commerce Accelerator is on a development or a staging server, you will be required to log on to the production server to view the statistics. The Campaign Initiative Statistics window displays.
5. Use the page history to return to the desired location.

Deleting a campaign initiative

To delete a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Campaign Initiatives**. The Campaign Initiative list displays containing the initiatives for the selected campaign.
3. Select the check box to the left of the campaign initiative that you want to delete, and click **Delete**.

WebSphere Commerce Recommendation Engine powered by LikeMinds 5.2

WebSphere Commerce Recommendation Engine is an optional application included with the WebSphere Commerce. WebSphere Commerce Recommendation Engine is powered by LikeMinds, a powerful collaborative filtering engine that provides product recommendations based on customer behavior patterns.

WebSphere Commerce Recommendation Engine collects profile information based on a number of algorithms to develop mentor groups. These groups are the foundation for subsequent product recommendations. Customers that fit the profile of a particular community are presented with recommendations based on the preferences of others in the community. This personalization model is referred to as *adaptive* when compared with other models because the recommendations are based on current customer purchasing trends, and tend to change over time.

The WebSphere Commerce Recommendation Engine client is installed during the WebSphere Commerce product installation. The client is installed as a JAR file, named `LMRecommender.jar`.

For more information about WebSphere Commerce Recommendation Engine, refer to the following documents available on the WebSphere Commerce Recommendation Engine CD:

- *LikeMinds Personalization Server Installation Guide for Windows NT*
- *LikeMinds Personalization Server Installation Guide for UNIX Systems*
- *LikeMinds Personalization Server Customization Guide*
- *LikeMinds Personalization Server API Guide*

Appendix. Learning Guides

Buyer (Sell-Side) Learning Guide

The Buyer from the selling organization is the primary contact with vendors. The Buyer handles negotiations and ordering from vendors keeps track of inventory. The Buyer also makes purchase order decisions and tracks expected inventory records and receipts tracks reasons for returns.

Learning objectives:

Learn how to using the WebSphere Commerce Accelerator to perform the following tasks:

- Create products and associated SKUs
- View, classify, change or delete product information
- Create operational information for each product
- Create, view, change, delete and show receipts for expected inventory records
- Create, view, change and delete vendor information

Prerequisite skills:

You should understand store procedures and how to use a Web browser.

Getting Started:

From the navigation frame click **Roles -> Product management -> Buyer**. You will see a list of applicable online help topics.

Category Manager Learning Guide

The Category Manager manages the category hierarchy by creating, modifying, and deleting categories. The category hierarchy organizes products or services offered by the store. The Category Manager also manages products, expected inventory records, vendor information, inventory, and return reasons.

Learning objectives:

Learn how to using the WebSphere Commerce Accelerator to perform the following tasks:

- Create, change and delete categories
- Find categories
- Assign a product to a different category

Prerequisite skills:

You should understand store procedures and how to use a Web browser.

Getting Started:

From the navigation frame click **Roles -> Product management -> Category Manager**.

You will see a list of applicable online help topics.

Product Manager Learning Guide

Learning objectives:

The Product Manager is responsible for determining the best way to display, price, and sell products in the online store. The Product Manager traces customer purchases and suggests discounts. The Product Manager also determines suggestive selling techniques, and creates and manages auctions and bid controls.

Learn how to use the WebSphere Commerce Accelerator to perform the following tasks:

- Create and change products
- Create and discounts and assign them to products
- Work with Product Advisor

Prerequisite skills:

You should understand store procedures and how to use a Web browser.

Getting Started:

From the navigation frame click **Roles -> Product management -> Product Manager**.

You will see a list of applicable online help topics.

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