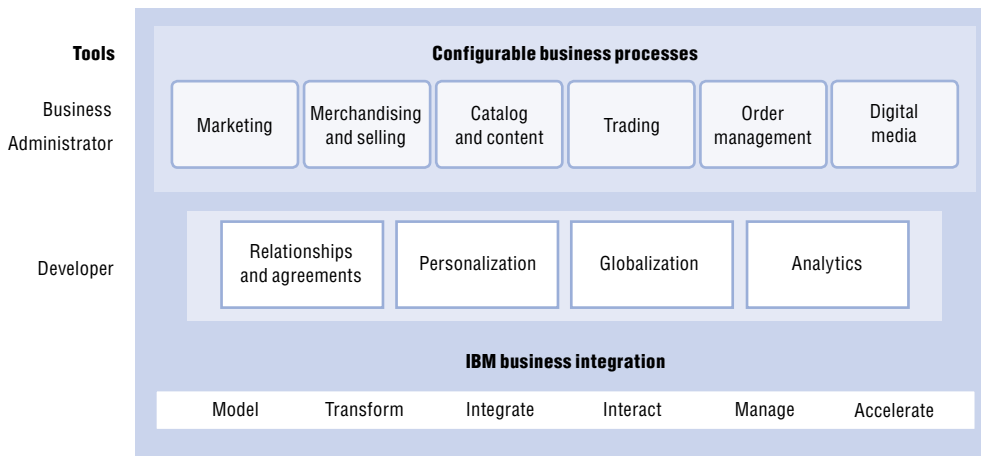IBM

WebSphere® software

IBM WebSphere Commerce, Version 5.6 for Multiplatforms

Highlights

■ ***Accelerates time to value to help lower overall total cost of ownership***

■ ***Installs quickly with a variety of implementations to minimize initial cost***

■ ***Speeds deployment of e-commerce sites to deliver products and services faster***

■ ***Offers enhanced marketing, merchandising and selling, catalog and content, trading and order-management capabilities***

■ ***Offers simplified tooling for improved business user experience***

■ ***Provides a foundation for multichannel integration***

WebSphere Commerce is built on a scalable platform designed for business integration.

Build scalable e-commerce sites to meet evolving marketplace demands

To compete in today's global marketplace, you have to offer increasingly higher levels of customer service and support. At minimum, online shoppers want to browse a catalog of available products with ease, and find information and offers quickly. They want the ability to add selected items to a shopping cart, a wish list or a requisition list. Consumers want to know their personal information is safe before using credit cards to make purchases. Business customers, while also needing to improve the customer experience and their bottom-line profitability, need to provide more proactive services, enhance business process efficiency, and improve information and knowledge flow to sales partners. All purchasers want to know that what they buy online will be delivered on time, to whatever destination they choose. As e-commerce Web sites become more sophisticated, customer expectations grow. Experienced customers want to see product information in their chosen languages and currencies, personalized services that reflect their interests and help when they need it.

Today, there's a universal movement in e-business. Web sites that once provided general company information are now an integral part of the core business, tied to processes, systems and data. E-commerce software is integrated better with existing back-end systems to help maintain a single source for customer and product information. To succeed in the emerging on demand e-business marketplace, you want to streamline your core business processes and achieve end-to-end integration across your enterprise and with customers, trading partners and suppliers. Achieving this level of integration can help prepare you to respond dynamically to customer demands, market opportunities or external threats.

As a result, customers can learn if products are in stock before they make purchases. You can provide quicker response times to customer requests. Nontechnical staff—for example, marketing and merchandising managers—can participate more fully in the e-commerce process to create marketing campaigns, target products to specific customer segments and monitor campaign success.

IBM has kept pace with the growing and changing needs of online customers and merchants with sophisticated, flexible, e-commerce software that installs quickly and runs reliably on a variety of platforms. IBM WebSphere Commerce, Version 5.6, powered by the business context engine, helps support the evolution to on demand e-business, especially as it relates to the advanced stages of vertical and horizontal integration. This release specifically focuses on capabilities designed to integrate people, processes and information through enhanced solutions that help enable:

- *Retailers to integrate multiple channels along the entire consumer purchasing life cycle.*
- *Businesses to horizontally integrate with channel partners along the extended demand chain.*
- *Integrated support for multiple business models (business-to-consumer [B2C], business-to-business [B2B] and channel management) architected from a single platform.*

These enhancements and other improvements help address today's business pressure to accelerate implementation and return on investment (ROI), while simplifying daily maintenance and operations utilizing a single platform and open scalable architecture.

- *IBM WebSphere Commerce Professional Edition, Version 5.6 enhances the customer buying experience, improves operational efficiency and accommodates high transaction volumes.*
- *IBM WebSphere Commerce Business Edition, Version 5.6 enables global e-businesses to develop and run high-volume B2B and advanced B2C e-commerce Web sites, and helps manufacturers and distributors support channel management solutions to leverage a complex network of resellers, distributors and channel partners—while simultaneously selling directly to customers.*

You can help accelerate enterprise efficiency using out-of-the-box processes that support the whole business spectrum—across channels and points of contact with customers. You can also integrate across and beyond your enterprise to fully leverage and connect your most important assets—including people, processes, systems and information. And you can adapt and deploy e-commerce Web sites rapidly and flexibly using an open standards-based infrastructure, including support for Java™ technology.

Delivering fast time to value to help lower your total cost of ownership

WebSphere Commerce, Version 5.6 can help accelerate your ROI by reducing the time and costs needed to implement, operate and maintain an end-to-end e-commerce site through features, such as:

- *A simplified development environment that offers an easy-to-use commerce toolkit plug-in, multiplatform testing, commerce and portal caching alignment.*
- *New starter stores and reusable code samples that offer enhanced JavaServerPages (JSP) support for improved Java business and display logic.*
- *Support for extended sites (customizable storefronts targeted for business customers), including B2B direct business models and B2B hosted stores in demand-chain and hosting business models.*
- *Accelerated installation and configuration to help deliver consistent installation among platforms and subsystems.*
- *Improved deployment and operations that provide a single installable image for virtually all platforms to help increase performance and ease migration.*

Improving the business user experience

Businesses need to increase the productivity of their business users, while controlling the IT costs required to support their infrastructures. IBM WebSphere Commerce, Version 5.6 helps maximize the productivity and effectiveness of business users with tools designed specifically for their roles and responsibilities. Given the right tools, business managers can quickly and easily modify and deploy commerce processes, while developers can use a fully integrated, easy-to-use development environment to build and extend new and existing functionality. Marketing managers can leverage simplified marketing tools that allow them to segment, target, plan, execute and measure precise marketing promotions across multiple channels.

Improved usability and visual design of line-of-business (LOB) tools help enable more productive visual designs. Simplified tooling navigation helps you create and manage packages, bundles, kits and marketing materials more efficiently. Enhanced catalog and content management capabilities enable users to build more compelling Web sites through support for highly targeted content and promotions that can accelerate customer purchasing decisions. You can also offer unique sales catalogs applicable to target audiences, business customers or time of year, and create and manage as many product assortments and catalog hierarchies as needed.

Business-intelligence analytics and new reports can help you determine and leverage customer buying trends. WebSphere Commerce, Version 5.6 incorporates IBM Tivoli ® Web Site Analyzer Webtracker technology for improved data collection. Through a simplified visual design, you can quickly and efficiently create reports based on:

- *Most- and least-requested pages.*
- *Which organizations visit a site.*
- *Top entry and exit pages.*
- *Which channels bring site visitors.*

Among others, these easy-to-use tools can help you increase the productivity and effectiveness of business users, while decreasing the time, cost and effort of IT resources needed to support LOB users.

Providing a foundation for multichannel integration

As the requirements around e-commerce grow, so do the ways in which customers are looking to interact with your business. There is a constant need to meet the demands of customers that want to do business using multiple touchpoints. The ability to create a flexible, convenient and seamless customer and trading-partner buying experience is vital in today's e-commerce world.

As a result, businesses need a solution to provide a consistent customer experience across channels. Providing a single point of access for your employees, trading partners and customers enables quick access to disparate information, applications and processes.

WebSphere Commerce, Version 5.6 software contains multichannel enablement designed to help you build a fully integrated, multichannel pointof access that leverages the IT systems you already have in place. By implementing multichannel integration capabilities, you can help improve the customer experience and increase the efficiency and effectiveness of cross-channel selling processes. Enabling customers to access your Web site through a variety of options helps build long-lasting business relationships and sustained customer loyalty. Key capabilities include:

- *Additional e-mail, contract and request-for-quote (RFQ) capabilities to create consistent and seamless cross-channel selling processes.*
- *A Verified by Visa plug-in that offers simple configuration of a merchant plug to authorize online credit card purchases and help provide added protection against fraudulent activity.*

For more information
WebSphere Commerce, Version 5.6 enables you to deploy a wide variety of value-chain initiatives — whether a simple, online sales channel, a Web-based procurement solution or a fully integrated, multitier demand-chain solution—all on a single, unified platform. To learn how IBM WebSphere Commerce, Version 5.6 family of offerings can help develop and drive your e-commerce strategy, visit:

ibm.com/software/commerce

IBM WebSphere Commerce, Version 5.6 at a glance

Operating environments

IBM AIX
Hardware requirements
- IBM RS/6000® (44P Model 170 or higher) or IBM @server® pSeries® 640
- 1GB RAM per processor
- 6GB available disk space
- CD-ROM drive
- A local area network (LAN) adapter that supports TCP/IP
- A graphics-capable monitor

Software
- IBM AIX® operating environment
- IBM AIX, Version 5.2 (5200-01 + IY44183)

Microsoft Windows operating environment
Hardware
- Intel® Pentium® III 733MHz or higher
- 1GB RAM per processor
- 4GB available disk space for program files
- CD-ROM drive

Software
- Microsoft® Windows® 2000 Server with Service Pack 4
- Windows 2003 Enterprise Server
- Windows 2003 Standard Server
- Windows 2000 Professional (for developer only)

Sun Solaris operating environment
Hardware
- Sun UltraSPARC station (Ultra 10 or higher)
- 1GB RAM
- 6GB available disk space
- CD-ROM drive
- LAN adapter that supports TCP/IP
- Graphics-capable monitor

Software
- Sun Solaris, Version 8 operating environment with April 2003 patch
- Sun Solaris, Version 9 operating environment with April 2003 patch

IBM WebSphere Commerce, Version 5.6 at a glance (continued)

Operating environments

IBM @server iSeries (OS/400)

Hardware

- IBM @server iSeries™ (IBM OS/400®) IBM iSeries model 270-2252 with a CPW rating of 950
  or @server iSeries model 820-2396 with a CPW rating of 950
- 1GB RAM
- 1.5GB available disk space
- CD-ROM drive
- LAN adapter that supports TCP/IP
- A graphics-capable monitor

Software

- IBM @server OS/400™, Version 5 Release 2 or higher, which includes IBM DB2® Universal Database™
  for @server iSeries and IBM HTTP Server for iSeries
- IBM Lightweight Directory Access Protocol (LDAP) Directory Services
- Digital Certificate Manager
  – Shell Interpreter
  – Crypto Access Provider
- IBM Java Developer Kit, Version 1.3.1
- IBM AS/400® Toolbox for Java
- IBM TCP/IP Connectivity Utilities for OS/400

Linux on Intel

Hardware

- IBM PC Server with Intel Pentium III or compatible processor
- 733MHz processor minimum
- 1GB RAM per processor
- 4GB available disk space
- 1GB paging space per processor
- CD-ROM drive
- LAN that supports TCP/IP

Software

- Red Hat Linux Enterprise Application Server, Version 2.1 for Intel
- SuSE Linux Enterprise Server, Version 8 for Intel

Linux on @server IBM iSeries

Hardware

- IBM @server iSeries model 270-2252 with a CPW rating of 950 or IBM @server iSeries model 820-2396
  with a CPW rating of 950
- 1GB RAM per processor
- 4GB available disk space
- 1GB paging space per processor
- CD-ROM drive
- LAN adapter that supports TCP/IP

Software

- SuSE Linux Enterprise Server, Version 8 for @server iSeries (64-bit support only)
- Graphics-capable monitor

Operating environments

Linux on @server pSeries

Hardware

- RS/6000 (44P Model 170 or higher) or IBM @server pSeries ® 640
- 375MHz processor minimum
- 1GB RAM per processor
- 4GB available disk space
- 1GB paging space per processor
- CD-ROM drive
- LAN adapter that supports TCP/IP
- Graphics-capable monitor

Software

- SuSE Linux Enterprise Server, Version 8 for @server pSeries (64-bit support only)

Linux on IBM @server zSeries or IBM S/390

Hardware

- IBM @server zSeries ® or IBM S/390 ® system
- 1GB RAM per processor
- 2GB paging space per Linux instance
- 1 full-volume (3300 cylinders) available disk space for the Linux system
- 1 full-volume (3300 cylinders) available disk space for WebSphere Commerce, IBM WebSphere Application Server and IBM DB2 Universal Database software
- 1 full-volume (3300 cylinders) temporarily available disk space for the contents of WebSphere Commerce CDs transferred from a workstation to a @server zSeries or S/390 system
- CD-ROM drive
- LAN adapter that supports TCP/IP

Software

- SuSE Linux Enterprise Server, Version 8 for @server zSeries and S/390 (31-bit and 64-bit support)
- Red Hat Linux Enterprise Application Server, Version 3

IBM Tivoli Web Site Analyzer

Windows 2000 and Windows 2003 (recommended minimum)

- Intel Pentium III or compatible
- 512MB RAM
- 90MB available disk space (excludes database and log requirements)
- CD-ROM drive
- LAN adapter that supports TCP/IP
- Graphics-capable monitor

Packaged software

For details of software packaged for each operating environment, reference the corresponding Installation Guide available as PDF files from the WebSphere Commerce technical library Web site at http://www.**ibm.com**/software/commerce/library/

e business on demand.