

Ibm.com B2B Direct Presentation/Demo

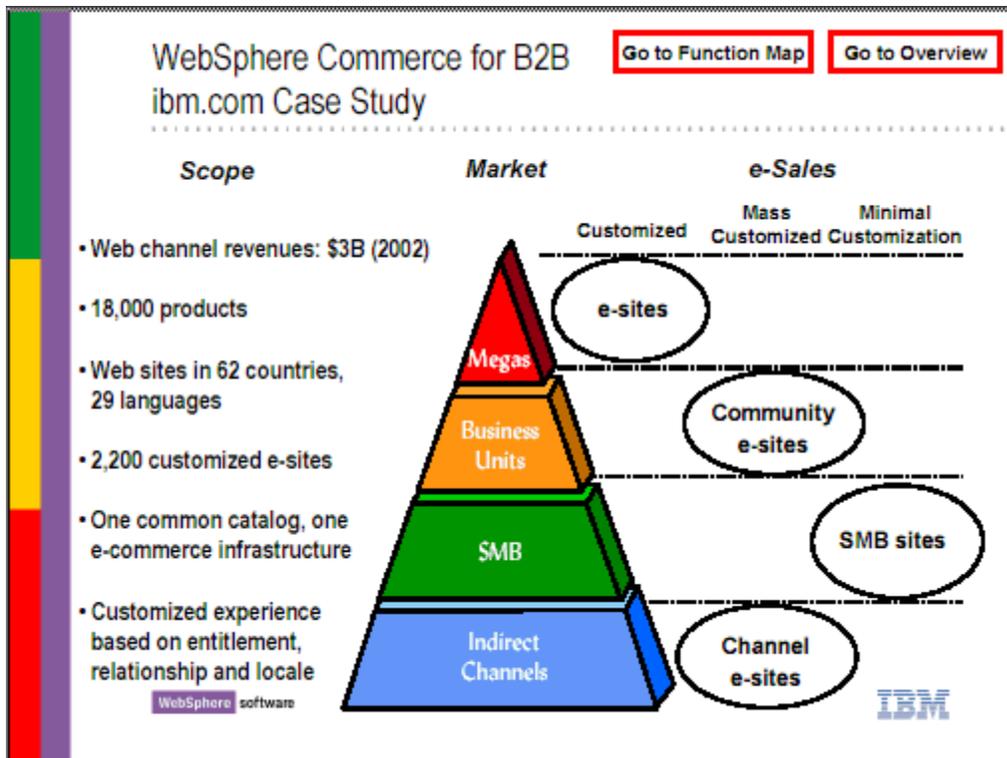
Note to presenter: This presentation runs in a browser and features ibm.com to illustrate the features and benefits of WebSphere Commerce Business Edition. The primary means of navigating through the demo is via the Product Overview, and that is the flow described in this script.

To install and run the demo:

1. You need to have the Adobe Acrobat Reader V5.x plug-in installed in your browser (Netscape or Internet Explorer) so that pdf files open within the browser window rather than in a separate Reader window. To get the Acrobat Reader V5.x plug-in, go to <http://www.adobe.com/products/acrobat/readstep.html>
2. Copy the self-extracting zip file "ibm_com demo.exe" to your hard drive, making note of the folder you copy it into
3. To unzip the demo files, double-click "ibm_com demo.exe", and then click the "Unzip" button. By default, an "ibm_com demo" folder will be created in the current folder, and all files will unzip there.
4. Open the file "START HERE.htm" in your browser (the file is located in the "ibm_com demo" folder that was just created; it is the only .htm file in that folder)

To uninstall the demo:

1. Delete the "ibm_com demo" folder and all of its contents.



Today we're going to talk about WebSphere Commerce Business Edition, which powers the Web channel of some of the world's leading businesses. It's in use in 48 of the top 200 manufacturing companies. IBM itself uses WebSphere Commerce, and IBM had \$3 billion dollars in e-commerce sales on the Web in 2002. To give you an even better idea of the magnitude of that number, that's \$8.2 million dollars a day, \$350,000 dollars an hour, all handled by WebSphere Commerce.

Ibm.com delivers a personalized online experience to its customers via customized esites (over 2200 of them) which are tailored to the needs of specific customers or communities. These e-sites deliver a customized experience to users based on user roles, on the contractual relationship that the user's company has with IBM, and based on the user's geographical location (ibm.com has Web sites in 62 countries, and in 29 languages).

And all of this personalization and customization is delivered from a single catalog and a single e-commerce infrastructure.

[Note: there are 2 ways to navigate through the presentation – either via the Function Map or the Product Overview. For most audiences new to WebSphere Commerce, and especially for mixed IT/line-of-business audiences, use the Product Overview to navigate through the presentation.]

[Click on “Go to Overview” in upper right corner]

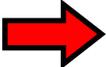


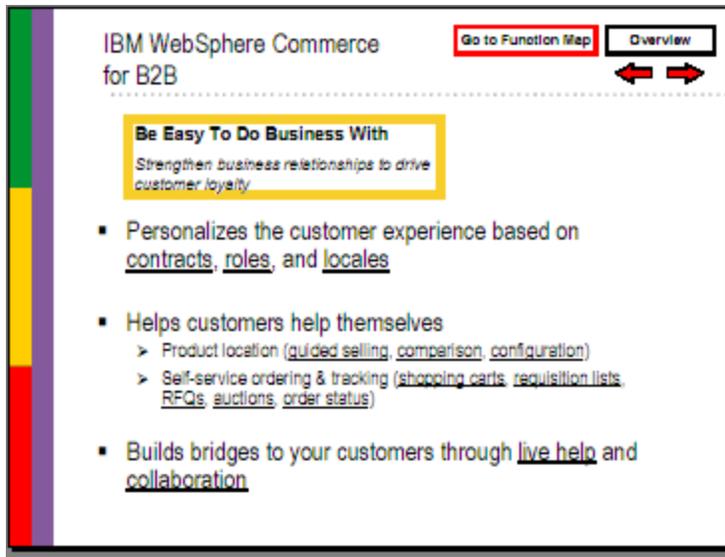
There are three key elements to success in B2B commerce. The first is that your company needs to be easy to do business with, which Michael Hammer defines as meaning that from the perspective of your customers, doing business with you is as effortless and seamless as possible. By becoming easy to do business with, you strengthen the ties between your company and your customers.

The second key to success is to drive costs out of the equation. By increasing operating efficiency across key business processes, you'll directly improve your bottom line.

Finally, let's not neglect the top line: sales and marketing are the lifeblood of business.

Let's look at how WebSphere Commerce impacts each of these areas in turn.

[Click on the right arrow  in the upper right corner]



B2B Customization Engine

Being easy to do business with means creating a personalized experience for each of your customers based on their contractual relationship with you, their role in their organization, and their geographical locale.

Contracts

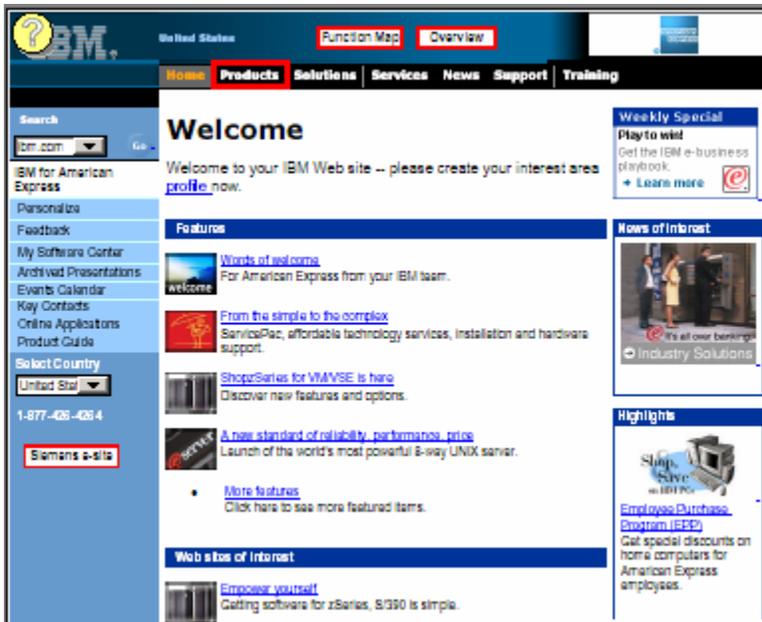
Contract-based commerce provides a flexible foundation to capture, manage, and execute the terms and conditions that define business relationships and processes. Each buying organization has a unique buying experience based on their pre-negotiated business relationship and terms & conditions with the seller.

Contracts provides a powerful B2B personalization tool.... use contracts to present unique catalog views, pricing, or even industry based specialization. You can further leverage contracts to easily customize different processes and policies such as credit terms, POs, invoices, shipping terms, or custom pricing.

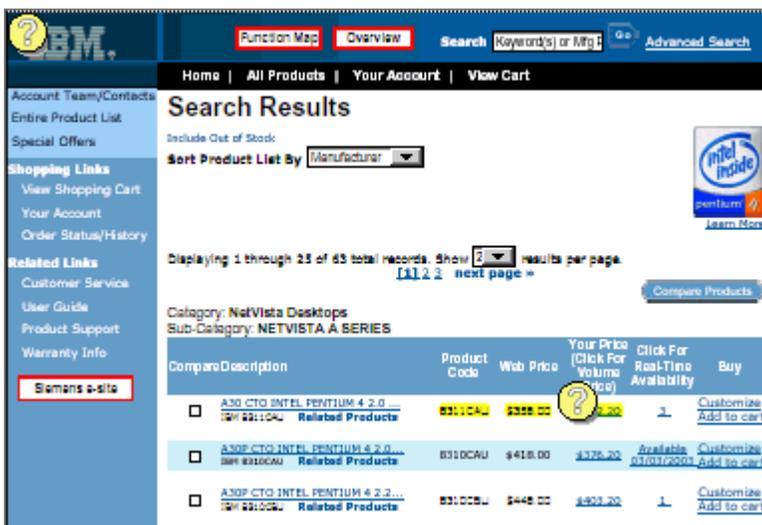
Panasonic, for example sells half a million products to a network of over 20,000 resellers as well as Direct B2B and B2C, contracts enabled them to effectively present personalized B2B catalogs and support unique processes.

This functionality also enables you to rapidly deploy a solution and customize or quickly accommodate unique business situations as you grow. This is enabled because each process has a default contract associated with it (e.g., default shipping may be UPS second day or default price may be MSRP). However, a contract can quickly be created or modified by Line of Business users to introduce a business exception such as unique shipping or pricing for a new customer.

Let's take a look at how contracts affect the users' experience on different e-sites. *[click on the 'Contracts' link]*



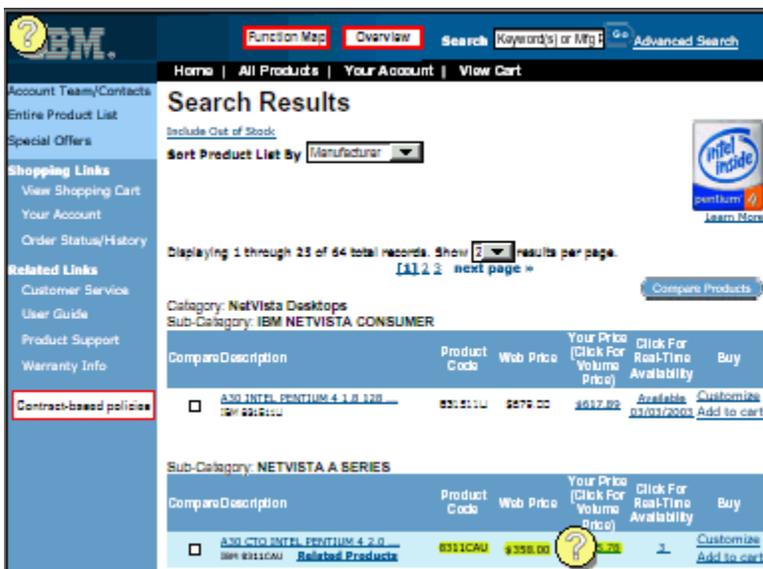
WebSphere Commerce enables you to deliver customized storefronts to each of your customers from a single commerce infrastructure. When an American Express employee logs on to the ibm.com website, they see an e-site tailored to American Express [point out Amex logo in upper right corner, “IBM for American Express” at top of left navigator, Amex-specific features in the main frame]. But that’s only the beginning [click on “Products” link]



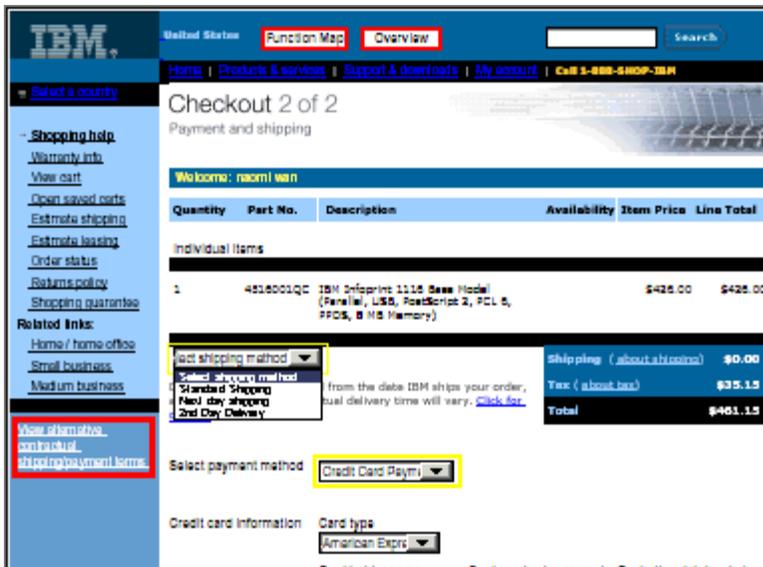
They also see product selection and pricing that’s specific to the unique negotiated contract between Amex and IBM (note: there can be more than one contract per customer). Employees of other companies might see entirely different products, or when products are the same, the contracted pricing may vary. For example, Amex employees pay \$322 for the 8311CAU machine [point out highlighted pricing, then click on “Siemens e-site” link.]



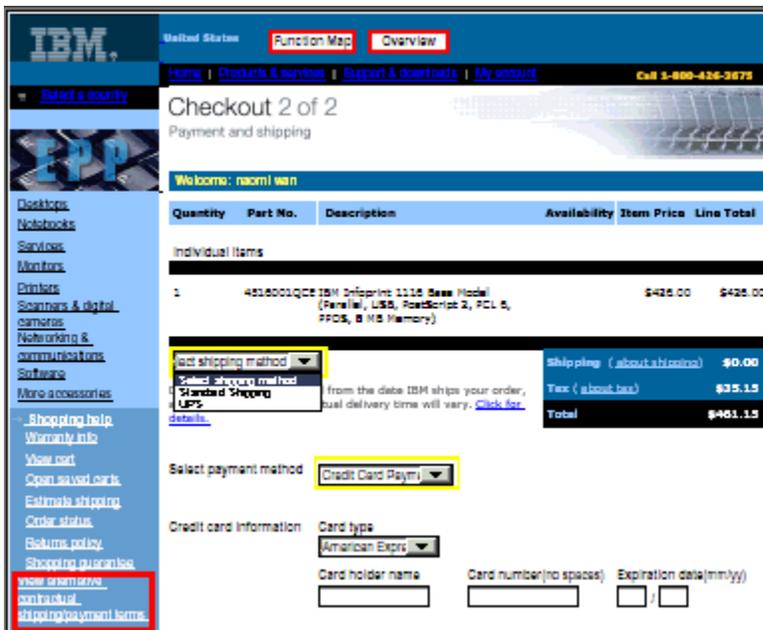
Siemens employees see different content, that the Siemens account team has determined will be of greatest interest to them [point out Siemens logo in top right corner, “IBM for Siemens” in the left nav, and different main features. Then click the “Products” link.]



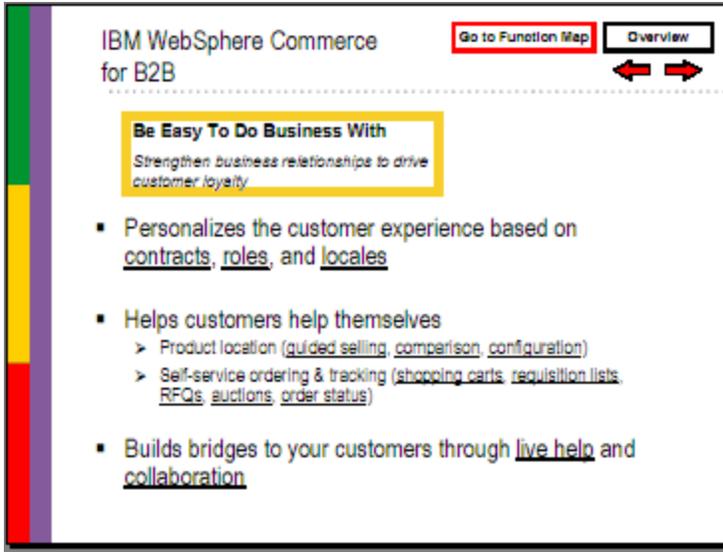
They also see different products and pricing, governed by the specific contracts negotiated with IBM. [point out the 8311CAU, highlighted] Yet IBM, using WebSphere Commerce, maintains a single catalog across all of its customers. [Click on the “Contract-based policies” link]



In addition to product selection and pricing, contracts also determine a user's options for a variety of business policies, including payment methods and terms, and shipping methods. In this example, employees of one company may pay by credit card or purchase order, and have 3 choices of shipping method (Standard Shipping, Next day shipping, and 2nd Day Delivery). [Pull down the "Select payment method" and "Select Shipping method" combo boxes. When finished discussing this page, click the "View alternative contractual shipping/payment terms" link]



Employees of a different company have different choices for shipping method (Standard Shipping and UPS) and can only pay by credit card. [Pull down the "Select payment method" and "Select Shipping method" combo boxes. When finished discussing this page, click the "Overview" link]



WebSphere Commerce also personalizes the user experience based on their role within their organization. Member Management extends the contract based commerce system to support user specific roles and views. This system is based on the concept that different system users will execute different tasks and have different permissions. For example, a customer service rep may need a universal view of all customers and may need to execute returns, while a channel partner's sales rep may need access to sales productivity tools.

In addition, integrated workflow is included to ensure business continuity and quickly accommodate business exceptions. For example one of your customers may want to set order thresholds which require approval before an order is executed. Let's take a look at this in action.

[Click the "Roles" link]

Additional Information:

The Member Subsystem provides user registration, authentication, access control, session and profile management services. It defines the users of the system, their roles, and their access control. For example, a user may have a role of a merchandiser, customer support rep, a site administrator, or a store administrator. A store administrator could then be given access control to update the catalog entries for their store.

A store can choose between two types of authentication:

1. If WebSphere Commerce database is configured as the user registry, users are authenticated by the WebSphere Commerce server using a userid/password or X.509 certificate.
2. If the LDAP server is configured as the user registry, users are authenticated by WebSphere Application Server security server custom login scheme.

The profiles for organizations and users can contain a variety of personal and context-sensitive, business-related attributes. Multi-valued attributes are also supported. Profile data can be stored either in the database or in a directory server.

Users can be grouped by explicit assignment or implicitly by pre-defined grouping criteria. A GUI is provided in Commerce Suite Accelerator to manage member groups to be used for campaigns and discounting purposes.

Another GUI in Administration Console is provided to manage member groups to be used for access control purposes.

Also, during the creation of an organization or organizational unit, a GUI is provided for the creation of groups of approvers (for registration, contracts, orders, RFQ approvals).

Organizations and users can be registered online as well as in batch mode. Online registration optionally includes an approval process.

Some of the capabilities offered in this area include:

- Support for a complete hierarchy, which includes:
 - Hierarchical organizational structure
 - All users belong to some level of organization
 - Members can have multiple parent organizations
- Manage profiles for organizations and users
- User and organization registration are approvable
- Delegation of approvals
- Support extensible profiles
- Members can have multiple roles
- Support multi-valued attributes e.g. multiple addresses (snail and e-mail)
- Batch approvals
- Grouping
 - Explicit groups where all members are listed
 - Implicit groups based on grouping criteria

Access control is an integral part of the overall security and flow control for a site. The site administrators and participating organizations need to control which participants can perform which actions on which objects within the system.

For WebSphere Commerce Business Edition, access control is policy based. The access control policies are externalised from code that manipulates business objects, providing a very flexible framework and increasing overall customizability. Hierarchical access control is built into the model and all access control are based on policies applicable to groups: ActionGroups, ResourceGroups, UserGroups.

Access control has both a build-time and a run-time version:

The build time will be used to define and examine the access control policies.

The run time will be used to enforce the policies defined at the build time.

A GUI, in addition to XML input files, can be used to define access control policies. These policies are stored in the WCS database and loaded at the system startup time, or on demand, and cached to improve efficiency.

The screenshot shows the IBM.com checkout process for a Siemens purchase. The page is titled 'Checkout 2 of 2' and includes a navigation menu with options like 'Home', 'Products', 'Solutions', 'Services', 'Education', 'News', and 'Support'. A search bar is visible at the top left. The main content area displays the item details in a table:

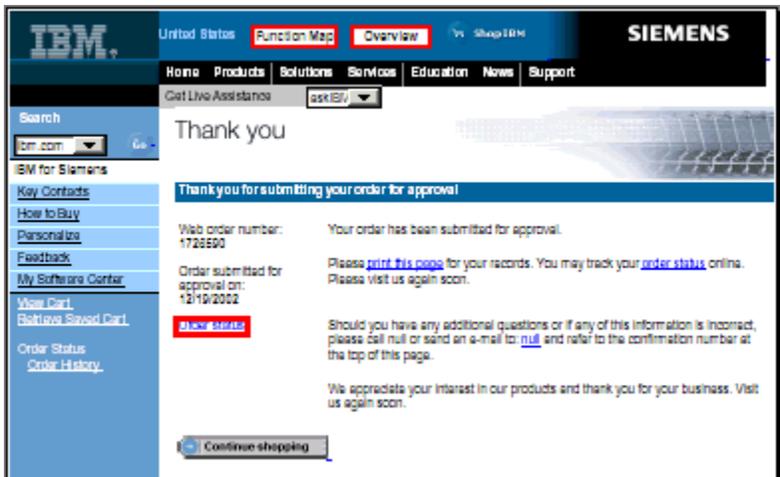
Quantity	Part No.	Description	Requested Delivery	Item Price	Line Total
1	8315234	NetView A30		\$1,059.00 (USD)	\$1,059.00 (USD)

Below the table, there is a summary section with the following values:

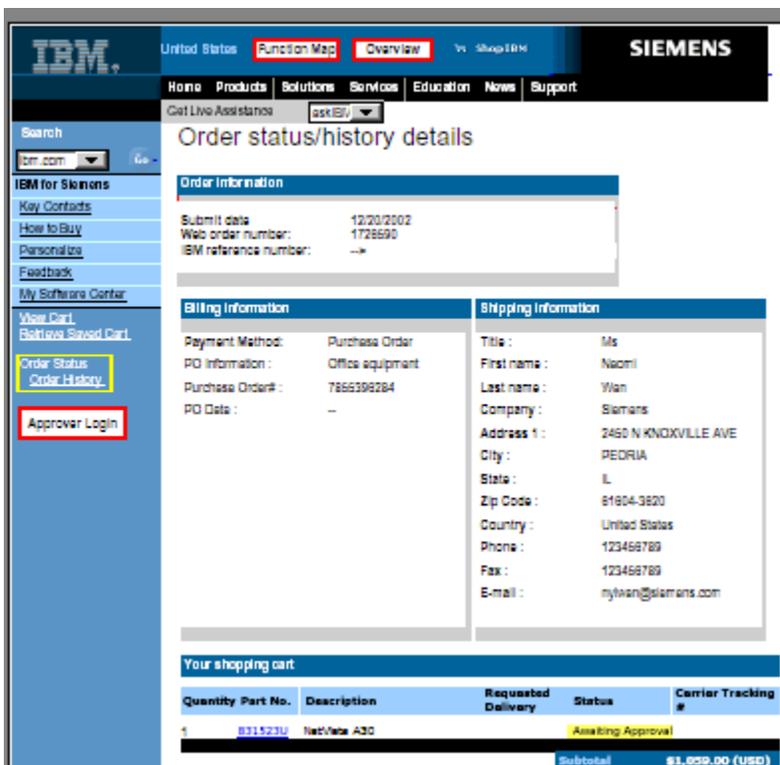
Subtotal	\$1,059.00 (USD)
Shipping	\$0.00 (USD)
Total	\$1,059.00 (USD)

The page also includes a 'Select payment method' dropdown set to 'Purchase Order', a 'Purchase Order#' field, and a 'PO Date' field set to 2002 / 12 / 19. A 'Confirm billing and shipping info' section shows the address: 'Ship to: change', 'Bill to: change', 'Ms Naomi Wan', '2450 N KNOXVILLE AVE', '2450 N KNOXVILLE AVE', 'PEORIA, IL', '61604-3820', '123456789'. An 'Additional Payment Information' section has a 'Comments' field. A red box highlights the 'Submit for approval' button at the bottom.

At Siemens, regular employees are not authorized to make purchases without first submitting them for management approval. By using WebSphere Commerce, ibm.com accommodates the business needs of their customers. Siemens employees are not presented with the option to purchase. When they put an item in their cart, their only choice is to submit it for approval to a Siemens manager. WebSphere Commerce makes it easy for your customers to do business with you by allowing them to extend their existing offline business processes to the Web. *[click on "Submit for approval"]*



Here we see that order number 1726590 has been submitted for approval to a **siemens** manager. [Click the “Order status” link highlighted in red]



Note also that Siemens employees are limited in terms of the tasks they can perform under Order Status [point out the highlighted yellow box in the left navigator]. All they’re entitled to do is to check Order History. Now let’s see what happens when a manager logs into the site. [Click the “Approver Login” link.]



[Log in as “Joe Manager” or “Jane Manager” (any login name and password will work) and click the “Continue” button.]



Notice that when a manager logs in to the site, they see additional functionality available to them. In addition to being able to check order history, they can also access a listing of orders awaiting their approval. [Point out the “Action Required” link in the left navigator, then click it.]

The screenshot shows the 'Action required' page in the IBM SIEMENS portal. The page title is 'Action required'. Below the title, there are instructions: 'To approve or decline orders, select the corresponding check boxes to the left and choose the appropriate action button from the top or bottom of the list.' and 'To review or modify orders details, including PO numbers, click on the corresponding order number.' There are two buttons: 'Approve' and 'Decline'. Below these is a table of orders with columns: 'Select', 'Order #', 'Submit date', 'Buyer', 'Order total', and 'Payment method'. The order 1726590 is highlighted with a red box, and its 'Approve' button is also highlighted with a red box. A red arrow points from the checkbox to the 'Approve' button.

Select	Order #	Submit date	Buyer	Order total	Payment method
<input type="checkbox"/>	1726726	11/04/2002	csafvt csafvt	\$2,474.00 (USD)	PO#123456
<input type="checkbox"/>	1726728	11/04/2002	csafvt csafvt	\$2,474.00 (USD)	PO#123456
<input type="checkbox"/>	1726184	11/05/2002	Ranjeev bath	\$3,213.00 (USD)	
<input type="checkbox"/>	1726191	11/05/2002	Ranjeev bath	\$2,499.00 (USD)	
<input type="checkbox"/>	1726192	11/05/2002	Ranjeev bath	\$2,474.00 (USD)	
<input type="checkbox"/>	1726194	11/05/2002	Ranjeev bath	\$2,499.00 (USD)	
<input type="checkbox"/>	1726195	11/05/2002	Ranjeev bath	\$2,499.00 (USD)	
<input type="checkbox"/>	1726196	11/05/2002	William Chu	\$2,549.00 (USD)	hg&nbap@watercard
<input type="checkbox"/>	1726590	11/20/2002	Neeraj Wan	\$1,059.00 (USD)	PO#7853295184

Here we see the order which was just entered at the bottom of the list. Note that WebSphere Commerce can be configured to send an email to the manager notifying them that there is an order awaiting their approval. The manager can either open the order summary to review it before approving or denying it, or they can click the checkbox next to the order number and approve it without reviewing it. *[Click the "1726590" link to open the order summary.]*

IBM. United States [Function Map](#) [Overview](#) [Shop IBM](#) **SIEMENS**

Home Products Solutions Services Education News Support

Get Live Assistance [ask IBM](#)

Search [Go](#)

IBM for Skionens

Key Contacts

How to Buy

Personalize

Feedback

My Software Center

View Cart

Restore Saved Cart

Order Status

Action Required

Order History

Order details: 1726590

Order Information

Submit date: 12/20/2002
 Web order number: 1726590
 Customer number: ---
 IBM sales rep ID: ---
 Comments: ---

Billing Information		Shipping Information	
Payment Method:	Purchase Order	Title:	Ms
PO Information:	Office equipment	First name:	Naomi
Purchase Order#:	7856398284	Last name:	Wan
PO Date:	12/20/2002	Company:	ecolast
Billing address:	2450 N KNOXVILLE AVE	Address 1:	2450 N KNOXVILLE AVE
		City:	PEORIA
		State:	IL
		Zip Code:	61604-3820
		Country:	United States
		Phone:	123456789
		Fax:	123456789
		E-mail:	nylwan@siemens.com

Your shopping cart

Quantity	Part No.	Description	Requested Delivery	LineTotal2	LineTotal1
1	831924U	Net/Net A30		\$1,059.00 (USD)	1,585.50 (CAD)
				Subtotal	1,585.50 (CAD)
				Shipping	0.00 (CAD)
				Total (in display currency)	1,585.50 (CAD) \$1,059.00 (USD)
				Total (in purchasing currency)	\$1,059.00 (USD)

[Approve order](#) [Continue shipping](#) [Decline order](#)

After reviewing the order details, the manager clicks the “Approve order” link... [Click the “Approve order” link.]

IBM. United States [Function Map](#) [Overview](#) [Shop IBM](#) **SIEMENS**

Home Products Solutions Services Education News Support

Get Live Assistance [ask IBM](#)

Search [Go](#)

IBM for Skionens

Key Contacts

How to Buy

Personalize

Feedback

My Software Center

View Cart

Restore Saved Cart

Order Status

Action Required

Order History

Privacy | Legal | Contact

Confirmation

Order# 1726590 has been approved.

[Return to pending orders](#) [Continue shipping](#)

...and receives confirmation that the order has been approved. [Click the “1726590” link to see the order status changed in the Order Details view, or click the “Overview” link at the top of the screen to move on to discuss globalization.] This is the Order Details view:

United States [Function Map](#) [Overview](#) [Shop IBM](#) **SIEMENS**

[Home](#) [Products](#) [Solutions](#) [Services](#) [Education](#) [News](#) [Support](#)

Get Live Assistance [ask IBM](#)

Search

[IBM.com](#) [Go](#)

IBM for Siemens

[Key Contacts](#)
[How to Buy](#)
[Personalize](#)
[Feedback](#)
[My Software Center](#)
[View Cart](#)
[Basket Sized Cart](#)
[Order Status](#)
[Order History](#)

Order status/history details

Order Information

Submit date: 12/20/2002
 Web order number: 1728590
 IBM reference number: -->

Billing Information		Shipping Information	
Payment Method:	Purchase Order	Title:	Ms
PO Information:	Office equipment	First name:	Naomi
Purchase Order#:	7865398284	Last name:	Wan
PO Date:	20/12/2002	Company:	ccatcat
		Address 1:	2450 N KNOXVILLE AVE
		City:	PEORIA
		State:	IL
		Zip Code:	61604-3620
		Country:	United States
		Phone:	123456789
		Fax:	123456789
		E-mail:	mytsan@siemens.com

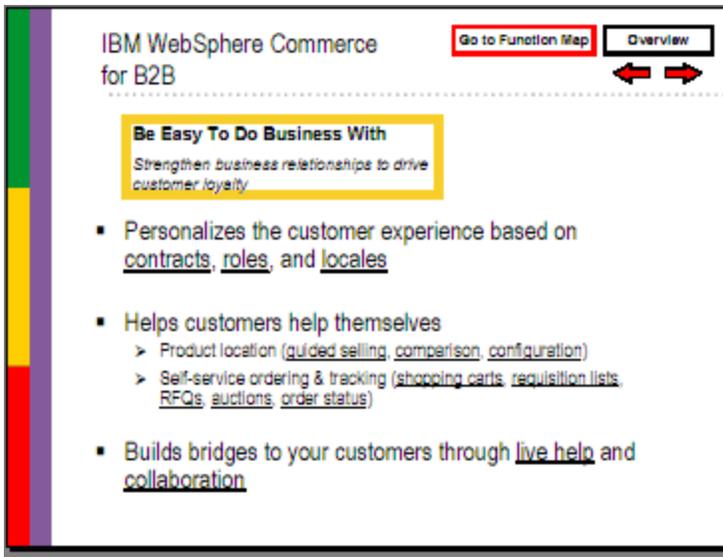
Your shopping cart

Quantity	Part No.	Description	Requested Delivery	Status	Carrier Tracking #
1	831523U	NetView A30		Approved	

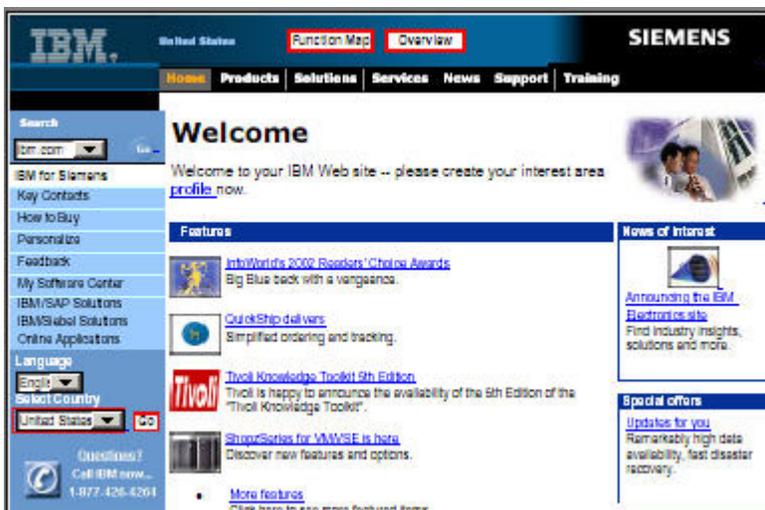
[Continue shopping](#) [Search again?](#) [Download as text file](#)

Subtotal	1,999.00 (CAD)
Shipping	\$0.00 (USD) 0.00 (CAD)
Total (in display currency)	1,999.00 (CAD) \$1,059.00 (USD)
Total (in purchasing currency)	\$1,059.00 (USD)

[Click on the "Overview" button to return to the presentation overview.]



The third variable that drives the user’s personalized experience is their geographical locale. You do business with customers across multiple cultures and in multiple languages; WCBE embraces this reality. WCBE enables you to provide product descriptions in multiple languages, and to personalize the look and feel of your site to varying cultural norms for page designs, product categories, and content. We support multiple currencies, and support geographical differences in taxes and shipping rules, date/address/currency formats, and shipping methods. *[Click the “locales” link in the first bullet on the page.]*



The most obvious application of this is the language the user sees. Siemens employees in the U.S. see an English homepage by default. *[Choose “Germany” from the “Select Country” combo box and click the “Go” button.]*

The screenshot shows the IBM website for Siemens in Germany. The top navigation bar includes 'Deutschland', 'Function Map', and 'Overview'. The main navigation bar has 'Home', 'Produkte', 'Lösungen', 'Services', 'Aktuelles', 'Support', and 'Schulung'. The left sidebar contains a search bar, 'IBM für Siemens', 'Anspruchspartner', 'Kaufinformationen', 'Personalisierung', 'bearbeiten', 'Feedback', 'Main Software-Center', 'Beratungscodes', 'Behörden', 'Bücher und Literatur', 'Events', 'Main Hardware-Center', 'Main Service-Center', 'Newsletter', 'Ebooks', 'Finanzierung', 'IBM Web-Assisted Service', 'Kontakt Deutschland', 'Referenzen', 'Speziell für VDO', 'e-Procurement Shop', 'Non-PIC Products Order', 'Status Online', 'Sprache', 'Deutsch', 'Land auswählen', 'Deutschland', and 'IBM - EASYACCESS' with contact information.

The main content area features a 'Willkommen' message from the Siemens/IBM team. Below this, there are several featured articles and sections:

- Features:**
 - [Finanzierungsangebote für Speicherlösungen](#): Die Vorteile bei der Finanzierung Ihrer Speichersysteme sind größer als je zuvor...
 - [Aktuelle PLM Info-Broschüren](#): Anbei die PDFs zu unseren aktuellsten und wichtigsten PLM-Broschüren
 - [Bestellen Sie sich Ihre CATIA Demo CD](#): Lernen Sie mehr über CATIA indem Sie eine kostenlose CATIA Demo CD anfordern.
 - [10 Reasons](#): Why WebSphere is Better Than .NET on the Server
 - [Weitere Angebote](#): Klicken Sie hier, um weitere angebotene Artikel zu sehen.
- Besondere Angebote:**
 - [e-business ON DEMAND](#)
- Offerings Corner:**
 - [OFFERINGS Corner](#)
 - [server](#)
- Promotion:**
 - [BlockCenter](#)
- Interessante Websites:**
 - [IBM Electronic Services](#): IBM Service Spezialisten warten Ihr System - online rund um die Uhr.
 - [Personal Computing Websites](#): Sehen Sie, hören Sie, erleben Sie.
 - [IBM Software Premier Club](#): Überblick über die neuesten Trends, Strategien und Entwicklungen von IBM Software

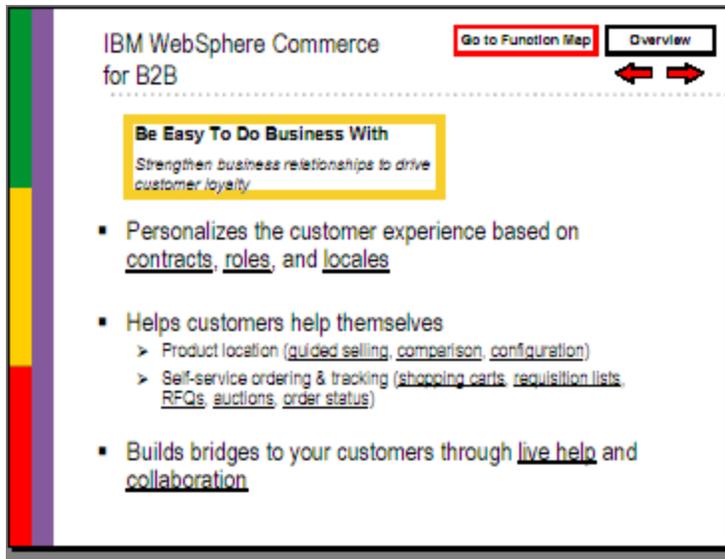
Siemens employees in Germany see a German language homepage, which not only has translated content, but also country-specific content. [Point out the different choices in the left navigator, and the different items in the main frame. Then click the “Produkte” link.]

The screenshot shows the IBM NetVista website interface. At the top, there are logos for IBM and SIEMENS. A navigation bar includes links for 'Home', 'Products', 'Solutions', 'Services', 'Education', 'News', and 'Support'. The 'Overview' button is highlighted in red. Below the navigation bar, there is a search bar and a 'Shop NetVista' heading. A dropdown menu for 'Deploy Currency (National or euro)' is set to 'Euro (EUR)'. The main content area displays three product bundles:

Product Name	Price (EUR)	Action
MCEAA22 - Country Bundle	€602,37	Add to cart
MCEAA2C - Country Bundle	€647,00	Add to cart
MCEAAH1 - Country Bundle	€631,47	Add to cart

Each bundle entry includes a link for 'Important information about these laptops' and a 'View Cart' button. The left sidebar contains various utility links such as 'Key Contacts', 'How to Buy', 'Personalize', 'Feedback', 'My Software Center', 'Siemens Bulletin Board', 'Events Calendar', 'Online Applications', 'Collaboration Center', 'US PC Order Reports', 'View Cart', 'Refrigerated Cart', 'Order Status', 'Action Required', and 'Order History'.

Locale can also impact product selection, pricing, and currency, along with date and time formats. Notice the country-specific bundles and the pricing in Euros. *[Click the "Overview" button to return to the presentation overview.]*



Being easy to do business with also means helping your customers to help themselves, by making it easy for customers to find what they need. WebSphere Commerce provides product location aids to help customers determine what they want, and self-service ordering and order tracking to enable them to buy it 24/7.

Let's look next at the product location aids. One of the most important benefits of an online solution is the ability to guide the user through each stage of the sales cycle offering helpful advice and assistance at each decision. This ensures that your customer selects the optimal solution, helps them through the requirements gathering process and also assists end users in the research process.

Guided Selling enables you to deliver on the web the type of interaction that a good sales or service employee can provide. This includes needs analysis, recommendations, and helping prospects and customers understand how your company's products and services relate to their needs.

WebSphere Commerce Guided Selling helps customers assess their requirements and guides them through the selection of complex products. The system is easily set up by line of business users which means that you can easily create new offerings or introduce new products to existing portfolios.

[click on "guided selling"]

The screenshot shows the IBM website's product page for the NetVista A Series. The top navigation bar includes 'United States', 'Function Map', and 'Overview'. The main content area is titled 'View all models: NetVista A Series' and features a product image of a desktop computer. Below the image are navigation buttons: 'A Series overview', 'View all models', and 'Why A series'. A red box highlights the 'Help me decide' link in the navigation bar. The right sidebar contains an 'intel inside pentium 4' logo, 'Wireless Security Migration' icons, and a 'Your TeleWeb Hotline!' section with the number '888-SHOP-IBM x 7000'. The bottom section of the page shows a 'Sort this chart by:' dropdown menu set to 'Price (lowest to highest)' and a table of product models.

Model	Availability	IBM Web Price	Lease
NetVista A22p	CALL	\$799.00*	
229233U			
Customize			
Add to cart			\$29.00 /mo. for 36 mos. SuccessLease® for Small Business***

Guided selling lets you duplicate the techniques of your best salespeople online, by enabling your site to guide your customers to exactly the product that meets their needs. In this example, when a customer is presented with the wide assortment of NetVista models, they can ask for assistance in narrowing down their choices. *[click on "Help me decide" link highlighted in red.]*

United States

United States

Function Map Overview

Home | Products & services | Support & downloads | My account | Call 1-888-SHOP-IBM

Recommend A System

Please select the features you would like in your configured system.

Here's where to pick the components that will bring your computer to life. You can choose from a wide range of high-quality IBM components.

NetVista

Processor type

Any Select

Minimum processor speed 1 [Help me decide](#)

Any Select

Form factor

Any Select

Minimum standard disk storage

2 [Help me decide](#)

Any Select

Minimum standard memory 3 [Help me decide](#)

Any Select

Initially, the customer is presented with a broad array of choices, but those choices are quickly narrowed down to a manageable size once the customer specifies a few key criteria. For example, the customer initially has the choice of processor speeds up to 3 gigahertz [Pull down the drop-down list under “Minimum processor speed” (highlighted in yellow) by clicking the down-arrow next to the word “Any”]

They also can choose disk storage of up to 120 Gb. [Pull down the drop-down list under “Minimum standard disk storage” (highlighted in yellow) by clicking the down-arrow next to the word “Any”]

Once they choose a processor type, though, their other choices automatically narrow. For example, suppose they choose “Celeron”. [Select “Celeron” from the “Processor Type” drop down list (highlighted in red), then click the “Select” button (also highlighted in red)]

United States

United States

Function Map Overview

Search

Home | Products & services | Support & downloads | My account | Call 1-888-SHOP-IBM

Recommend A System

Please select the features you would like in your configured system.

Here's where to pick the components that will bring your computer to life. You can choose from a wide range of high-quality IBM components.

NetVista

Processor type
Celeron Select

Minimum processor speed 1 [Help me decide](#)
Any Select

Form factor
Any Select

Minimum standard disk storage
[Help me decide](#)
Any Select

Now we see that their choices have narrowed. They can only select processor speeds up to 2 Gigahertz, and disk storage up to 40 Mb. *[pull down the “Minimum processor speed” and “Minimum standard disk storage” pull-downs, highlighted in yellow], then*

The benefits of guided selling are clear, Guided selling will help you turn more visitors into qualified leads, and into paying customers. It also increases buyer confidence, by educating the partner or customer while always presenting possible solutions in the context of their needs. So when the customer gets to the point that they're ready to purchase online, they have full confidence that they've found the right solution and can complete the transaction rather than abandon the session.

[click the “Overview” link at the top of the page]

IBM WebSphere Commerce
for B2B

[Go to Function Map](#) [Overview](#)

Be Easy To Do Business With
Strengthen business relationships to drive customer loyalty

- Personalizes the customer experience based on contracts, roles, and locales
- Helps customers help themselves
 - > Product location (guided selling, comparison, configuration)
 - > Self-service ordering & tracking (shopping carts, requisition lists, RFQs, auditions, order status)
- Builds bridges to your customers through live help and collaboration

Of course, at any time a user can use the powerful Product Comparison feature of WebSphere Commerce to compare products side-by-side to facilitate decision-making. *[click on “comparison” link under “Help customers help themselves” bullet]*

IBM

Function Map Overview Search Keyword(s) or Mfg # Go Advanced Search

Home | All Products | Your Account | View Cart

Account Team/Contacts
Entire Product List
Special Offers

Shopping Links
View Shopping Cart
Your Account
Order Status/History

Related Links
Customer Service
User Guide
Product Support
Warranty Info

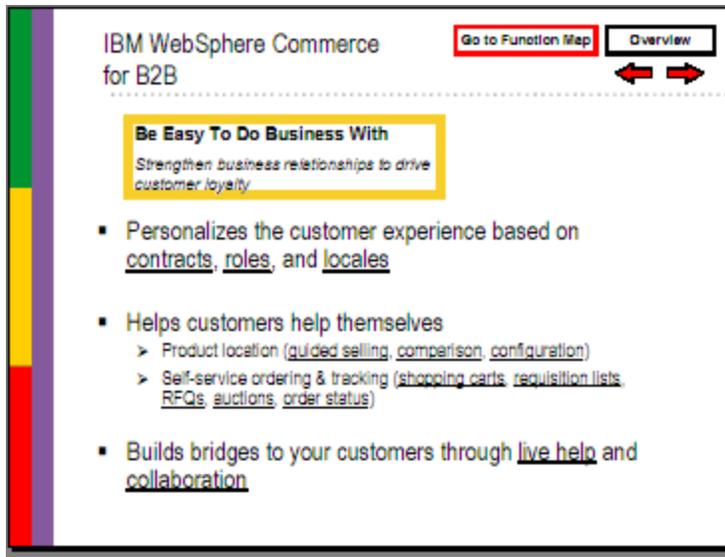
Comparison Results



Price	\$376.20 Buy	\$403.20 Buy
Product ID	8310CAU	8310CBU
Available	1	1
Model	IBM NetVista A30p 8310 - Tower - 1 x P4 2 GHz - L2 512 KB - RAM 128 MB - HD: none - LAN EN, Fast EN - Monitor none. - CTO	IBM NetVista A30p 8310 - Tower - 1 x P4 2.26 GHz - L2 512 KB - RAM 128 MB - HD: none - LAN EN, Fast EN - Monitor none. - CTO
Manufacturer Image	IBM	IBM
Cache Memory	512 KB L2 cache - Advanced Transfer Cache	512 KB L2 cache - Advanced Transfer Cache
OS Certified	Microsoft Windows NT 4.0, IBM OS/2 Warp 4.0, Microsoft Windows 98 Second Edition, Microsoft Windows 2000 Professional, Microsoft Windows Millennium Edition, Microsoft Windows XP Home Edition, Microsoft Windows XP Professional	Microsoft Windows NT 4.0, IBM OS/2 Warp 4.0, Microsoft Windows 98 Second Edition, Microsoft Windows 2000 Professional, Microsoft Windows Millennium Edition, Microsoft Windows XP Home Edition, Microsoft Windows XP Professional
Product Description	IBM NetVista A30p 8310 - P4 2 GHz	IBM NetVista A30p 8310 - P4 2.26 GHz

Product comparisons can be easily defined by line of business users to highlight those attributes of the product that are most relevant to decision-making by customers. Comparisons can be linked to guided selling (as in “compare matching products”) or to product listing pages (where users manually select a group of products to compare).

[Click on the “Overview” link at the top of the page.]



The screenshot shows the IBM WebSphere Commerce for B2B interface. At the top left, the text reads "IBM WebSphere Commerce for B2B". To the right of this text are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (with a red double-headed arrow below it). Below the header is a yellow-bordered box containing the text "Be Easy To Do Business With" and "Strengthen business relationships to drive customer loyalty". Underneath this box is a bulleted list of features:

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For complex products, configuration is often required even when a customer already knows which model they want to buy. WebSphere Commerce supports integration with 3rd party configurators. *[click on “configuration” link under “Help customers help themselves”]*

The screenshot shows the IBM website's product configuration page for the NetVista A Series. At the top, there is a navigation bar with 'United States', 'Function Map', and 'Overview' tabs. Below this is a search bar and a navigation menu with links like 'Home', 'Products & services', and 'Support & downloads'. The main content area is titled 'Let Me Build it: NetVista A Series' and features a large image of the computer system. A prominent red button says 'SELECT BASE SYSTEM AND CONTINUE'. To the right, there are icons for 'Wireless', 'Security', and 'Migration', along with a 'Volume discounts' section and a 'Call me now' button. Below the main content, there is a 'Series Features' list and a 'Choose Your Special Offer!' section with radio button options for different handheld devices. At the bottom, a 'Continue' button is highlighted with a red box. The footer contains links for 'About IBM', 'Privacy', 'Legal', and 'Contact'.

Even when a customer already knows what basic machine they want, they can still configure it to their exact specifications using an integrated configurator (ibm.com uses Trilobyte). [Click on the “Continue” button at the bottom of the page]

IBM United States [Function Map](#) [Overview](#)

[Home](#) | [Products & services](#) | [Support & downloads](#) | [My account](#) | [Call 1-888-8MCP-IBM](#)

Let me build it

To build your own system choose the items you wish to include from the drop downs below and then click "View Configuration" button at the bottom of the page

8311CGU
Monitor sold separately unless otherwise stated.

Base price: *
\$709.00 USD
Configured Price: *
\$709.00 USD
Lease Price:
\$26.00 USD
Per Month
[Success Lease® for Small Business**](#)

Special Offerings
Please click below to see current promotions available with this system. For promotions and offers included below, shipping/handling is not included. These offers are available for a limited time only, may not be combined with other offers/promotions, and are valid only in the US.

Let me build it

IBM NetVista A30p 8311 Series

Form Factor
Tower

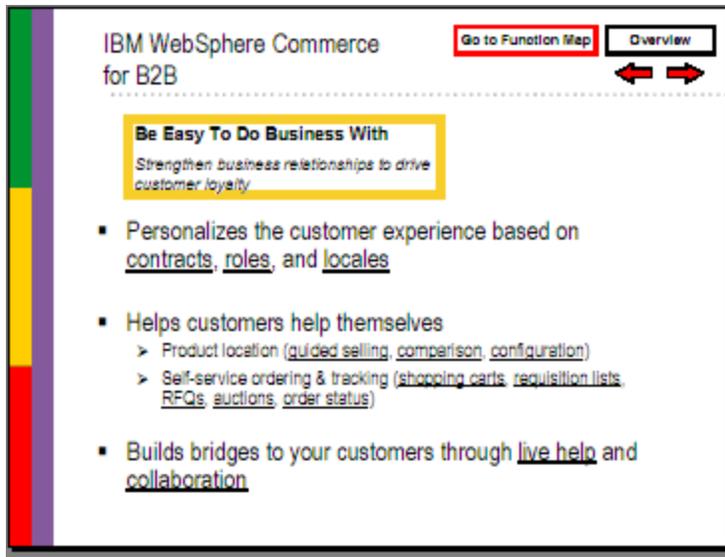
Processor 1
(Std) Intel Pentium 4 Processor at 1.8GHz with 512KB L2 Cache and 400MHz Front Side Bus

Operating System

Total memory [? Help me decide](#)

Hard Drive 2

Selecting alternative options causes the price to automatically update. Originally the configured price is \$709, but if the user selects additional memory, for example, the price changes. [point out the \$709 configured price at the left side of the page, then choose "640Mb" from the "Total memory" pull-down menu (highlighted in red) and click the "Select" button. When the page refreshes, point out the new configured price of \$909 on the left side of the page. Then click the "Overview" button at the top of the page.]

The image shows a screenshot of the IBM WebSphere Commerce for B2B interface. At the top left, the text reads "IBM WebSphere Commerce for B2B". To the right of this text are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (with a red double-headed arrow below it). Below the header, there is a yellow-bordered box containing the text "Be Easy To Do Business With" and "Strengthen business relationships to drive customer loyalty". Underneath this box is a bulleted list of features:

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Helping customers help themselves means enabling them to buy how and when they want to, via multiple selling mechanisms (shopping carts, RFQs, auctions, requisition lists), and it also means giving them the ability to track the status of their orders 24/7.

Shopping carts are the most “traditional” form of online commerce.

[Click on “shopping carts” link under “Helps customers help themselves” sub-bullet]

United States [Function Map](#) [Overview](#)

[Home](#) | [Products & services](#) | [Support & downloads](#) | [My account](#) | [Call 1-888-SHOP-IBM](#)

+ [Select a country](#)

Your shopping cart

Your shopping cart

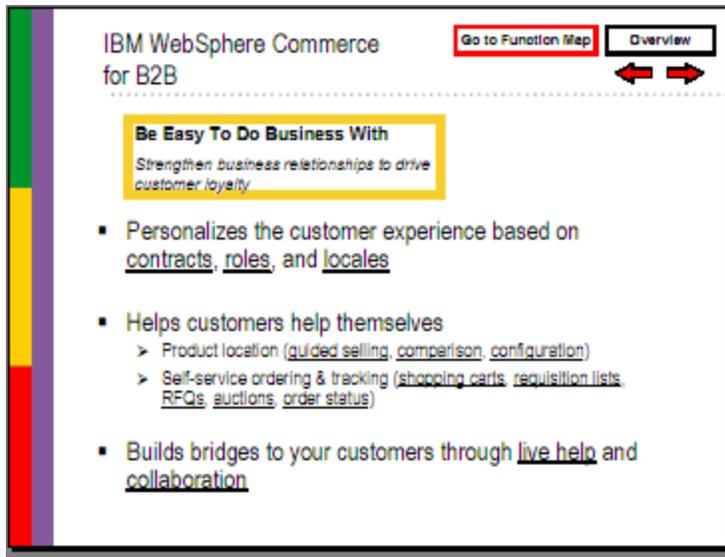
Quantity	Part No.	Description	Availability	Item Price	Line Total
Individual Items					
1	4516001QC	IBM Infoprint 1116 Base Model (Parallel, USB, PostScript 2, PCL 6, PPDS, 8 MB Memory)		\$426.00	\$426.00
+ Update					Subtotal (update) \$426.00*
<input type="text" value="Keep shopping"/>					<input type="button" value="Check out"/>
Safe Shopping Guarantee					<input type="button" value="Save cart for later"/>
					<input type="button" value="Call me now"/> <input type="button" value="Chat online"/>

[Return to Employee Purchase Program for Family & Friends](#)

[About IBM](#) | [Privacy](#) | [Legal](#) | [Contact](#)

With WebSphere Commerce Business Edition, your customers can quickly move through the purchasing process, selecting from contract-based options for shipping and payment, and seeing contract- and location-specific pricing, currency, tax, etc. They can save frequently used ship-to and bill-to addresses in an address book so they don't need to re-enter the information each time they place an order. They can also save shopping carts for later online sessions, or create a requisition list from the contents of a shopping cart to facilitate repeat ordering.

[Click on "Overview" link at top of page]



The screenshot shows the IBM WebSphere Commerce for B2B interface. At the top left, the text reads "IBM WebSphere Commerce for B2B". To the right of this text are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (with a red double-headed arrow below it). Below the header is a yellow-bordered box containing the text "Be Easy To Do Business With" and "Strengthen business relationships to drive customer loyalty". The main content area features a bulleted list of features:

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[click on "requisition lists" link in "Self-service ordering & tracking" sub-bullet]

United States [Function Map](#) [Overview](#)

[Home](#) | [Products & services](#) | [Support & downloads](#) | [My account](#) | [Call 1-888-SHOP-IBM](#)

+ [Select a country](#)

Your saved carts
To activate a saved cart, click "Open cart."

Saved cart : StandardDesktopConfig- 01/10/2003 [Open Cart](#) | [Delete Cart](#)

Quantity	Part No.	Description	Availability	Item Price	Line Total
NetVista A30					
1	831542U	NetVista A30	Within two weeks **	\$824.00	\$824.00
NetVista A30					
1	831552U	NetVista A30	In stock **	\$499.00	\$499.00
Subtotal					\$1,323.00*

Saved cart : NewEmployeePackage770- 01/10/2003 [Open Cart](#) | [Delete Cart](#)

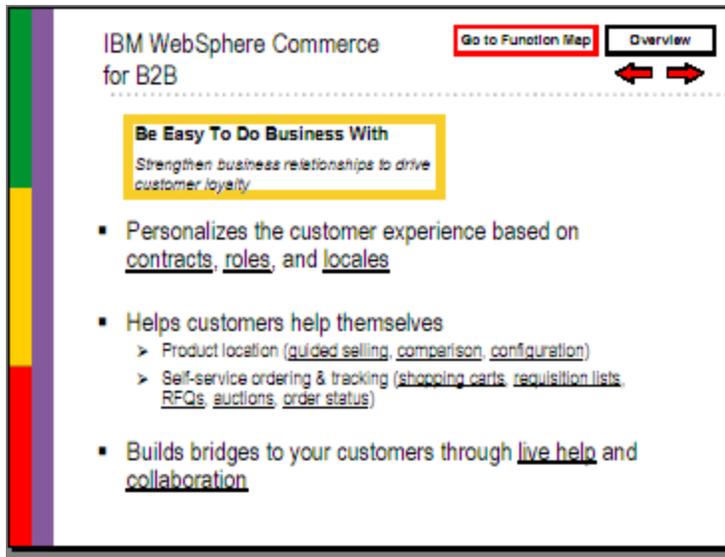
Quantity	Part No.	Description	Availability	Item Price	Line Total
NetVista A30p					
1	8311CCU	NetVista A30p	Within two weeks **	\$817.00	\$817.00
NetVista A30					
1	831552U	NetVista A30	In stock **	\$499.00	\$499.00
NetVista A30					
1	831537U	NetVista A30	Within two weeks **	\$824.00	\$824.00
Subtotal					\$2,240.00*

Saved cart : WeeklySupplyOrder- 01/10/2003 [Open Cart](#) | [Delete Cart](#)

Quantity	Part No.	Description	Availability	Item Price	Line Total
NetVista A30p					
1	8311CCU	NetVista A30p	Within two weeks **	\$817.00	\$817.00
Subtotal					\$817.00*

Here we see an example of several saved carts which can be used as requisition lists by an IBM customer. Notice that the carts can be named so as to indicate their purpose (Weekly Supply Order, New Employee Package, Standard Desktop Configuration). Requisition lists make it easy for customers to place repeat orders.

[Click the "Overview" link at the top of the page]

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RFQs and auctions let you offer your customers flexible alternatives to purchasing products at fixed prices. Let's look first at RFQs.

[click on the "RFQs" link in the "Self-service ordering & tracking" sub-bullet]

Request a quote

If you are interested in placing an order or are requesting a price quote, please fill out the form below with as much detail as possible.

The fields indicated with an asterisk are required to complete this transaction; other fields are optional. If you do not wish to provide us with the required information, please use the back button on your browser to return to the previous page.

[Your privacy](#)

Request information

Is this an order or a price quote request?*

Order

Price quote request

.....

If this is an order, do you have an approved purchase order? *

Yes

No, not required

.....

If yes, please indicate the Purchase Order number

System information

If you are upgrading an existing system or ordering software, please provide the following.

A buyer can create an RFQ for unique variations of goods and services that are offered in the catalog. Ibm.com has users enter the product information directly into the RFQ form, however WCBE also provides an Interest List which can be used by buyers to add desired products to their RFQ. Buyers can include any number of products in one RFQ, and define unique specifications for each product. They can also specify the terms and conditions for the transaction. A seller can view and respond to an RFQ when the RFQ is in Active state. A Buyer can also change or cancel an RFQ.

When sellers respond to an RFQ, they have the option of responding to each product, and to each product specification. A seller can also modify or cancel a response.

When the RFQ response is accepted by the buyer and the seller is notified, the RFQ transaction is completed through one of the following two processes:

- The buyer places an order that is automatically created and that contains the RFQ information.
- A contract is created containing the RFQ information.

[Click on the "Overview" link at the top of the page]

IBM WebSphere Commerce
for B2B

[Go to Function Map](#) [Overview](#)

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Auctions

Auctions enable you to efficiently sell high volumes of goods. With auctions, you can liquidate excess inventories and/or customer returns at high margins. Auctions also serve as an effective environment for test marketing and product introduction.

[click on “auctions” link in “Self-service ordering & tracking” sub-bullet]

The screenshot shows the IBM Future Auctions page. At the top, there are navigation links for 'Function Map' and 'Overview'. Below that, there are links for 'Home', 'Products & services', 'Support & downloads', 'My account', and 'Call 1-888-SHOP-IBM'. The main heading is 'Future Auctions'. Below the heading, it says 'This page was last refreshed at January 20, 2003 9:58:22 AM'. The main content is a table with the following data:

Product Name (Auction Rules)	Quantity	Auction Type	Auction Starts	Create/Modify Your Bids
NetVista A 831353U Auction Rules	100	Open Cry	January 20, 2003 11:00:00 AM	New AutoBid Your Bids
NetVista M 8303CBU Auction Rules	100	Dutch Auction	January 20, 2003 10:45:00 AM	---
ThinkPad X24 * Auction Rules	50	Sealed Bid	January 20, 2003 10:52:00 AM	---

Below the table, there is a note: '* product has a reserve price'. At the bottom of the page, there are links for 'Home', 'Shopping cart', 'My account', 'Contact us', 'Privacy policy', and 'Help'.

WebSphere Commerce provides three auction types:

1. Open Cry

Open Cry auctions follow the public meeting model; that is, all bids are available for everyone to see. Open Cry auctions typically include a short response time between final bid submission and the time that the administrator closes the auction. These auctions work well when prospective buyers participate in the auction simultaneously, and feel comfortable about quickly submitting counter bids. If necessary, the administrator can extend the time between the final bid submission and the close of the auction. This gives customers more time to react and submit bids.

2. Sealed Bid

Single-round Sealed Bid auctions utilize a private bidding process. Each participant submits a private bid, known only to themselves and the administrator. The auction closes at the bid submission deadline. The administrator determines the winners and losers of the auction. Use Sealed Bid auctions when it is impractical for bidders to prepare counter bids instantaneously. The following characterize Sealed Bid auctions:

- Anonymity of bids amongst bidders
- Long submission deadlines that allow the bidders to gather information, make decisions, and prepare and submit their bids

3. Dutch

In a Dutch auction, the administrator announces a price and asks if there are any participants willing to conduct a trade at that price. In Open Cry auctions and Sealed Bid auctions, participants submit bid prices. The auction starts with a high bid price that is lowered over time until there are sufficient bidders to clear the inventory.

In all auctions, the interactions are between your store and customers, not between customers.

Unlike in a traditional auction environment that runs auctions sequentially, several WebSphere Commerce auctions can run simultaneously.

[Click on the "Overview" link at the top of the page.]

IBM WebSphere Commerce
for B2B

[Go to Function Map](#) [Overview](#)

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Order status

A customer's interest in an order doesn't end when the order is placed, so you need to provide the ability for customers to monitor the status of their orders 24/7.

[Click on the "order status" link in the "Self-service ordering & tracking" sub-bullet]

United States **Function Map** **Overview** Shop IBM

Home Products Solutions Services Education News Support

Search
ibm.com

IBM for ADP
Key Contacts
How to Buy
Personalize
Feedback
My Software Center
ADP Bulletin Board
Events Calendar
Online Applications
Collaboration Center
US PC Order Reports

Questions?
Call IBM now...
1-877-426-4264

IBM North America order status

Search in **Purchase Order Number** for

Welcome, adp1 Ibmteam. Please select a report from one of the lists, and the appropriate button.

Standard Reports

This is a list of reports common to all users in your geography. These reports cannot be changed. You can make a copy of any report listed and later modify it to meet your needs. Select a report and click on the appropriate button below the list. You can sort by a column in the list by clicking the up or down arrow above the column name.

Report Name	Report Description
Asset Tracking	Displays all serialized items with a ship date ...
Backlog Report	All unshipped open orders
Order Status	The status of orders placed in the last 30 days
Purchase Report	Items in Shipped or Billed status with ship dat...
Rescheduled Items Report	Items showing change from Initial Schedule

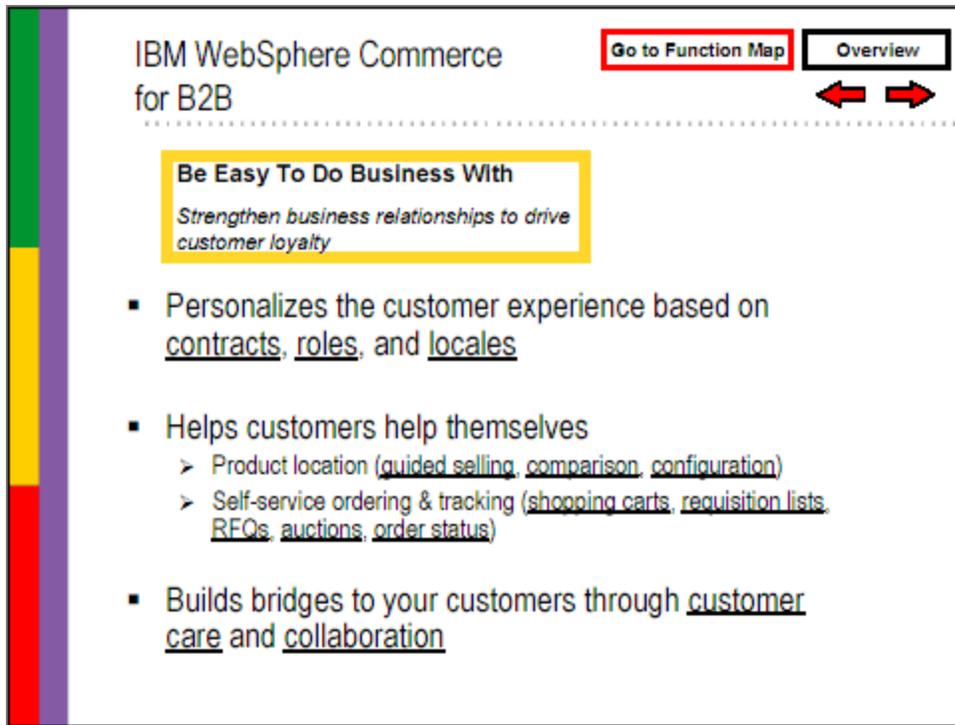
[View report with Standard Filters](#)
[View report with Custom Filters](#)
[Copy report](#)
[Download report](#)

Custom Reports

This is a list of reports that either you or someone in your company have created for your own use. You can change or delete the reports you have created yourself. You can make a copy of any report listed and later modify

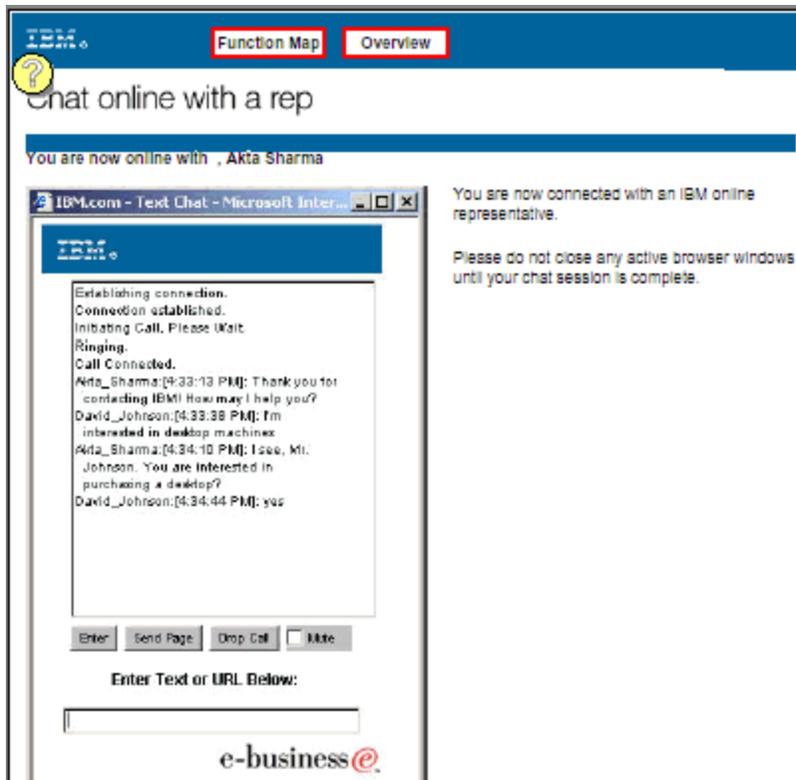
WebSphere Commerce lets users monitor the status of their orders and, depending on their role in the organization, the status of others' orders as well. In this example, we see how a manager at ADP can view the status of orders placed in the last 30 days, and can even apply filters to the report to narrow down the items listed.

[click on the appropriate link to see either the first screen of a long report (“View report with Standard Filters”), or a shorter report which has been filtered to show only those orders which have been scheduled for shipment but not yet shipped (“View report with Custom Filters”). After viewing a report, either return to the Overview by clicking the “Overview” link at the top of the page, or return to this page by clicking the Back button in your browser. When finished looking at the reports, click the “Overview” link at the top of the page.]

The image shows a screenshot of the IBM WebSphere Commerce for B2B interface. On the left side, there is a vertical bar with four colored segments: green at the top, yellow in the middle, red at the bottom, and a purple vertical line on the far left. The main content area has a white background. At the top left, the text "IBM WebSphere Commerce for B2B" is displayed. To the right of this text are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (highlighted with a black border). Below these buttons are two red arrows pointing left and right. A horizontal dotted line separates the header from the main content. Below the dotted line, there is a yellow-bordered box containing the text "Be Easy To Do Business With" and the subtext "Strengthen business relationships to drive customer loyalty". Below this box is a bulleted list of three items. The first item is "Personalizes the customer experience based on contracts, roles, and locales". The second item is "Helps customers help themselves", with two sub-bullets: "Product location (guided selling, comparison, configuration)" and "Self-service ordering & tracking (shopping carts, requisition lists, RFQs, auctions, order status)". The third item is "Builds bridges to your customers through customer care and collaboration".

Being easy to do business with also means strengthening relationships with your customers through direct interaction with them. WebSphere Commerce provides two means of direct access to your customers: Customer Care for providing assistance to customers in real time, and Collaborative Workspaces for providing online project work spaces for working with your customers (sharing documents, having threaded discussions, tracking project milestones).

[Click the “customer care” link in the last bullet (“Builds bridges...”)]



A key feature of WebSphere Commerce is the customer service interface. The key benefits are that this provides a cost effective application to provide customer services, however, more importantly it provides consistent data to the end customer & the CSR. The CSR uses the same system as the end customer & LOB, thus they have full access to orders and such so there is no issue with the call center/CRM interface accessing a back end system, while the customers order is stuck on the website (eliminates and mismatch in data (consistency) or latency (orders uploaded to backend at the end of the day)). Instead, what you get is accurate & efficient customer service

35% of customers said they would buy on-line if they could talk with a CSR on-line (according to a report from Forrester Research). Live Help allows the customer to communicate via instant messaging or chat while on-line.

Cost effectiveness

- CSRs use same system as customers/LOB users
- CSRs have full access to orders/status, site logs, etc.
- Easy-to-use design reduces CSR training costs

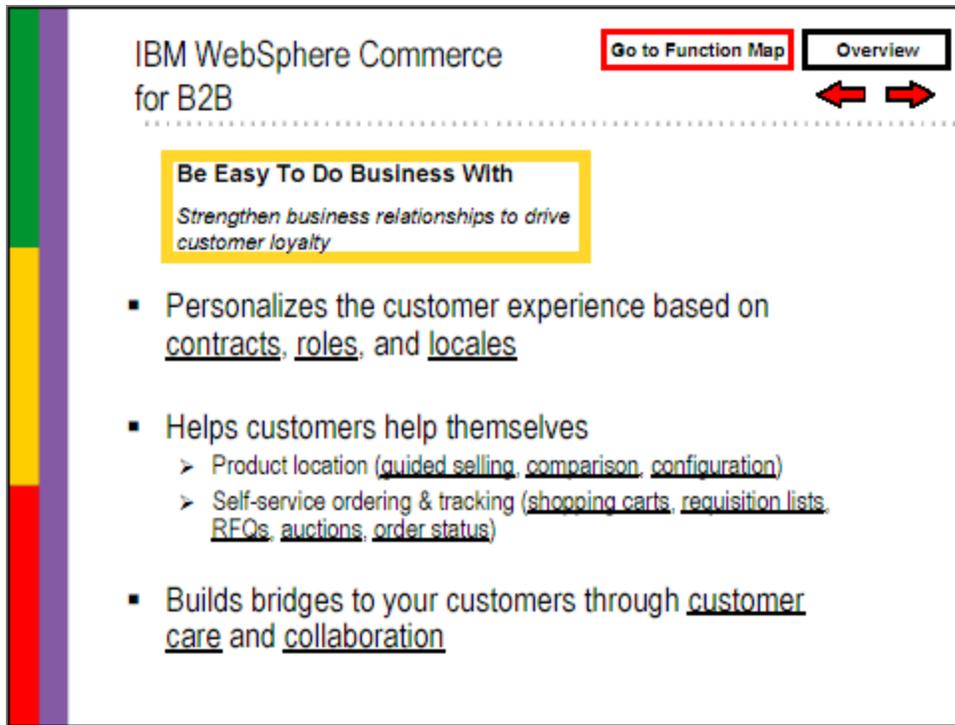
Consistent data and integration

- Customer gets consistent story
- CSR maintenance of customer profile ensures consistency

Assist customers throughout Web experience

- Login passwords/account enablement
- Order processing — create/update/cancel/status inquiry
- Online collaborative assistance — “Sametime”

[Click on the “Overview” link at the top of the page]

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IBM WebSphere Commerce for B2B

Go to Function Map Overview

← →

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One of WCBE's key differentiators is its strong collaboration capabilities. Collaborative Workspaces enable people from both the seller, partner, and buyer organizations to come together securely online to share documents, manage projects, hold threaded discussions, on any topics of mutual interest. This close interaction builds trust among trading partners, while facilitating complex negotiations and discussions. For example, a customer submitting a complex RFP could post supporting documentation in a collaborative workspace, and a team of people from the seller's organization could access the documentation, ask questions of people in the seller's organization, and craft a response.

[Click the "collaboration" link in the last bullet ("Builds bridges...")]

home > discussion > next | last

RFP [Function Map](#) [Overview](#)

[New Page](#) [New...](#) [Cleanup](#)

Welcome
[Discussion](#)
 Library
 Calendar
 Tasks
 Index

what's new
 advanced search

work offline |
 notify | print | help

Discussion

Title	Author	Modified
Need a custom grinder for a special promotion We're looking to attract a younger generation of carpenters with a combination grinder/MP3 player. Here are the specifications. How much will it cost to build 50,000?	Smith/John	01/16/2003
Re: Need a custom grinder for a special promotion We can build you a grinder that has an MP3 player and a DVD player, that way a person can work, dance, and watch a movie at the same time. I was telling my assistant Al just the other day that this would be a fantastic tool for the contractor who has everything.	Taylor/Tim	01/16/2003
Re: Need a custom grinder for a special promotion That sounds perfect! Work me up a quote on that, please...	Smith/John	01/16/2003
Quote for custom grinder/MP3/DVD Here you go, John. I hope this will meet your needs and your budget. Your company is certainly on the cutting edge when it comes to tools. By the way, I'll be out your way next week; perhaps we could play a round of golf?	Taylor/Tim	01/16/2003

Items 1 - 4 out of 4 (including hidden items) [Hide responses](#)

next | last
[new page](#) | [new...](#) | [cleanup](#)

Collaborative workspaces provide a collaborative interface using Lotus QuickPlace to support business discussions, such as negotiating contract terms and conditions between a Buyer and a Seller (or an Account Representative for the Seller). Business users within the Seller's organization can also use collaborative workspaces. Collaborative workspaces are created through the WebSphere Commerce Accelerator. Any member of the Seller organization can create a collaborative workspace. An Account Representative or a Sales Manager with QuickPlace Manager access can add Buyers to the workspace.

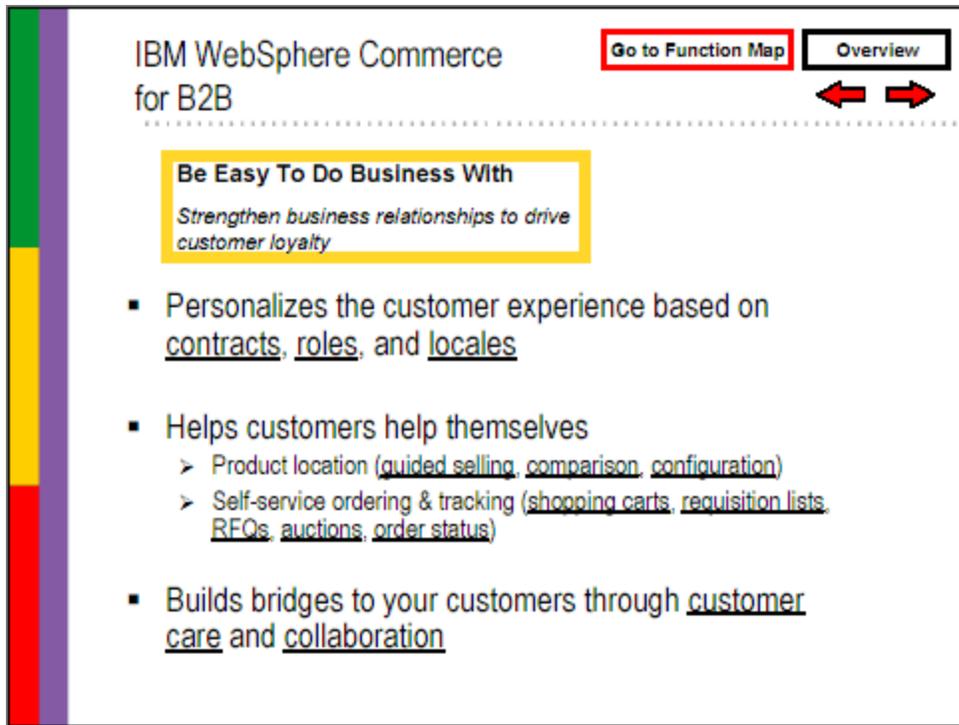
Collaborative Workspace features:

- Document sharing
- Project management
- Threaded discussions
- Real-time instant messaging
- Easily created and administered by business users

Benefits:

- Enables close interaction between sellers & buyers
- Facilitates timely and accurate RFP responses involving teams of people from both buyer and seller org
- Builds trust among trading partners
- Facilitates in-house operational activities (campaign design, contract negotiations, etc.)

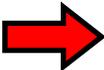
[Click the "Overview" link at the top of the page]

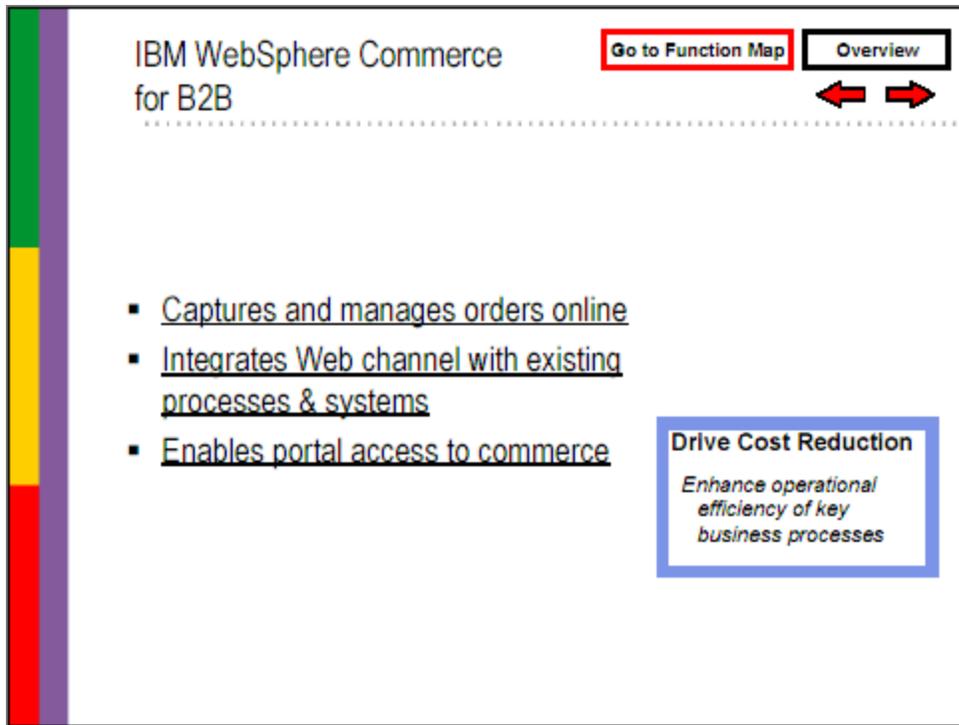


The screenshot shows the IBM WebSphere Commerce for B2B interface. On the left is a vertical navigation bar with green, yellow, and red segments. The main content area has a header with the title "IBM WebSphere Commerce for B2B". To the right of the title are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (highlighted with a black border). Below these buttons are two red arrows pointing left and right. A yellow box highlights the section "Be Easy To Do Business With" with the subtext "Strengthen business relationships to drive customer loyalty". Below this are three bullet points:

- Personalizes the customer experience based on contracts, roles, and locales
- Helps customers help themselves
 - Product location (guided selling, comparison, configuration)
 - Self-service ordering & tracking (shopping carts, requisition lists, RFQs, auctions, order status)
- Builds bridges to your customers through customer care and collaboration

We've spent some time illustrating how WebSphere Commerce can make your business easier to do business with. Now let's look at how it can reduce your costs.

[Click on the right arrow  in the upper right corner]



The screenshot shows the IBM WebSphere Commerce for B2B interface. On the left is a vertical navigation bar with green, yellow, and red segments. The main content area has a header with the text "IBM WebSphere Commerce for B2B". To the right of the header are two buttons: "Go to Function Map" (highlighted with a red border) and "Overview" (highlighted with a black border). Below these buttons are two red arrows pointing left and right. A dotted line separates the header from the main content. The main content features a bulleted list of three items, each underlined: "Captures and manages orders online", "Integrates Web channel with existing processes & systems", and "Enables portal access to commerce". To the right of this list is a blue-bordered box with the text "Drive Cost Reduction" and "Enhance operational efficiency of key business processes".

WebSphere Commerce can help you drive costs out of your business in three major ways:

- Through efficient order capture and order management
- Through streamlining your business by integrating the Web channel with your existing back-end and front-office processes and systems, and
- Through enabling users to access complete commerce functionality via a portal interface

Let's look at each of these in turn.

[Click on "Captures and manages orders online"]

United States [Function Map](#) [Overview](#) [Shop IBM](#)

Home Products Solutions Services Education News Support

Search [Go](#)

IBM for ADP
[Key Contacts](#)
[How to Buy](#)
[Personalize](#)
[Feedback](#)
[My Software Center](#)
[ADP Bulletin Board](#)
[Events Calendar](#)
[Online Applications](#)
[Collaboration Center](#)
[US PC Order Reports](#)

Questions?
 Call IBM now...
 1-877-426-4264

[IBM North America order status](#) >

Order Status

Search in for [Go](#) [Help?](#)

This page displays the results of the report. The current filter settings are displayed that were used to generate the report results. You may alter the filter settings of the report by clicking the "Show Filters" button. You can sort by a column in the report by clicking the up or down arrow above the column name. The availability of data for the columns in the report is shown below the report.

Current Filters
 Geography: All
 Country: All
 Location: All
 Part Status: All
 Only show repeating records once: No
 Date Range: Order Date for the last 30 days

[Show Filters](#) [Download](#) [Reset Filters](#)

Report
 Description: The status of orders placed in the last 30 days

Displaying result rows 1 through 100 of 493

[Next 100 Rows](#) [Show All Rows](#)

Purchase Order Number	Part Description	Part Status	Part Number	Part Quantity	Order Date	Scheduled Ship Date	Part Ship Date
pc127600	3510-020 SCSI STORAGE ENCLOSUR	SHIPPED	3510020	1	12/16/02	12/27/02	12/26/02
DO10188	256MB CL2.5 DDR SDRAM SODIMM	SHIPPED	10K0030	5	12/16/02	01/08/03	12/24/02
DO10188	256MB CL2.5 DDR SDRAM SODIMM	SHIPPED	10K0030	5	12/16/02	01/08/03	12/24/02
DO10188	IBM USB Portable CD-Rom Dr	SHIPPED	33L5151	25	12/16/02	01/08/03	12/18/02
DO10188	TPT30 1.8G 512 256/40.0 14.1	SHIPPED	236784U	5	12/16/02	12/30/02	12/18/02

We've seen this screen before, when talking about the benefits to customers of 24/7 order status tracking. But now let's focus on the powerful order capture and management capabilities of WebSphere Commerce that make it possible to generate such a large volume of orders.

Information that was once only maintained in ERP or internal systems can now be extended securely to the Web. WebSphere Commerce Business Edition provides robust order management capability that allows your customers to provide vital information while shopping on-line... Buyer can quickly determine whether items are in stock or, if not currently in stock, when they will be (available-to-promise)

Positioning Order Management:

- Enterprise Businesses with existing back-end systems:
 Commerce offers leading edge Order Management Connectivity Framework with enhanced messages and easy, web-based interfaces created for complex back-end systems, ie. backorders, split orders

- Enterprise Business with Channels:
Commerce offers a robust order management system that can be tied into multiple channels to enable a single view of inventory across many back-end systems. Enterprise business can offer smaller channels, dealers, retail locations enterprise level order management and inventory management systems in WCBE and gain operational efficiencies
- Medium and Small Businesses:
WebSphere Commerce offers robust inventory management and order management that can replace existing systems and processes (or can integrate with existing systems)

Business Value

- Real-time order management processes on the web streamlines the supply chain
- Minimizes errors and capture backorders
- Increases overall visibility to the Supply Chain
- Flexible and streamlined order process

Key Capabilities

- Inventory Management
 - Real-time Available-To-Promise
 - Ability to enter and manage inventory by dist center
 - Ability to enter and manage future incoming inventory
 - Real-time allocation of inventory as orders are placed
- Order Management
 - Backorder creation with expected avail. date
 - Additional messages for connectivity
 - Split order management
- Returns & Refunds
 - Refunds for one or all items
 - Refunds not associated with a SKU
 - Payment Reversal

[Click on "Overview" link at top of page]

IBM WebSphere Commerce
for B2B

[Go to Function Map](#) [Overview](#)

← →

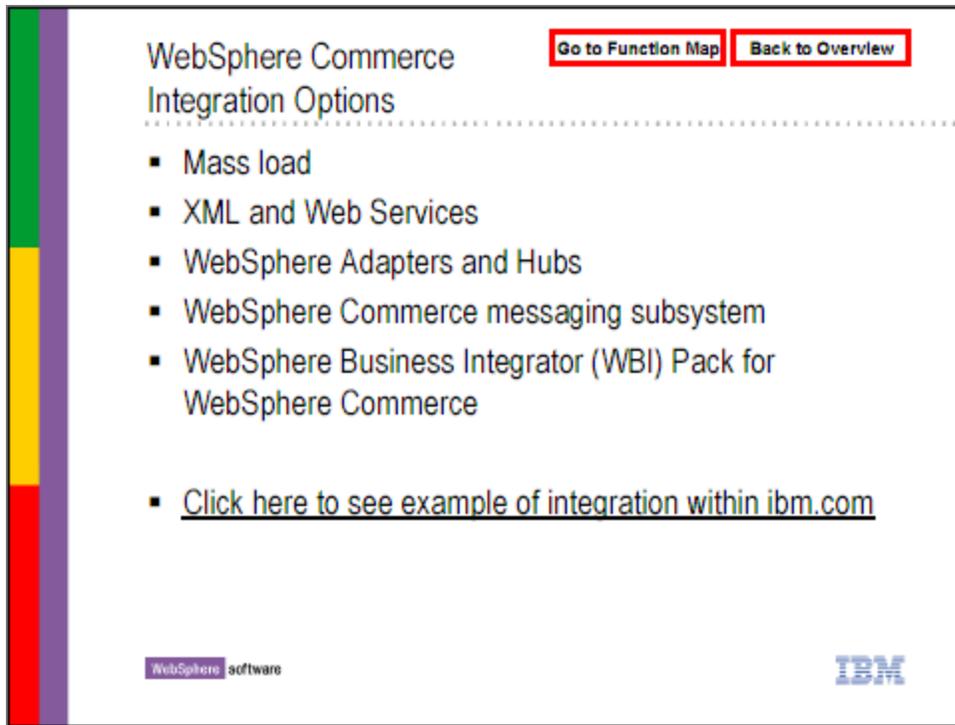
- [Captures and manages orders online](#)
- [Integrates Web channel with existing processes & systems](#)
- [Enables portal access to commerce](#)

Drive Cost Reduction
Enhance operational efficiency of key business processes

Integration and Web services

No other commerce solution offers more options for integrating with your existing systems and those of your customers and partners:

[Click on “Integrates Web channel with existing processes & systems” bullet]

The image is a screenshot of a web page titled "WebSphere Commerce Integration Options". At the top right, there are two buttons: "Go to Function Map" and "Back to Overview", both enclosed in red rectangular boxes. Below the title, a dotted horizontal line separates it from a bulleted list of integration options. The list includes: "Mass load", "XML and Web Services", "WebSphere Adapters and Hubs", "WebSphere Commerce messaging subsystem", "WebSphere Business Integrator (WBI) Pack for WebSphere Commerce", and a link that says "Click here to see example of integration within ibm.com". At the bottom left, there is a "WebSphere software" logo, and at the bottom right, there is the "IBM" logo. On the far left edge of the screenshot, there is a vertical bar with four colored segments: green, yellow, red, and purple.

1. Let's begin by highlighting the Mass load function of WebSphere Commerce:
Here's we're really focusing on the exchange of data.

Supporting detail: This includes functions like:

- Import and load catalog/content into WC
- Export Catalog to various format (e.g. Ariba local catalog)
- Extract data to WC Analyzer datamart

2. Next, let's highlight the XML Interface and support for Web services:

As a means to extend and externalize a sell-side implementation, customers and business partners commonly utilize the XML interface supported in WebSphere Commerce. In addition to using base XML for integration, WebSphere Commerce also supports Web services - a new breed of Web applications. Web services are self-contained, self-describing, modular applications that can be published, located, and invoked across the Web. A Web service is an interface that describes a collection of operations that are accessible through the network using standardized XML messaging.

Supporting detail: Web services perform functions that can be invoked ranging from a simple request to complicated business processes. Once a Web service is deployed and registered, other applications can discover and invoke the deployed service. The foundation for Web services are the simple object access protocol (SOAP), the Web services description language (WSDL), and the Universal Description, Discovery, and Integration (UDDI) registry.

The Web services implementation makes use of the existing WebSphere Commerce infrastructure.

Supporting detail: WebSphere Commerce now includes code and documentation that allows you to:

- enable WebSphere Commerce business functions to be accessible as Web services (inbound services - e.g. Update Order Status from a back end system)
- It also allows you to enable WebSphere Commerce to invoke external Web services (outbound services) - e.g. Check Inventory Availability or Send an Order to a back end system for fulfillment)

3. Next, utilizing WebSphere Adaptors and Hubs offers another form of integration. Since WebSphere Commerce is on top of the J2EE compliant WebSphere Application Server it can support integration within the Java Connector architecture (JCA). This can be useful for connecting to legacy systems - - for example, using the Common Connector Framework (CCF) to connect to CICS legacy systems.

Supporting detail: By tooling to this architecture, WebSphere Commerce can extend its task commands to provide an entry point into external systems. For example, to check the inventory, you would use the Eg: CheckInventoryCmd in WebSphere Commerce.

4. Last but not least, there's the messaging subsystem of WebSphere Commerce. Represents the WC Messaging interface with other business applications through receiving messages and sending notifications. It uses XML messages to invoke controller commands and allows access to the WCS business logic. It's flexible and supports the ability to allow additional and/or customize XML Messages and E-mail Notifications.

Supporting detail: It has a facility to compose messages using Java Server Pages (JSP) Templates. It can process inbound XML messages over HTTP and MQ Series protocol; it supports security credentials of user name and password in Inbound XML messages; it has a XML message mapper to be used for defining new messages, and message mappers can be created and customized.

Most importantly, there's an expanded set (20+) of predefined set of messages supplied out of the box.

The messaging subsystem consists of 2 major components:

1. Inbound Messaging Service,

[Supporting detail:] The Inbound Messaging Service supports

- HTTP Adapter
- MQSeries Adapter
- Architected to support protocol extensions

2. and an Outbound Messaging Service

[Supporting detail:] The Outbound Messaging Service supports

- e-mail
- MQSeries
- File
- Architected to support protocol extensions

5. The previous integration options meet the requirements for many of our customers and partners. For instances where our customers and partners have more involved integration requirements, WebSphere Commerce - built on the WebSphere Platform – can easily leverage integration solutions from the WebSphere portfolio. In fact, WebSphere Commerce has actually created an integration solution – called WebSphere Business Integration (WBI) Pack for WebSphere Commerce – that utilizes components from the WebSphere portfolio

- The WBI Pack for WebSphere Commerce integration solution helps you to integrate two applications--whether they are packaged, legacy, mainframe or custom.
 - Integrate WC to existing applications (ERP, CRM, SCM; legacy technologies)
 - Supports both asynchronous & synchronous messaging
- [Supporting detail:] An out-of-the-box solution, it is comprised of components from the WBI portfolio (many from the recent Crossworlds acquisition). The bundle includes
 - industry-leading adapters for easy application connectivity
 - a proven, scalable integration server
 - tools to install and configure the solution
 - pre-built process templates (Collaborations) that automate transactions between applications.
- [Supporting detail:] The solutions help you to automate mission-critical enterprise processes that involve customers, products, orders, price lists, employees, and partners, and more.
- The benefits of this solution include but are not limited to:
 - Reduces initial integration costs by 30-70% with pre-built components and tools that simplify installation and configuration
 - Eliminates 75% of the cost of long-term maintenance by making integration components re-usable
 - Solves immediate problems today without having to invest in a long-term enterprise integration strategy for the future
 - [Supporting detail:] Scales up to become a long-term enterprise integration strategy if and when needed
 - [Supporting detail:] Implemented in a fraction of the time it takes to deploy enterprise applications, accelerating the benefits of integration.
 - [Supporting detail:] Easier and cheaper to maintain over time than traditional point-to-point, or "proprietary" (application-specific) approaches.

Let's look at an example of integration within ibm.com.

[Click on the "Integrates Web channel with existing processes and systems" link]

Function Map Overview Search Keyword(s) or Mfg # Go Advanced Search

Home | All Products | Your Account | View Cart

Search Results

Include Out of Stock

Sort Product List By

Displaying 1 through 25 of 63 total records. Show results per page. [1](#) [2](#) [3](#) [next page >>](#)

Category: NetVista Desktops
Sub-Category: NETVISTA A SERIES

Compare	Description	Product Code	Web Price	Your Price (Click For Volume Price)	Click For Real-Time Availability	Buy
<input type="checkbox"/>	A30 CTO INTEL PENTIUM 4 2.0... IBM 8311CAU Related Products	8311CAU	\$359.00	\$322.20	3	Customize Add to cart
<input type="checkbox"/>	A30P CTO INTEL PENTIUM 4 2.0... IBM 8310CAU Related Products	8310CAU	\$418.00	\$376.20	Available 03/03/2003	Customize Add to cart
<input type="checkbox"/>	A30P CTO INTEL PENTIUM 4 2.2... IBM 8310CBU Related Products	8310CBU	\$449.00	\$403.20	↓	Customize Add to cart

Inventory data is maintained in IBM's SAP system, and ibm.com refreshes the inventory information on the Web once a day. *[Point out the inventory information in the "Click for Real-Time Availability" column, including the Available-To-Promise feature (highlighted in yellow) that enables ibm.com to list expected inventory]*

However, it also provides users with real-time inventory availability. If a user clicks on the inventory data, a message is sent in real-time to the SAP system, which generates up-to-date inventory information.

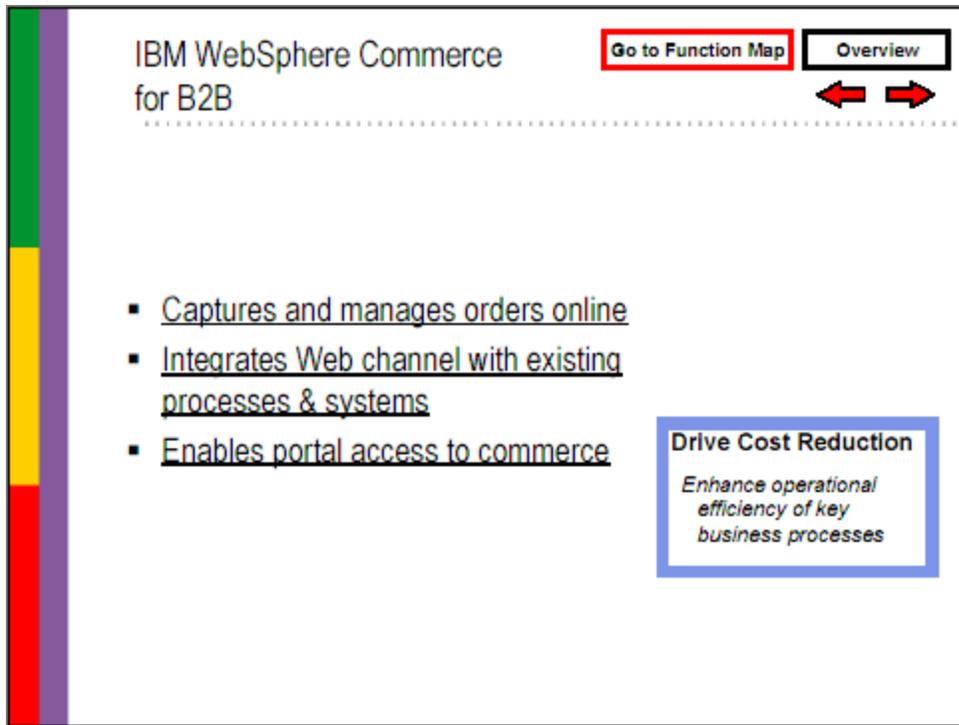
[click the "3" link (highlighted in red)]

UPDATED STOCK STATUS FOR 01/10/2003

Product Code	Stock / Status
8311CAU	2

[CLOSE WINDOW](#)

[click the "CLOSE WINDOW" link (highlighted in red) to return to the previous screen, then click the "Overview" link at the top of that page]



Business portals featuring WebSphere Commerce extend the value of the portal infrastructure beyond B2E, into B2B and B2C, since a company's relationships with consumers and other businesses centers around commerce. Specific benefits include:

Increased customer satisfaction:

- Customers can access all info & applications they need from a single, consistent UI.
- Personalized capabilities/views based on contract terms, roles, and locales.
- Guided selling and 24/7 ordering help customers help themselves at their convenience.

Reduced costs:

- Common commerce/portal infrastructure reduces total cost of ownership.
- Online ordering and distributed order management reduces order capture and processing costs.
- Master catalog reduces catalog management costs.

Let's look at an example.

[click the "Enables portal access to commerce" link]

The screenshot shows the WINSTONS website interface. At the top left is the logo with the tagline "Movies, sports, fashion and more". Navigation links include "Edit my profile", "Log off", "Function Map", and "Overview". Below these are "Tools Home", "My Carts", and "My Account". A left sidebar lists categories: Fashion, Tools, Music, Movies, Sports, and My Store. The main banner features a worker with a drill and the text "TOOL COUNTRY! Top brands from leading manufacturers. Heavy Duty. Our tools are rugged enough to last a lifetime. We guarantee it! No hassle, money-back guarantee." Below the banner are three portlets: "Drills", "Screwdrivers", and "Grinders". The "Drills" portlet contains three items: "Hammer Drill" (\$125.00), "Heavy-Duty Drill Kit" (\$180.00), and "Right Angle Drill" (\$150.00). The "Screwdrivers" portlet contains three items: "Drywall Screwdriver" (\$80.00), "Heavy-Duty Drywall Screwdriver" (\$110.00), and "Versa-Clutch Screwdriver" (\$130.00). The "Grinders" portlet contains three items: "Small Angle Grinder" (\$110.00), "Medium Angle Grinder" (\$115.00), and "Large Angle Grinder" (\$145.00). The "Hammer Drill" product is highlighted with a red box.

Drills	Screwdrivers	Grinders
 Hammer Drill \$125.00	 Drywall Screwdriver \$80.00	 Small Angle Grinder \$110.00
 Heavy-Duty Drill Kit \$180.00	 Heavy-Duty Drywall Screwdriver \$110.00	 Medium Angle Grinder \$115.00
 Right Angle Drill \$150.00	 Versa-Clutch Screwdriver \$130.00	 Large Angle Grinder \$145.00

This fictional company is displaying their products via multiple views on a single catalog, with each view in a separate portlet. The next several screens illustrate some of the commerce functionality that can be made available in a Business Portal. In this scenario, the user first selects the Hammer Drill to look at the product details.

[Click on the "Hammer Drill" link highlighted in red]

WINSTONS
Hoses, pumps, valves and more

[Edit my profile](#) [Log off](#) [Function Map](#) [Overview](#)

[Tools Home](#) [My Carts](#) [My Account](#)

Fashion
Tools
Music
Movies
Sports
My Store

TOOL COUNTRY!

Top brands from leading manufacturers.

Heavy Duty

Our tools are rugged enough to last a lifetime.
We guarantee it!

No hassle, money-back guarantee.

Drills	Screwdrivers	Grinders
 Hammer Drill \$125.00 For all your high-torque and hammer drilling needs, the hammer drill is the best on the market. With all metal chuck carbide tipped jaws to prevent slipping, 660 inch/lb of torque, and a 360 degree side handle, this drill combines versatility and power. Quantity: <input type="text"/> Amps: <input type="text"/> Speed: <input type="text"/> Add to shopping cart Add to wish list < Previous	 Drywall Screwdriver \$80.00  Heavy-Duty Drywall Screwdriver \$110.00  Versa-Clutch Screwdriver \$130.00	 Small Angle Grinder \$110.00  Medium Angle Grinder \$115.00  Large Angle Grinder \$145.00

After verifying that the product is what they want, the user clicks on the “Add to shopping cart” button.

[click the “Add to shopping cart” link highlighted in red]

WINSTONS
 knives, optics, fashion and more

Edit my profile Log off [Function Map](#) [Checkout](#)

Tools Home My Carts My Account

Fashion
 Tools
 Music
 Movies
 Sports
 My Store

TOOL COUNTRY!
 Top brands from leading manufacturers.

Heavy Duty
 Our tools are rugged enough to last a lifetime.
 We guarantee it!

No hassle, money-back guarantee.

Shopping Cart **Wish List**

Your cart contains:

Quantity	Item	Price	Total	
1	Classic Wallet Color: Black Size: Large	\$26.00	\$26.00	Remove
1	Small Angle Cylinder Amps: 11.0 Speed: 1400- 1500 rpm	\$110.00	\$110.00	Remove
1	Hammer Dirt Amps: 2.0 Speed: 400- 600 rpm	\$125.00	\$125.00	Remove
Subtotal:			\$260.00	Update totals

[Checkout >](#)

Your wish list contains:

Select	Item	Price	
<input type="checkbox"/>	Traditional 5-pocket jeans null	\$25.00	Remove
<input type="checkbox"/>	Compilation - Tropical null	\$25.00	Remove

[Add selected items to shopping cart >](#)

Notice that when the customer is looking at the shopping cart portlet, the wish list portlet also becomes visible so that they can easily add additional items from their wishlist to their shopping cart.

[click the "Checkout>" button (highlighted in red)]

The screenshot shows the WinStons website interface. At the top, there are navigation links: "Edit my profile", "Log off", "Function Map", and "Overview". Below these are "Tools Home", "My Carts", and "My Account" (highlighted in red). A sidebar on the left lists categories: Fashion, Tools, Music, Movies, Sports, and My Store. The main content area features a "TOOL COUNTRY!" banner with a man in a hard hat and a power tool, and text: "Top brands from leading manufacturers. Heavy Duty. Our tools are rugged enough to last a lifetime. We guarantee it! No hassle, money-back guarantee." Below the banner are two panels: "Shopping Cart" and "Wish List".

Shopping Cart

Order confirmation: Your card was successfully authorized. Thank you for shopping at WinStons.

Order number: 10752
 Subtotal: \$260.00
 Total tax: \$13.00
 Shipping: \$3.00
 Grand total: \$276.00

Please retain the above information as reference to your order. Thank you for shopping at WinStons!

Wish List

Your wish list contains:

Select Item	Price	
<input type="checkbox"/> Traditional 5-pocket jeans	\$25.00	Remove
<input type="checkbox"/> Camplation - Tropical	\$25.00	Remove

[Add selected items to shopping cart >](#)

Order confirmation insures that the user feels comfortable that their order has gone through. Of course, they can check the status of their orders at any time.

[click the "My Account" link near the top of the page (highlighted in red)]

WINSTONS
 Hoses, spools, fabric and more

[Edit my profile](#) [Log off](#) [Function Map](#) [Overview](#)

[Tools Home](#) [My Carts](#) [My Account](#)

[Fashion](#)
[Tools](#)
[Music](#)
[Movies](#)
[Sports](#)
[My Store](#)

TOOL COUNTRY!
 Top brands from leading manufacturers.

Heavy Duty
 Our tools are rugged enough to last a lifetime.
 We guarantee it!

No hassle, money-back guarantee.

My Account

PERSONAL INFORMATION
 Need to update your name, e-mail address or password? Click the button below.

[Change personal information](#)

ADDRESS BOOK
 Need to update your address book? Add your contact names and numbers to our easy to use address book!

[Edit my address book](#)

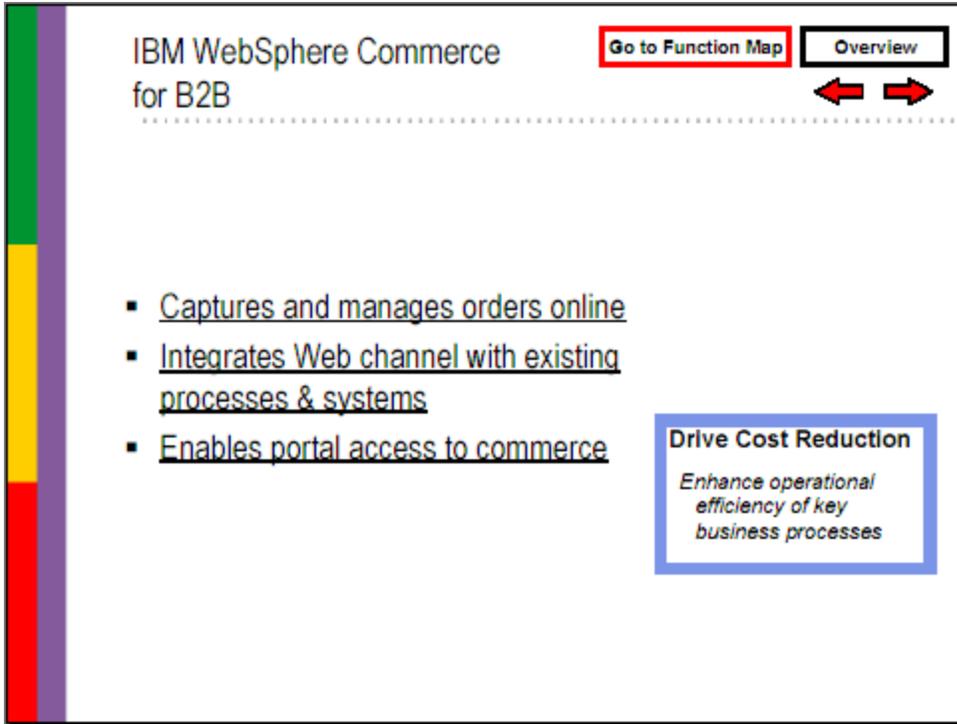
DEFAULT PROFILE
 Need to update your default address or payment method? Click the button below.

[Change my default profile](#)

Order Status

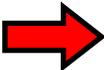
Order Number	Order Date	Order Status	Total Amount
10214	2002-11-08	Pending payment approval	\$27.25
10352	2002-11-12	Pending payment approval	\$85.99
10403	2002-12-08	Pending payment approval	\$81.75
10554	2002-12-09	Pending payment approval	\$27.25
10567	2002-12-12	Pending payment approval	\$27.25
10752	2003-01-15	Sent to fulfillment	\$276.00

[point out the latest order at the bottom of the Order Status portlet. Then click the "Overview" link at the top of the page]



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Now that we've looked at how WebSphere Commerce can positively impact your bottom line, let's take a look at its impact on your top line.

[Click on the right arrow  in the upper right corner]

IBM WebSphere Commerce
for B2B

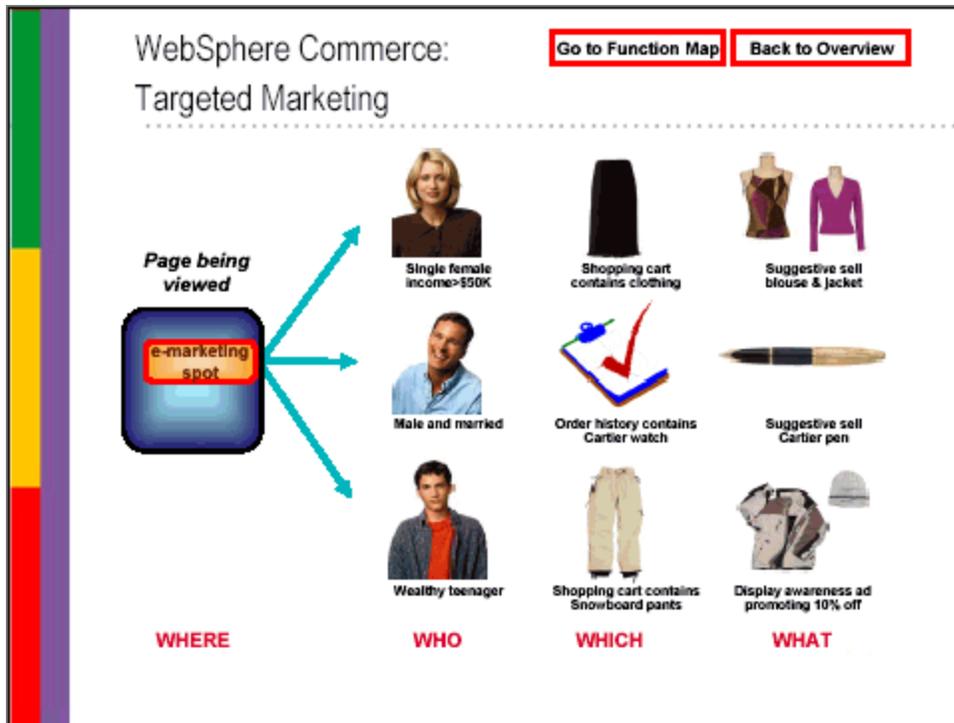
[Go to Function Map](#) [Overview](#)

- Enables sophisticated marketing campaigns and promotions
- Provides advanced analytics for measuring success

Grow Revenues
Optimize sales & marketing effectiveness

WebSphere Commerce optimizes the effectiveness of your sales and marketing efforts through targeted marketing, and enables you to track and measure the success of your efforts through advanced analytics. Let's look more closely at targeted marketing:

[Click the "marketing campaigns and promotions" link]



WebSphere Commerce targeted marketing lets you specify *where* a promotion will appear (e.g., on a product page, on the home page, in the user’s shopping cart), *who* will see the promotion (based on either user profile or user behavior), *which* conditions must be true for the promotion to appear (for example, if the shopping cart contains a specific product, or if the order history matches a specific set of criteria), and *what* promotion will be shown.

Let’s look at an example.

[click the “e-marketing spot” button at the left center of the page (within the graphic illustration)]

United States [Function Map](#) [Overview](#)

[Home](#) | [Products & services](#) | [Support & downloads](#) | [My account](#) | [Call 1-888-SHOP-IBM](#)

+ [Select a country](#)

- [Shopping help](#)
[Warranty info](#)
[View cart](#)
[Open saved carts](#)
[Estimate shipping](#)
[Estimate leasing](#)
[Order status](#)
[Returns policy](#)
[Shopping guarantee](#)

Related links:
[Home / home office](#)
[Small business](#)
[Medium business](#)

Your shopping cart

Quantity	Part No.	Description	Availability	Item Price	Line Total
Individual Items					
1	22P8146	Visioneer One Touch 9500 Scanner	Within two weeks ***	\$89.99	\$89.99
Update					Subtotal (update) \$89.99*
<input type="button" value="Check out"/>					<input type="button" value="Save cart for later"/>
<input type="button" value="Keep shopping"/>					<input type="button" value="Call me now"/> <input type="button" value="Chat online"/>

[Safe Shopping Guarantee](#)

You may also want:



[HP PhotoSmart P1115 Printer](#)
 \$219.99 IBM Web Price*
 Make digital photo printing easy with the HP Photosmart 1115 printer. It can be as simple as sliding your digital camera memory card* into the printer's card slot.

*Please note: Shipping and sales tax are not included in the subtotal but, if applicable, will be added at the time of checkout.

In this example, the customer has added a scanner to their shopping cart, and WebSphere Commerce has placed a promotion on the shopping cart page for a printer.

[click on the "Overview" link at the top of the page]

IBM WebSphere Commerce
for B2B

[Go to Function Map](#) [Overview](#)

- Enables sophisticated [marketing campaigns and promotions](#)
- Provides [advanced analytics](#) for measuring success

Grow Revenues
Optimize sales & marketing effectiveness

Because it's true that you only get what you measure, WebSphere Commerce lets you measure whatever is critical to your business' success.

[Click on the "advanced analytics" link in the second bullet]

Name	From	Date	Size
CO Bottom 10 Accounts by Frequency	bowab	May 21 2002 15:59:55	87 K
CO Bottom 10 Accounts by Monetary Rating	bowab	May 21 2002 18:02:32	81 K
CO Bottom 10 Accounts by Number of Orders	bowab	May 21 2002 18:01:49	150 K
CO Bottom 10 Accounts by Number of Returns	bowab	May 21 2002 18:01:06	144 K
CO Bottom 10 Accounts by Reason of Purchase	bowab	May 21 2002 17:59:22	59 K
CO Bottom 10 Accounts by Sales Revenue	bowab	May 21 2002 17:58:46	143 K
CO Bottom 10 Contracts by Frequency	bowab	May 21 2002 17:58:07	87 K
CO Bottom 10 Contracts by Monetary Rating	bowab	May 21 2002 17:57:27	82 K
CO Bottom 10 Contracts by Number of Orders	bowab	May 21 2002 17:56:31	151 K
CO Bottom 10 Contracts by Number of Returns	bowab	May 21 2002 17:55:46	144 K
CO Bottom 10 Contracts by Reason of Purchase	bowab	May 21 2002 17:55:09	80 K
CO Bottom 10 Contracts by Sales Revenue	bowab	May 21 2002 17:54:19	144 K
CO Breakdown of Contracts Over Time	bowab	May 21 2002 18:46:22	22 K
CO Characteristics of Bottom 10 Accounts	bowab	May 21 2002 18:19:49	159 K
CO Characteristics of Bottom 10 Contracts	bowab	May 21 2002 18:19:26	188 K
CO Characteristics of Top 10 Accounts	bowab	May 21 2002 18:18:38	159 K
CO Characteristics of Top 10 Contracts	bowab	May 21 2002 18:18:08	188 K
CO Outstanding Order Amount by Account	bowab	May 21 2002 18:47:38	20 K
CO Outstanding Order Amount by Contract	bowab	May 21 2002 18:48:42	22 K
CO Percentage of Contracts with Returns by Month	bowab	May 21 2002 18:17:09	121 K
CO Percentage of Contracts with Returns by Quarter	bowab	May 21 2002 18:16:23	120 K
CO Percentage of Contracts with Returns by Week	bowab	May 21 2002 18:14:32	122 K
CO Percentage of Contracts with Returns by Year	bowab	May 21 2002 18:13:38	120 K
CO Sales Revenue by Account	bowab	May 21 2002 18:49:38	23 K
Sales Revenue by Account	bowab	May 21 2002 18:51:02	24 K
Top 10 Accounts by Frequency	bowab	May 21 2002 18:11:58	88 K
CO Top 10 Accounts by Monetary Rating	bowab	May 21 2002 18:11:26	81 K
CO Top 10 Accounts by Number of Orders	bowab	May 21 2002 18:10:00	148 K
CO Top 10 Accounts by Number of Returns	bowab	May 21 2002 18:09:10	143 K
CO Top 10 Accounts by Reason of Purchase	bowab	May 21 2002 18:08:13	59 K
CO Top 10 Accounts by Sales Revenue	bowab	May 21 2002 18:07:35	143 K
CO Top 10 Contracts by Frequency	bowab	May 21 2002 18:06:58	87 K
CO Top 10 Contracts by Monetary Rating	bowab	May 21 2002 18:04:02	81 K
CO Top 10 Contracts by Number of Orders	bowab	May 21 2002 18:03:20	151 K
CO Top 10 Contracts by Number of Returns	bowab	May 21 2002 18:02:34	144 K
CO Top 10 Contracts by Reason of Purchase	bowab	May 21 2002 18:01:49	80 K
CO Top 10 Contracts by Sales Revenue	bowab	May 21 2002 18:00:46	144 K
CO Top 10 Customers with Returns by Product	bowab	May 21 2002 18:03:45	178 K
CPS Bottom 10 Initiatives by value	bowab	May 21 2002 18:08:39	200 K
CPS Top10 Initiatives by value	bowab	May 21 2002 18:09:52	198 K
CPS Top10 Viewed Categories	bowab	May 21 2002 18:09:25	199 K
Sales Report - Selected Products	bowab	May 21 2002 18:13:10	247 K
Sales Report - Selected Products by Initiative	bowab	May 21 2002 18:07:08	282 K
The Characterization of Customers by Motivation	bowab	May 24 2002 10:42:05	440 K

WebSphere Commerce is transitioning from the previously offered (5.4 release) two levels of business analytics, to a robust Datamart, Datamining, and ‘Closed loop’ analytics capability in the box in V5.5.

With hundreds of out of the box reports and the ability to create as many custom reports as necessary, WebSphere Commerce provides the analytical capability needed to sustain a thriving business online. WebSphere Commerce Analyzer takes you from operational data about *what* is happening on your site (through reports e.g., "Which contracts are top performers?") to insight about *why* it’s happening (through detailed, customizable views of business trends & customer behavior – e.g., "What specific terms & conditions are associated with top-performing contracts?"), enabling you to *take action* (e.g., to increase profitability of future contracts by incorporating proven-successful contract terms) ‘Actionable Analytics’ allows a direct connection from the mining of the data to acting on it.

WebSphere Commerce provides business users all levels of analytics; from simple reports enabling a view of Commerce operations data to advanced business insight through the WebSphere Commerce Analyzer. WebSphere Commerce Analyzer reports on product performance as well as campaign frequency, attractiveness and effectiveness.

Product performance data includes metrics on sales, broken down by demographics, geography, etc. Campaign effectiveness provides detail on impressions viewed, clicked, and bought.

WebSphere Commerce Analyzer answers hundreds of key business questions providing detailed insights about:

- Campaigns
- Sales and Orders
- Product Advisor (search capability)
- Product and Site Advisor
- Shopper
- Web Store Traffic
- External Referrals
- Catalog

WCA offers extensive data analysis, includes a wealth of reports for simple data views to support key business questions, and allows easy extensibility to fit your unique business needs. In release 5.5, 'actionable analytics' and 'closed loop analytics' means that for the first time, the analysis done in the data mining environment can directly create targeted promotions and campaigns in the Commerce engine.

[Scroll through the list of reports, and if the prospect is interested, click on one or both of the reports highlighted in red to see an example report (use the browser's Back button to return to this page). When finished, click the "Overview" link at the top of the page]

IBM WebSphere Commerce
for B2B

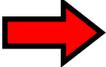
Go to Function Map **Overview**

← →

- Enables sophisticated marketing campaigns and promotions
- Provides advanced analytics for measuring success

Grow Revenues
Optimize sales & marketing effectiveness

The screenshot shows a web page for IBM WebSphere Commerce for B2B. On the left is a vertical navigation bar with green, yellow, and red segments. The main content area has a title 'IBM WebSphere Commerce for B2B' and a dotted line below it. In the top right, there are two buttons: 'Go to Function Map' (highlighted with a red box) and 'Overview' (highlighted with a black box). Below these buttons are two red arrows pointing left and right. The main content area contains two bullet points: 'Enables sophisticated marketing campaigns and promotions' and 'Provides advanced analytics for measuring success'. In the bottom left, there is a red-bordered box containing the text 'Grow Revenues' and 'Optimize sales & marketing effectiveness'.

[Click on the right arrow  in the upper right corner]

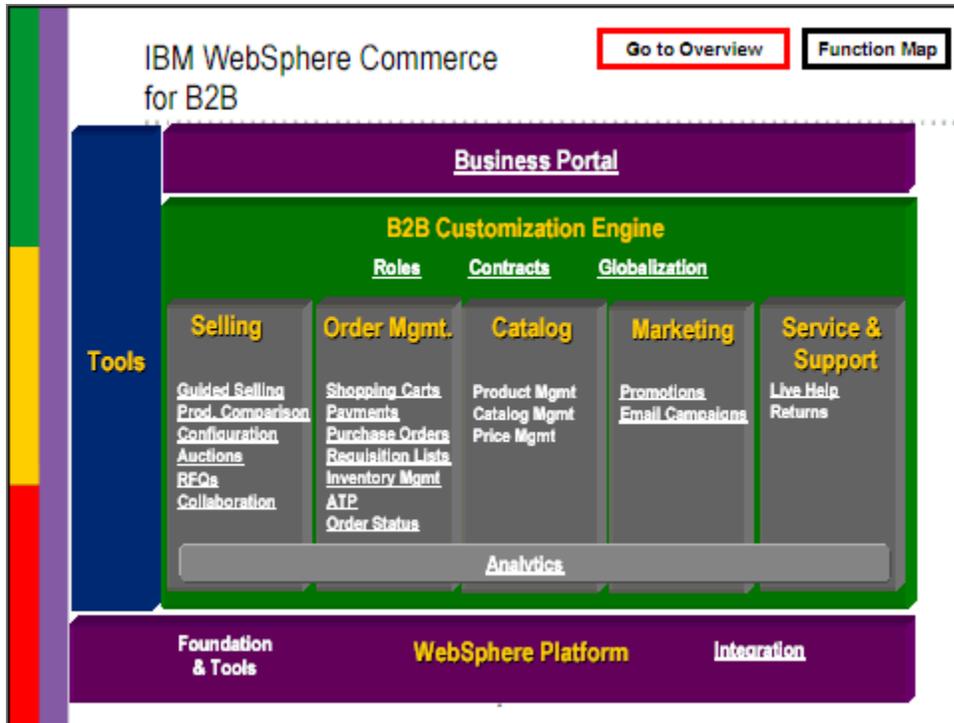


We've now seen how ibm.com uses WebSphere Commerce to drive billions of dollars of online revenue. What works for ibm.com (being easy to do business with, driving cost reduction, and growing revenues) can work for your business also.

Thank you for your time.

NOTE ON NAVIGATING VIA THE FUNCTION MAP:

The Function Map page provides a “marketecture” view of WebSphere Commerce, and can be used as an alternative means of navigating the demo/presentation.



All of the underlined features in the Function Map link to pages already described in the script above. These features can be presented in any order, but the suggested order is as follows:

1. B2B Customization Engine (Roles, Contracts, Globalization)
2. Business processes (Selling, Order Mgmt, Catalog, Marketing, Service & Support)
3. Analytics
4. Integration
5. Business Portal