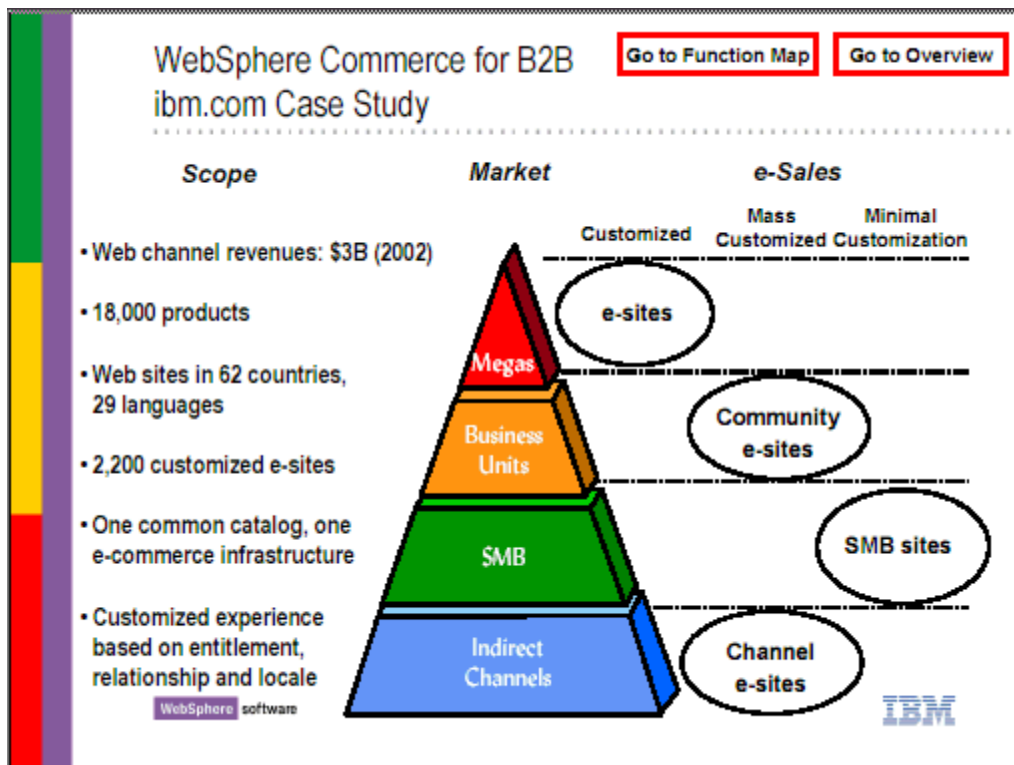**Ibm.com B2B Direct Presentation/Demo**

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.

WebSphere Commerce for B2B
ibm.com Case Study

Go to Function Map   Go to Overview

Scope

- Web channel revenues: $3B (2002)
- 18,000 products
- Web sites in 62 countries, 29 languages
- 2,200 customized e-sites
- One common catalog, one e-commerce infrastructure
- Customized experience based on entitlement, relationship and locale

WebSphere software

Market

Megas
Business Units
SMB
Indirect Channels

e-Sales

Customized   Mass Customized   Minimal Customization

e-sites
Community e-sites
SMB sites
Channel e-sites

IBM

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.]

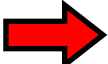*[Click on "Go to Overview" in upper right corner]*

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]*
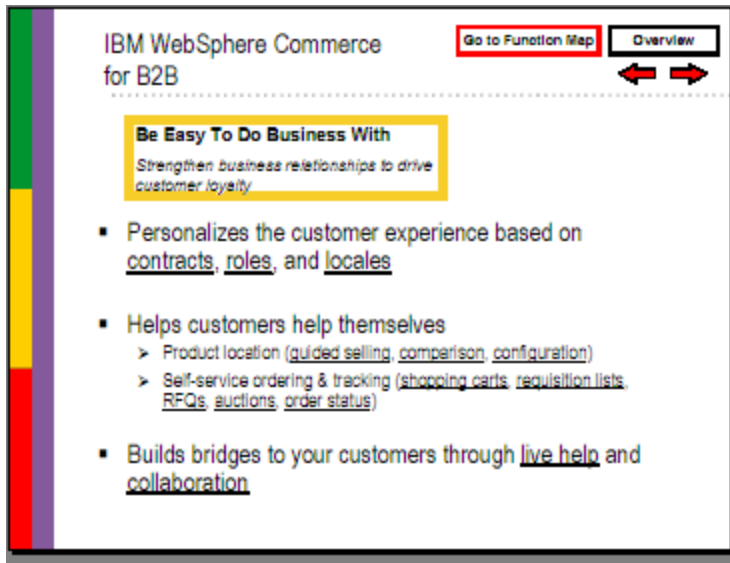
B2B Customization Engine

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-negotiatiated 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 accomodate 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]*
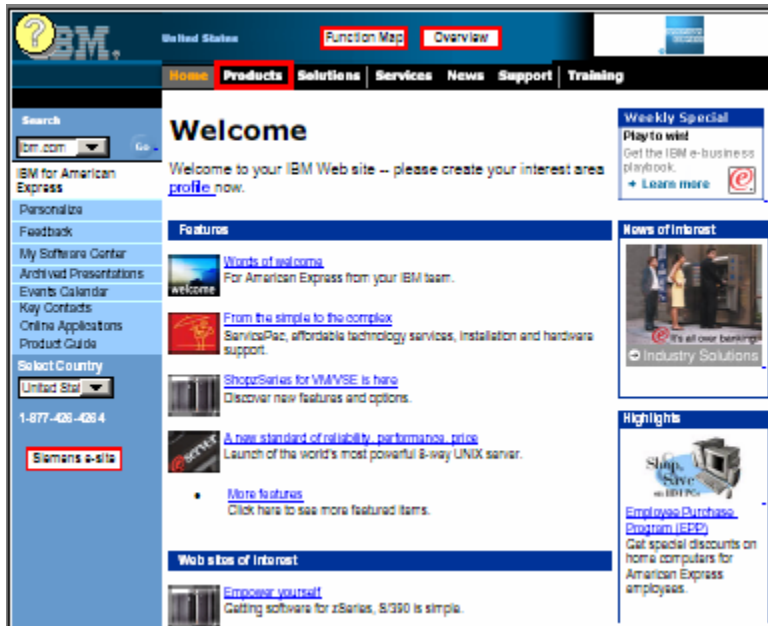
WebSphere Commerce enables you to deliver customized storefronts to each of your customers from a single commerce infrastructure. When an American Express employee logs on to the ibm.com website, they see an e-site tailored to American Express *[point out Amex logo in upper right corner, "IBM for American Express" at top of left navigator, Amex-specific features in the main frame]*. But that's only the beginning *[click on "Products" link]*
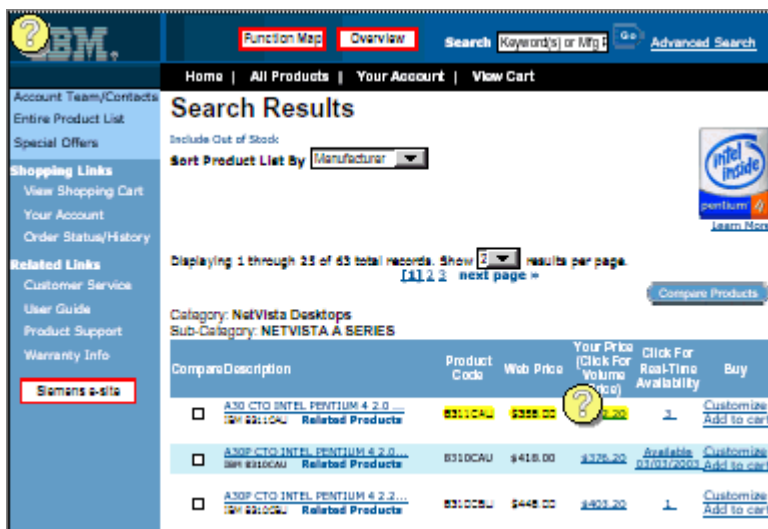
They also see product selection and pricing that's specific to the unique negotiated contract between Amex and IBM (note: there can be more than one contract per customer). Employees of other companies might see entirely different products, or when products are the same, the contracted pricing may vary. 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]*
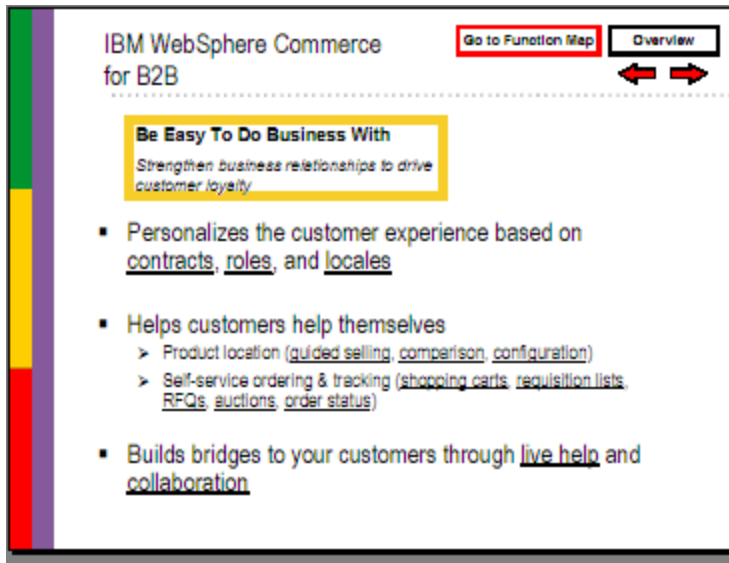
WebSphere Commerce also personalizes the user experience based on their role within their organization. Member Management extends the contract based commerce system to support user specific roles and views. This system is based on the concept that different system users will execute different tasks and 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 accomodate 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.

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"]*

Thank you

Thank you for submitting your order for approval

Web order number: 1726590

Order submitted for approval on: 12/19/2002

Your order has been submitted for approval.

Please print this page for your records. You may track your order status online. Please visit us again soon.

Should you have any additional questions or if any of this information is incorrect, please call null or send an e-mail to: null and refer to the confirmation number at the top of this page.

We appreciate your interest in our products and thank you for your business. Visit us again soon.

Continue shopping

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

Order status/history details

Order Information

Submit date: 12/20/2002
Web order number: 1726590
IBM reference number: --

Billing Information

Payment Method: Purchase Order
PO Information : Office equipment
Purchase Order# : 7855398284
PO Date : --

Shipping Information

Title : Ms
First name : Naomi
Last name : Wan
Company : Siemens
Address 1 : 2460 N KNOXVILLE AVE
City : PEORIA
State : IL
Zip Code : 61604-3820
Country : United States
Phone : 123456789
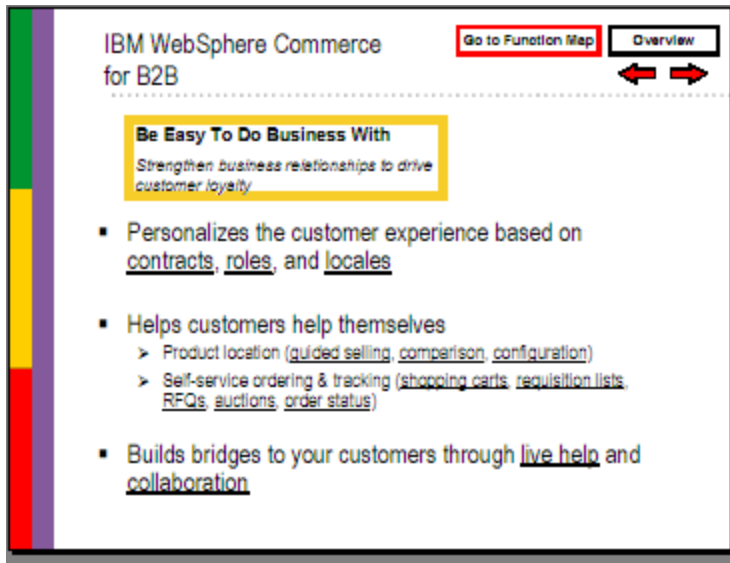Fax : 123456789
E-mail : nywan@siemens.com

Your shopping cart

Quantity	Part No.	Description	Requested Delivery	Status	Carrier Tracking #
1	831523U	NetVista A30		Awaiting Approval	

Subtotal $1,659.00 (USD)

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.]*

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.]*

After reviewing the order details, the manager clicks the "Approve order" link… *[Click the "Approve order" link.]*

…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:*

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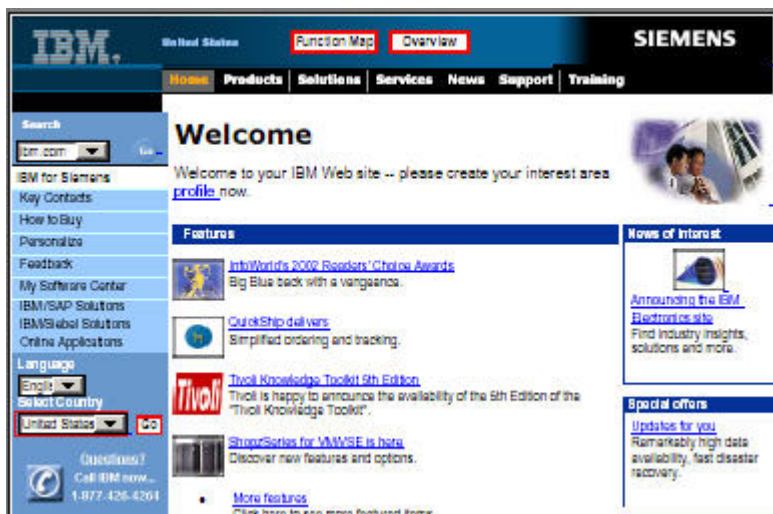
The most obvious application of this is the language the user sees. Siemens employees in the U.S. see an English homepage by default. *[Choose "Germany" from the "Select Country" combo box and click the "Go" button.]*

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.]*

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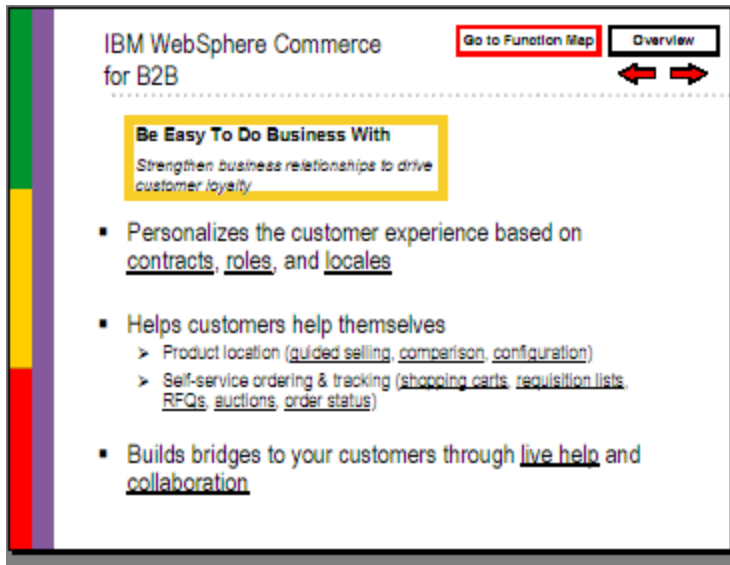
Being easy to do business with also means helping your customers to help themselves, by making it easy for customers to find what they need. WebSphere Commerce provides product location aids to help customers determine what they want, and self-service ordering and order tracking to enable them to buy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

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.]*

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)]*

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

Minimum processor speed 1 (?) Help me decide

Form factor

Minimum standard disk storage

2 (?) Help me decide

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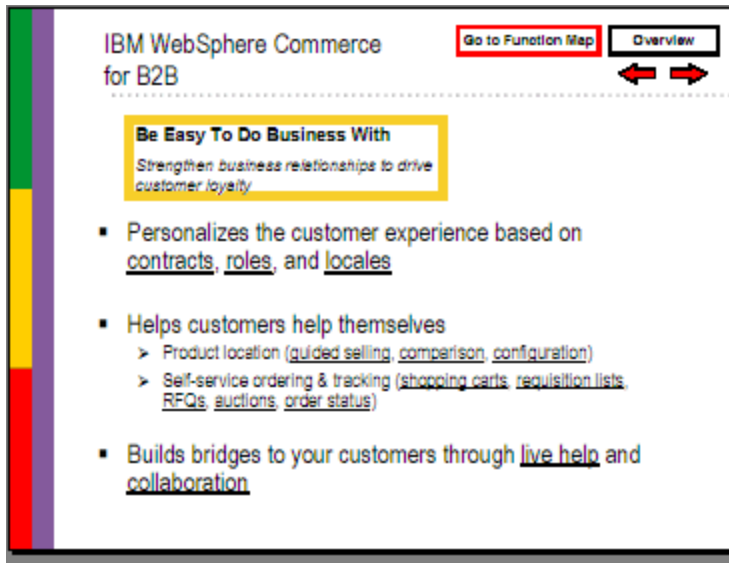
Of course, at any time a user can use the powerful Product Comparison feature of WebSphere Commerce to compare products side-by-side to facilitate decision-making. *[click on "comparison" link under "Help customers help themselves" bullet]*

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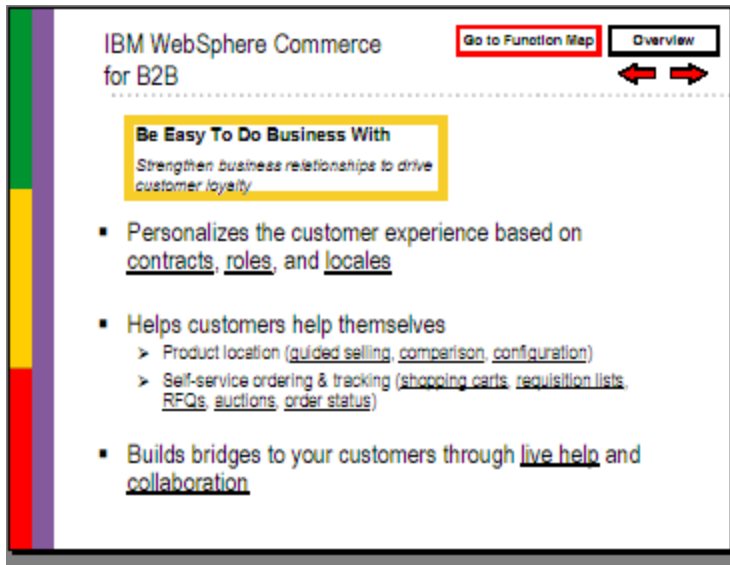
For complex products, configuration is often required even when a customer already knows which model they want to buy. WebSphere Commerce supports integration with 3rd party configurators. *[click on "configuration" link under "Help customers help themselves"]*

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 Trilogy). *[Click on the "Continue" button at the bottom of the page]*

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.]*

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]
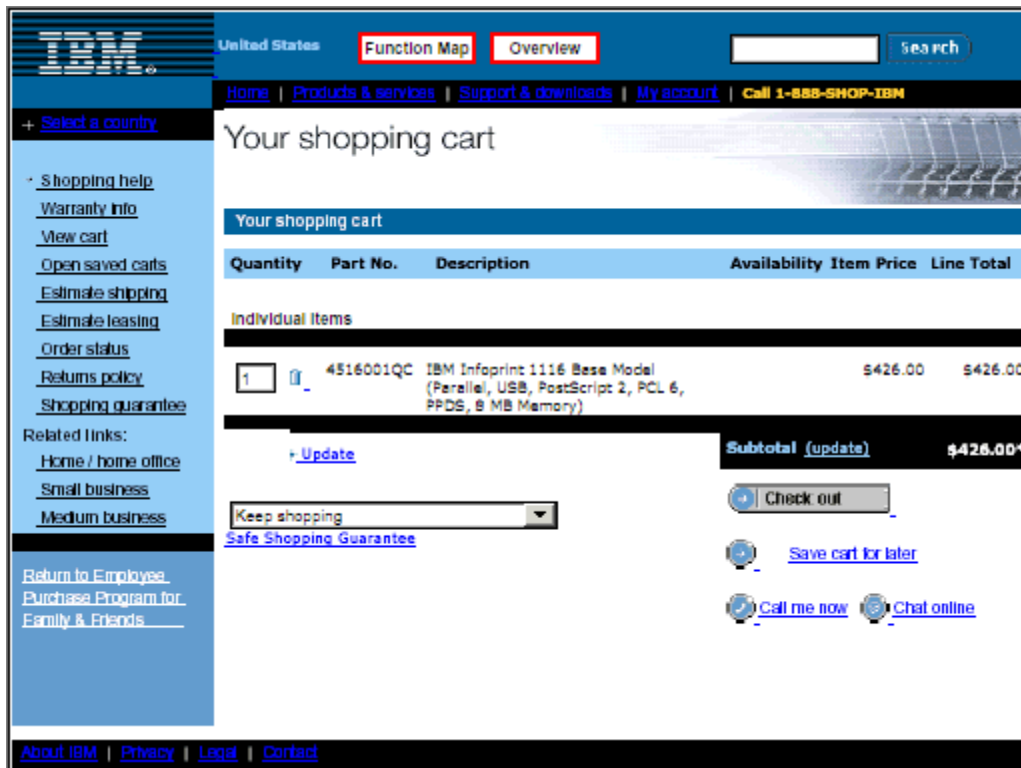
With WebSphere Commerce Business Edition, your customers can quickly move through the purchasing process, selecting from contract-based options for shipping and payment, and seeing contract- and location-specific pricing, currency, tax, etc. They can save frequently used ship-to and bill-to addresses 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]

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

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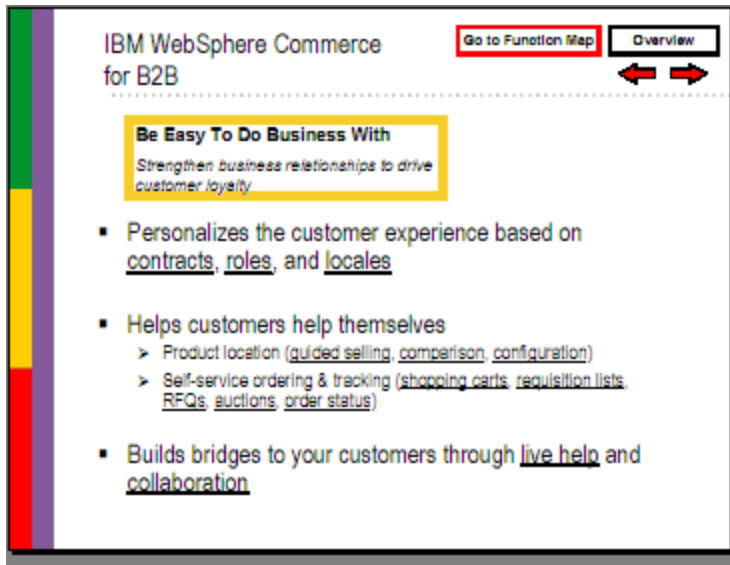
RFQs and auctions let you offer your customers flexible alternatives to purchasing products at fixed prices. Let's look first at RFQs.

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

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]
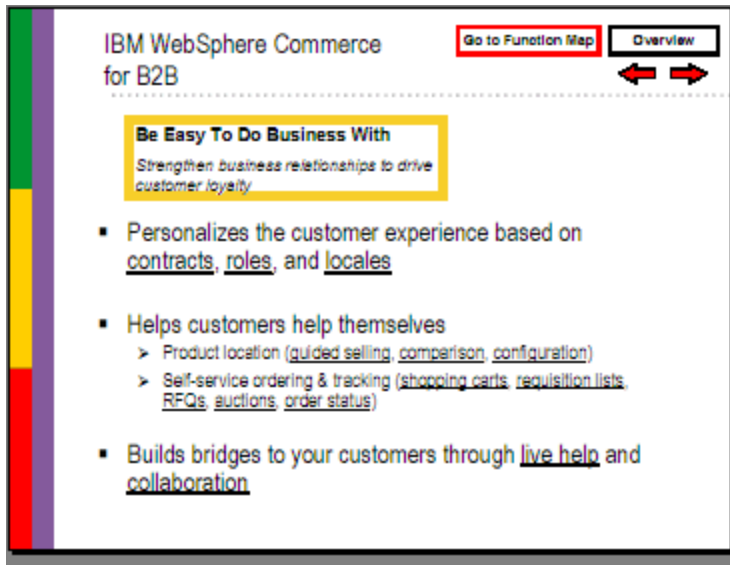
Auctions

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]

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

SELECT A LANGUAGE

U.S. Englis ▼ GO!

AUCTIONS

Auction Home Page
Future Auctions
Current Auctions
Closed Auctions
Your Auction Gallery
Your Auction Bids
Messages

SERVICES

Register now to get coupons and promotions!
Need help? Just ask!

Future Auctions

This page was last refreshed at January 20, 2003 9:58:22 AM

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	---

* product has a reserve price

Home | Shopping cart | My account | Contact us | Privacy policy | 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
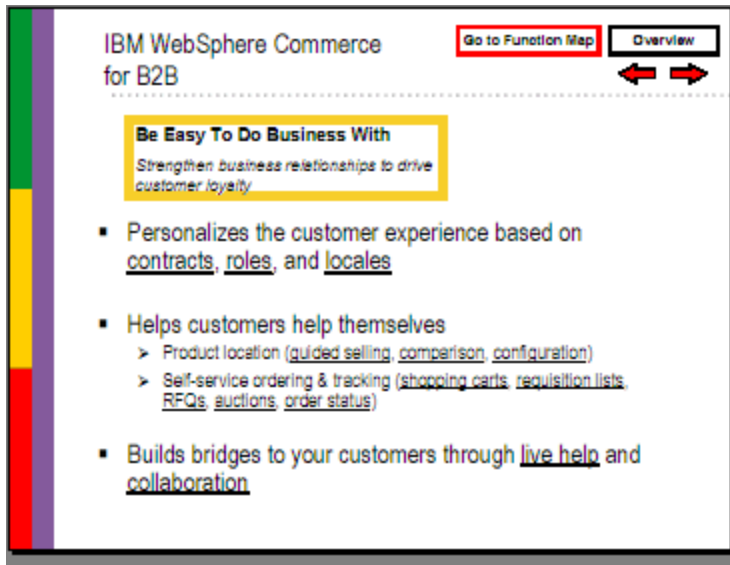
3. Dutch
In a Dutch auction, the administrator announces a price and asks if there are any participants willing to conduct a trade at that price. In Open Cry auctions and Sealed Bid auctions, participants submit bid prices. The auction starts with a high bid price that is lowered over time until there 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.]

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]

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.]

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…")]
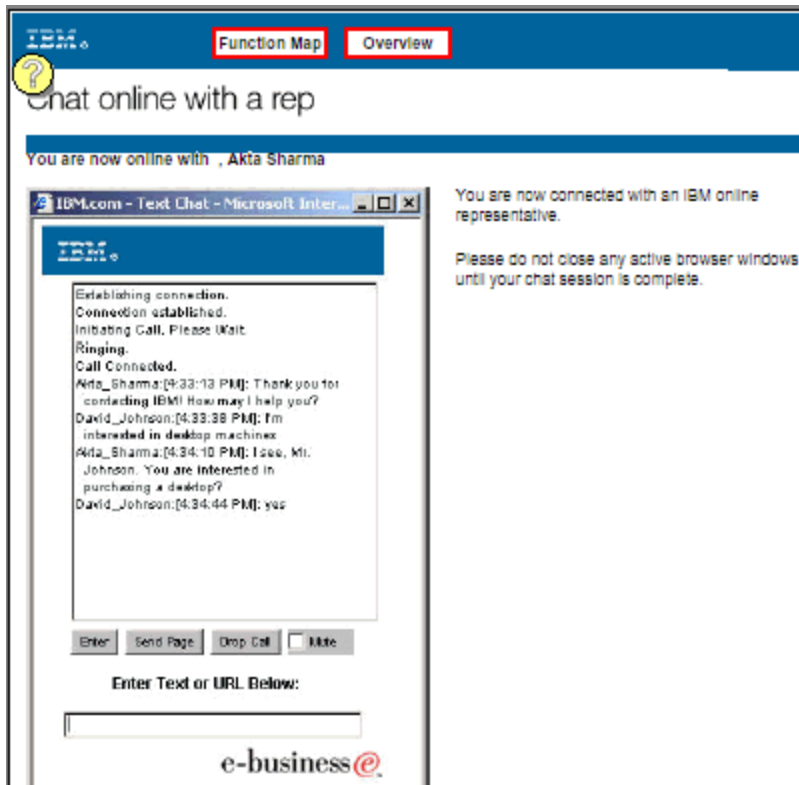
A key feature of WebSphere Commerce is the customer service interface. The key benefits are that this provides a cost effective application to provide customer services, however, more importantly it provides consistent data to the end customer & the CSR. The CSR uses the same system as the end customer & 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.
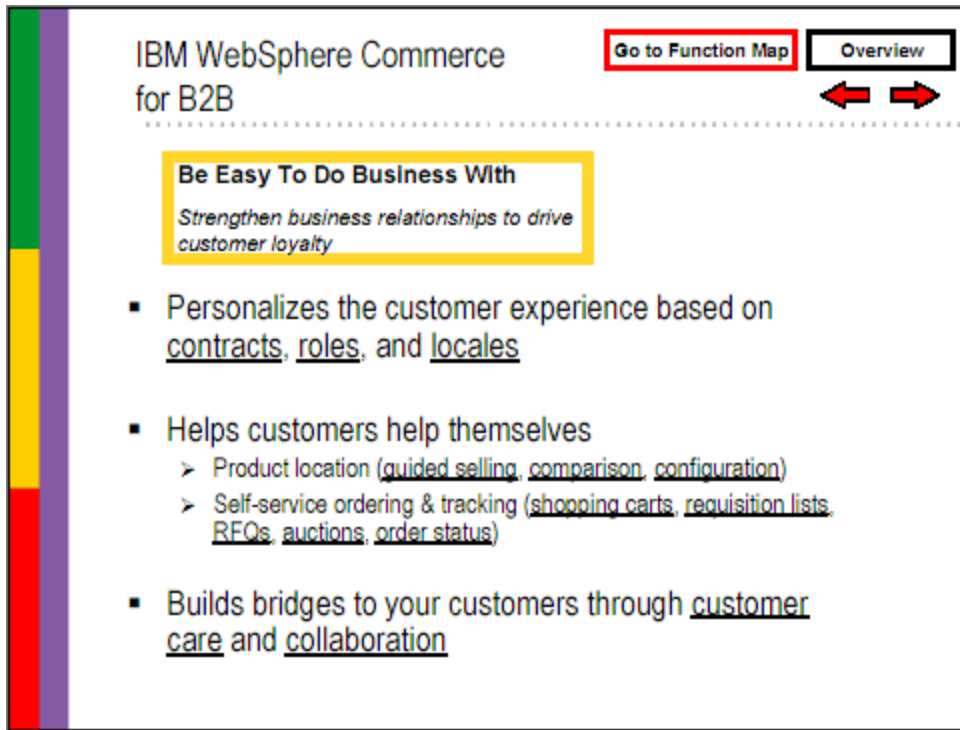- Easy-to-use design reduces CSR training costs

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]

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, auctions, order status)

- Builds bridges to your customers through customer care and collaboration

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…")]

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.)
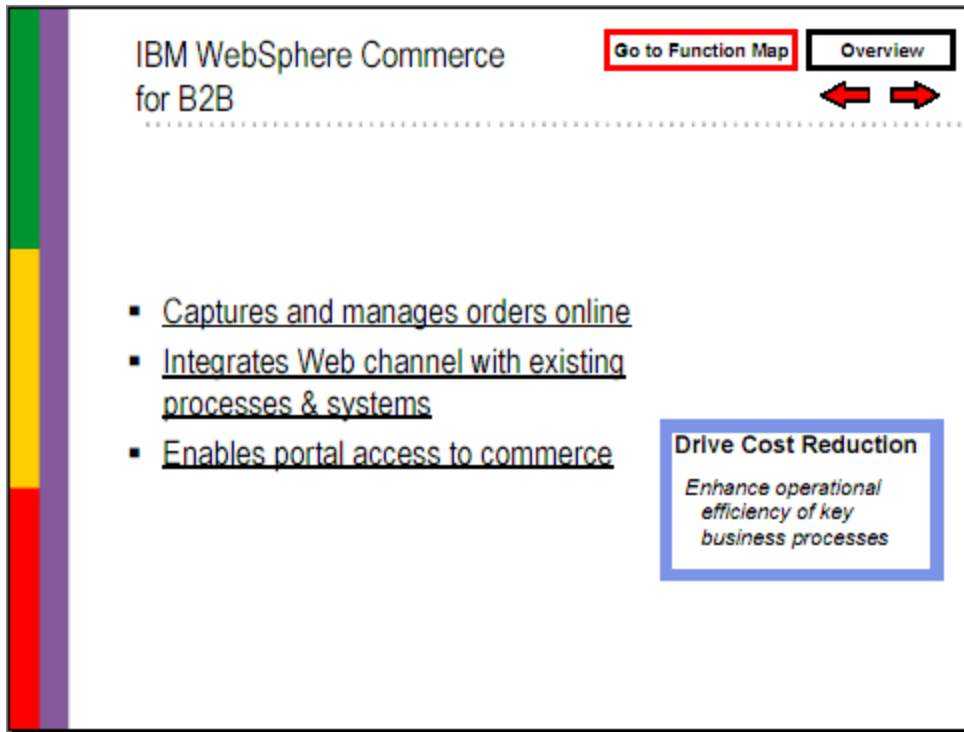
[Click the "Overview" link at the top of the page]
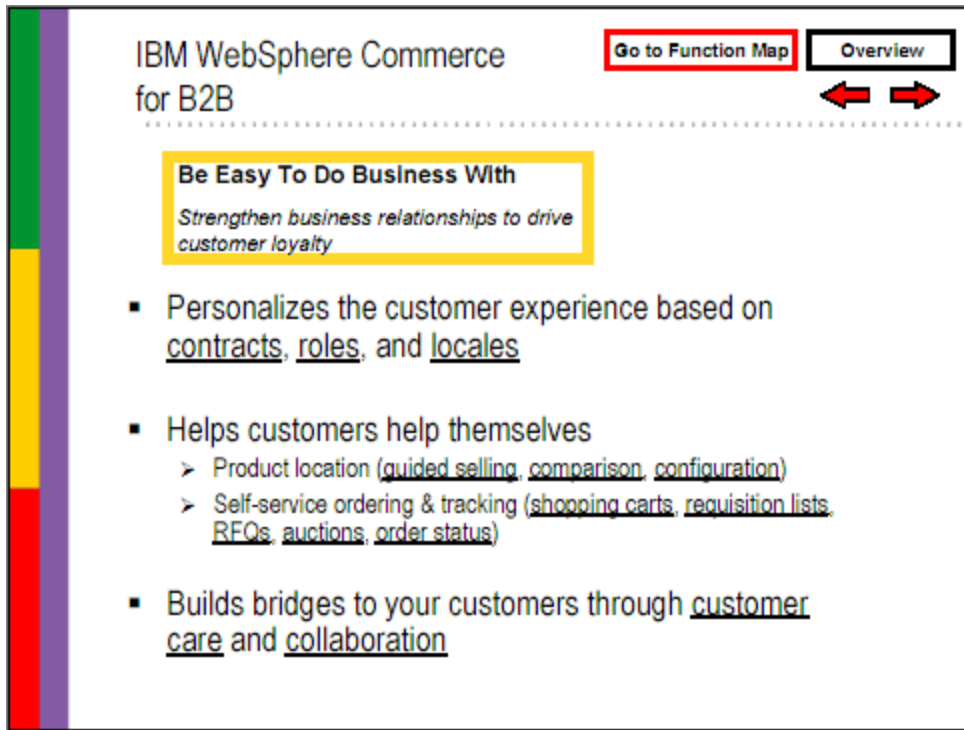
We've spent some time illustrating how WebSphere Commerce can make your business easier to do business with. Now let's look at how it can reduce your costs.

[Click on the right arrow *in the upper right corner]*
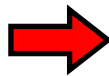
WebSphere Commerce can help you drive costs out of your business in three major ways:
- Through efficient order capture and order management
- Through streamlining your business by integrating the Web channel with your existing back-end and front-office processes and systems, and
- Through enabling users 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"]

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
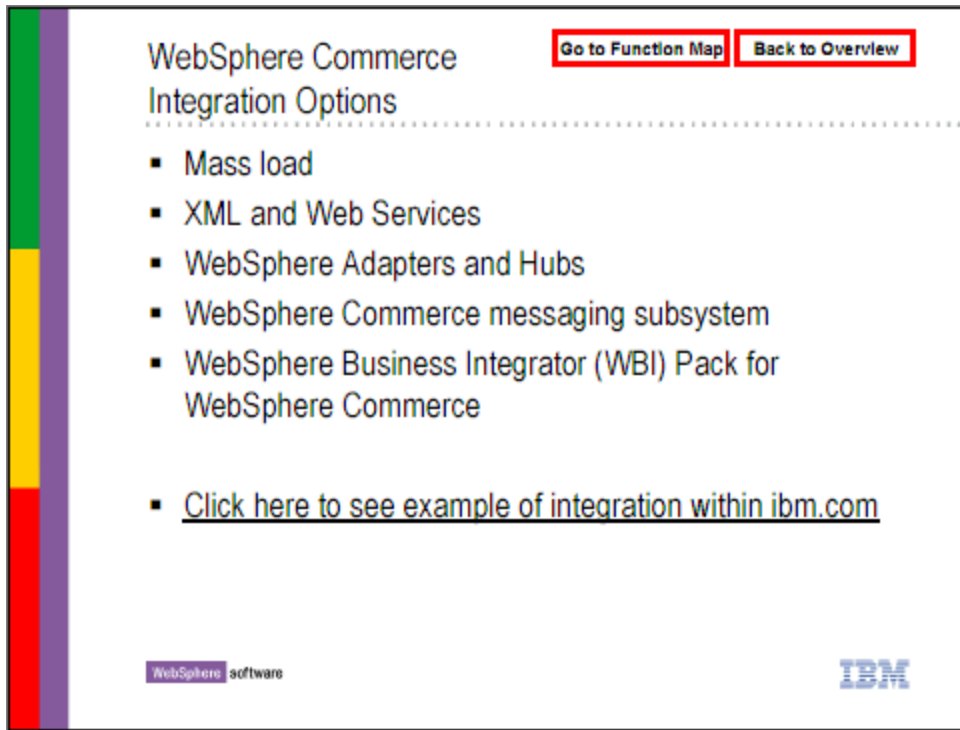 - Refunds not associated with a SKU
  - Payment Reversal

[Click on "Overview" link at top of page]
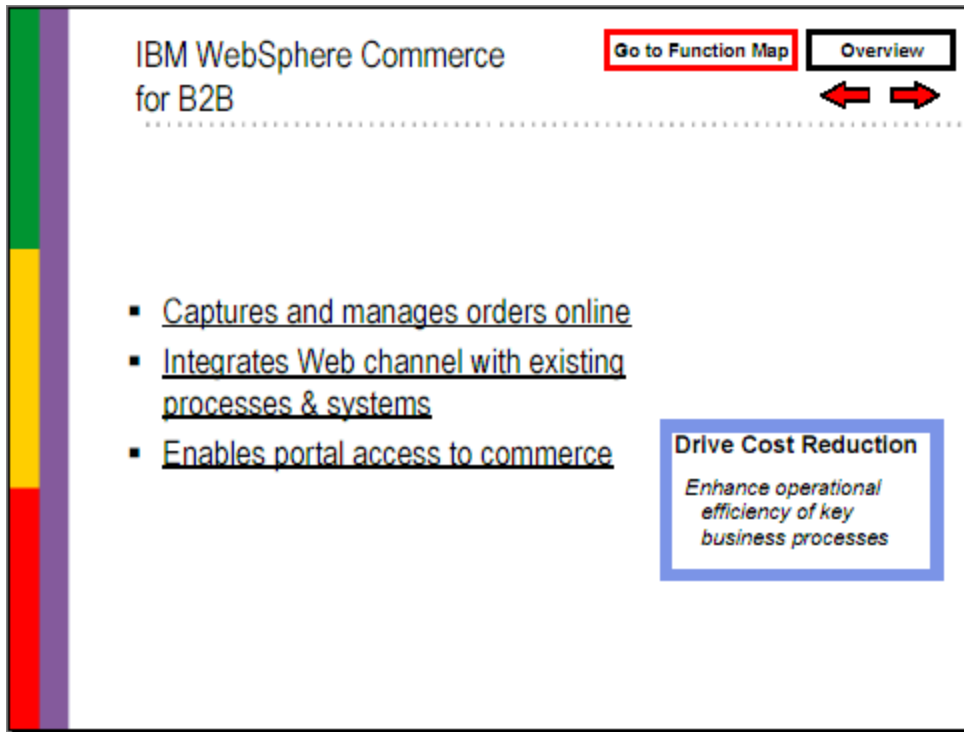
Integration and Web services

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]

1. Let' 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 detatil: 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-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]

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)]

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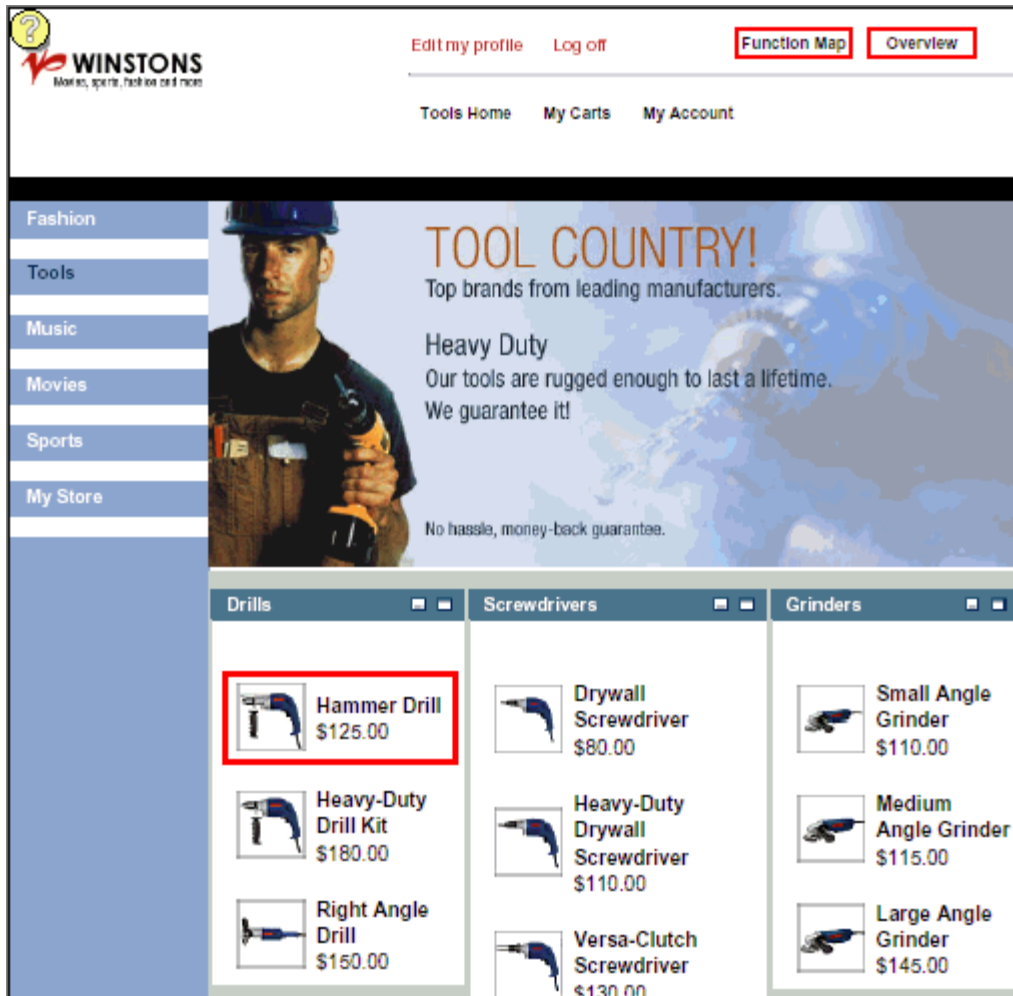
This fictional company is displaying their products via multiple views on a single catalog, with each view in a separate portlet. The next several screens illustrate some of the commerce functionality that can be made available in a Business Portal. In this scenario, the user first selects the Hammer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

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

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]

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)]

WINSTONS
Movies, sports, fashion 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.

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	
☐	Traditional 5-pocket Jeans null	$25.00	Remove
☐	Compilation - Tropical null	$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)]

[point out the latest order at the bottom of the Order Status portlet. Then click the "Overview" link at the top of the page]
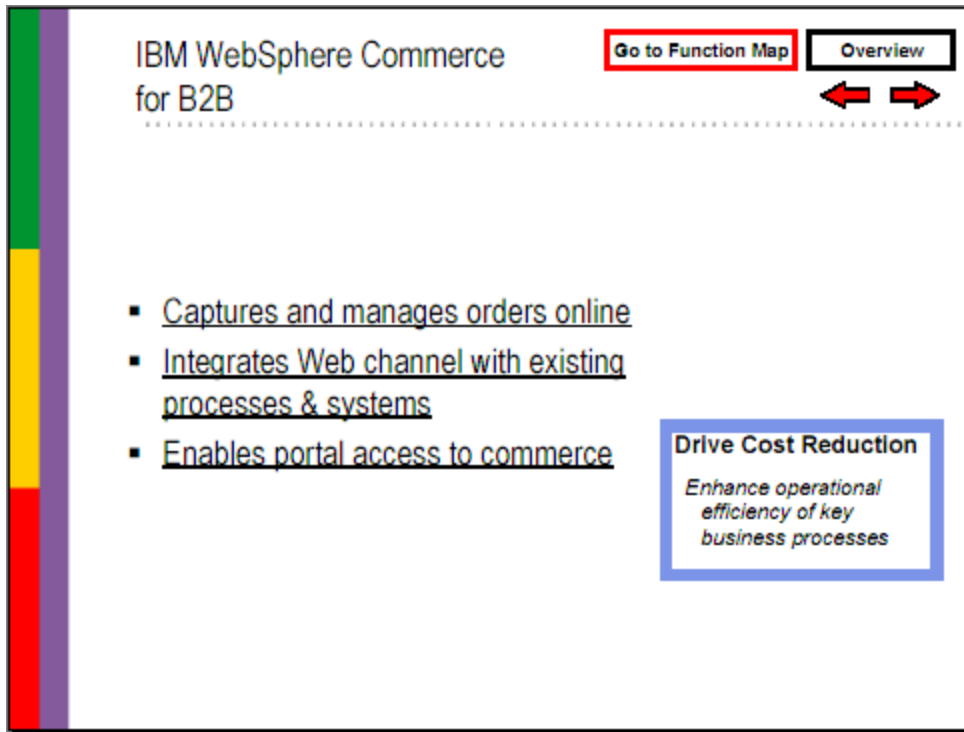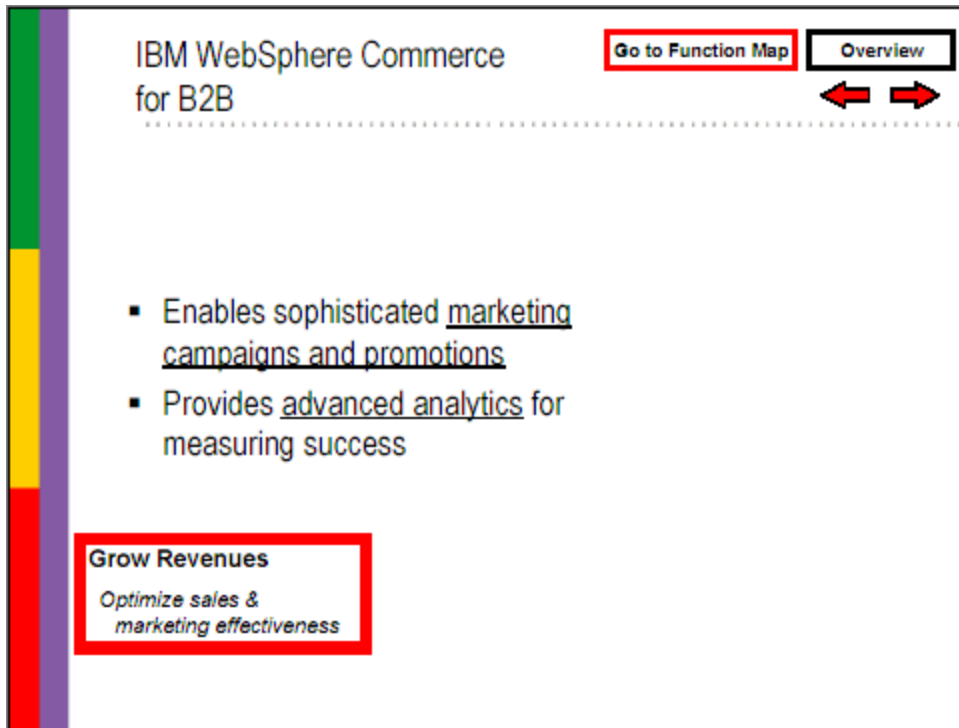
Now that we've looked at how WebSphere Commerce can positively impact your bottom line, let's take a look at its impact on your top line.
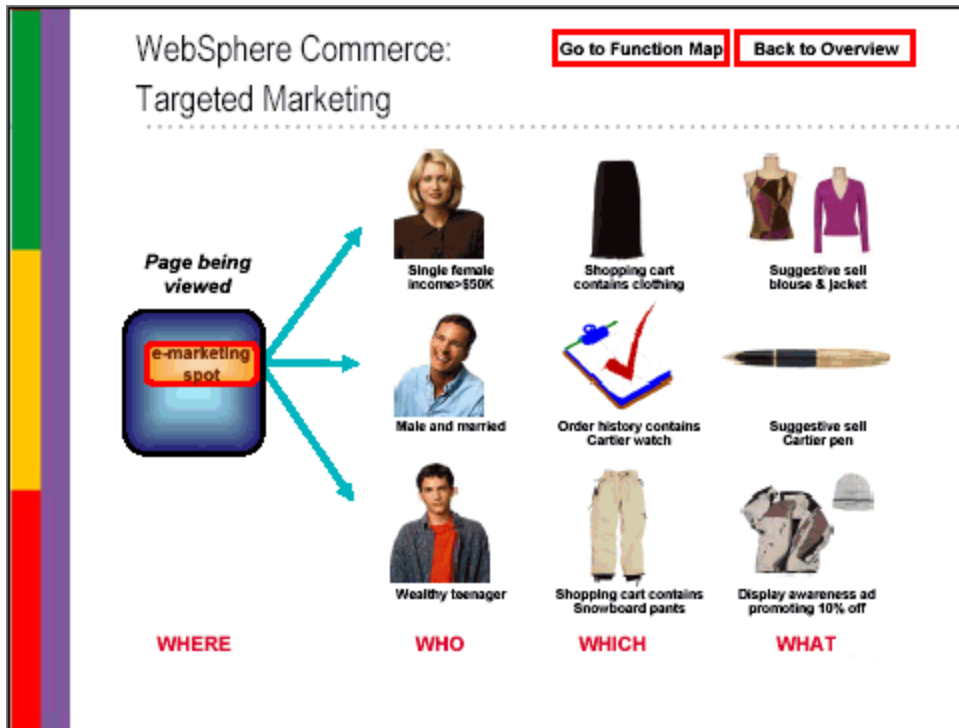
[Click on the right arrow *in the upper right corner]*
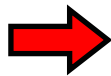
WebSphere Commerce optimizes the effectiveness of your sales and marketing efforts through targeted marketing, and enables you to track and measure the success of your efforts through advanced analytics. Let's look more closely at targeted marketing:

[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)]

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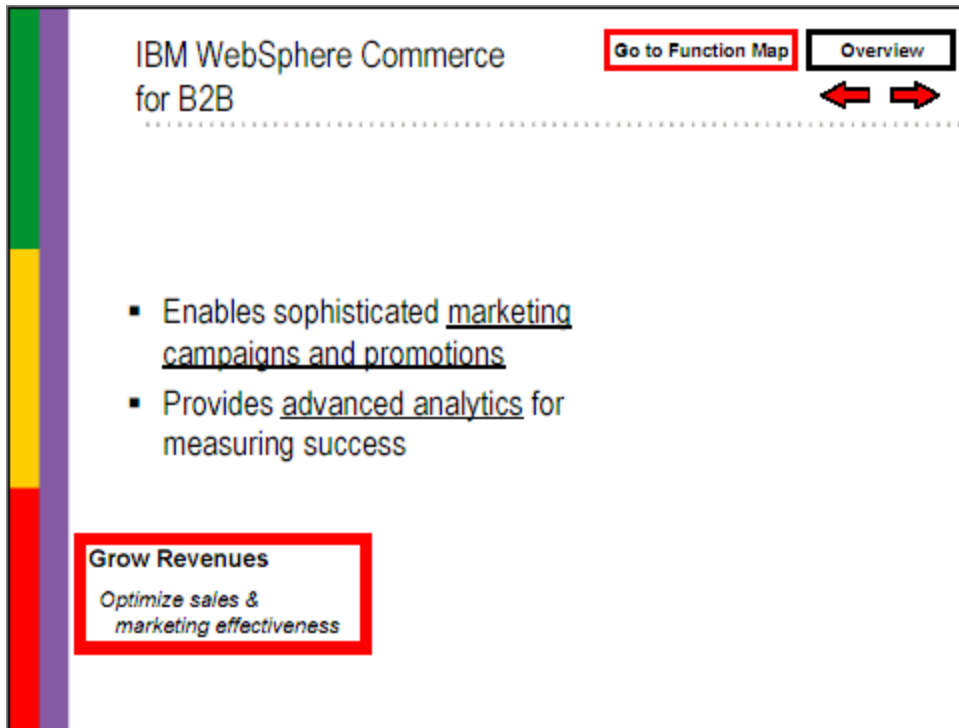
Because it's true that you only get what you measure, WebSphere Commerce lets you measure whatever is critical to your business' success.

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

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.
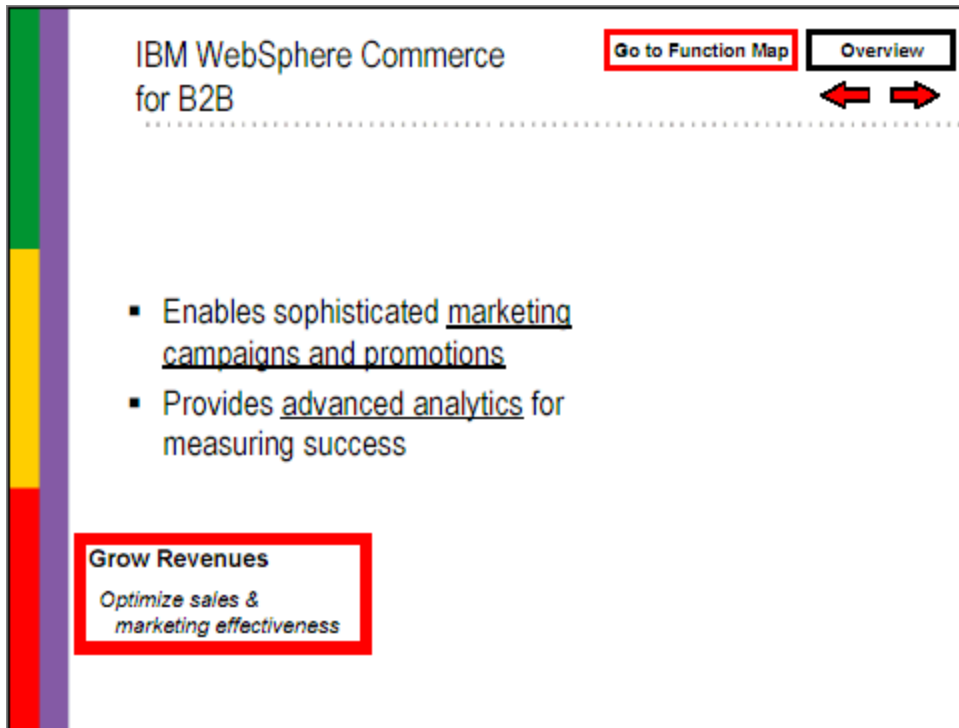
Product performance data includes metrics on sales, broken down by demographics, geography, etc. Campaign effectiveness provides detail on impressions viewed, clicked, and bought.
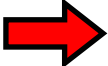
WebSphere Commerce Analyzer answers hundreds of key business questions providing detailed insights about:
- Campaigns
- Sales and Orders
- Product Advisor (search capability)
- Product and Site Advisor
- Shopper
- Web Store Traffic
- External Referrals
- Catalog

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

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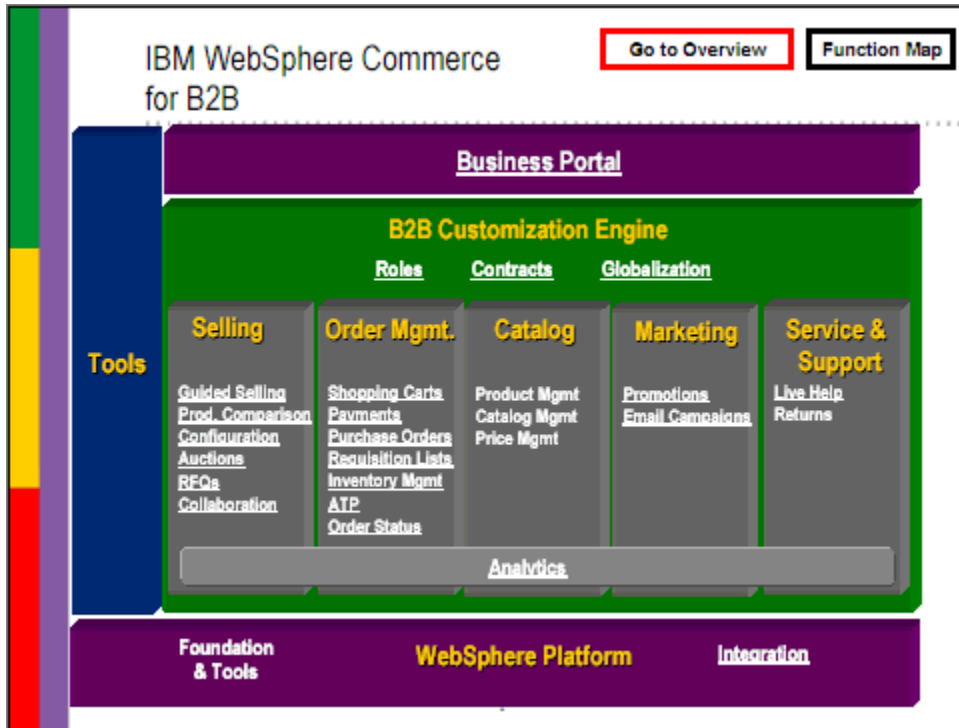
All of the underlined features in the Function Map link to pages already described in the script above. These features can be presented in any order, but the suggested order is as follows:

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