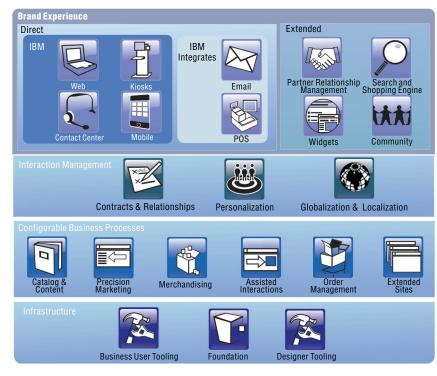**IBM**

WebSphere® software

IBM WebSphere Commerce, Version 7.0

Key Benefits

- *Delivers a seamless, branded shopping experience across all channels, including digital and physical touch points within each channel*

- *Drives improved customer loyalty and increased shopping cart sizes by delivering rich, personalized and contextually relevant content at each stage of the shopping experience*

- *Supports all company selling business models, including B2C and B2B on a single customer interaction platform*

- *Provides powerful business user tools for Merchandising, Catalog Management, and Cross-channel Precision Marketing campaigns and promotions*

- *Leverages the power of the underlying IBM platform for optimal performance, scalability, reliability and high availability*

Delivering Smarter Commerce

E-Commerce is no longer simply about selling online. It's about delivering a smarter, more compelling and engaging shopping experience—an experience that extends beyond the web to multiple channels including mobile and in-store. Now companies can deliver a seamless, integrated experience to customers as they cross channels and interact with different touch points, such as in-store kiosks that offer endless aisle product choices. Furthermore, leading Web 2.0 technologies are innovating by extending and enriching the online experience to achieve new levels—transforming how companies deliver the promise and value of the brand.

IBM WebSphere Commerce - Customer Interaction Platform

As today's online shoppers continue to evolve by becoming more informed and knowledgeable by gaining access to ever-increasing sources of information, many online shoppers become less loyal to particular brands they trusted in the past. Competitive products that may be cheaper or easier to buy are only one click away. This represents a new set of challenges to managing brands both online and off-line.

These same shoppers have also become active participants in forming brand identities by interacting with user-generated content, online collaboration tools like forums and blogs, and online communities like social networks and services that can significantly influence how your brand is perceived. The evolution of this new shopper has strong implications for your businesses and brand, representing both threats and opportunities for future success. With these new challenges posed by this new shopper comes an increased need for customer service, including awareness of how your brand is perceived in the new realms of social

networks. An increased need for customer convenience is imperative. Nothing short of a delightful experience, combined with delivery of a consistent dynamic, personalized, and customer-centric experience regardless of when or where the shopper is touching your brand is necessary.

IBM WebSphere® Commerce Version 7.0 is a powerful customer interaction platform for online and cross-channel commerce, built for a wide range of environments. Recognized as an industry-leading e-commerce solution, IBM WebSphere Commerce supports all of a company's business models, while providing a rich, differentiated customer experience through a single platform.

With powerful out-of the-box capabilities and easy-to-use business user tools, IBM WebSphere Commerce delivers a proven, flexible solution that scales to meet your business requirements no matter your industry, size of company, or selling model. State-of-the-art tools help your staff create and manage precision

marketing campaigns, promotions and efficiently manage catalogs, product assortments, merchandising and connectivity to external systems of record for content, pricing and media.

WebSphere Commerce Version 7.0 delivers a smarter e-Commerce solution than any other solution available today. The design and function of the platform was achieved by focusing on three key themes:

- Customer centricity
- Cross-channel execution
- Foundational leadership

Customer Centricity: Deliver a rich, customer experience
Because today's consumers are more connected to technology, they become more informed as they research and compare products (thus losing previously held brand affinities), it becomes critical to differentiate your customer shopping experience from your competition. WebSphere Commerce enables customers to define and deliver a rich and targeted experience to help promote and distinguish your brand and product

lines using powerful Precision Marketing capabilities, rich Web 2.0 widgets within the reference Starter Store and a wide array of Social Commerce features.

Precision Marketing
By presenting targeted offers and customized promotions at the individual shopper level, WebSphere Commerce Version 7.0 enables companies to design and fine tune on-line shopping flows, content and e-marketing messages that resonate with the target audience, and help to make the brand stand out over the competition. Precision marketing capabilities drive flexible, automated, one-to-one ongoing interactions ("dialogs") with shoppers based on attributes like preference, purchase history and shopping behavior. With IBM's Precision Marketing engine, companies can sense trigger events like abandoned cart, order placement, social media participation, search term, or referring URL, and take actions to target shoppers with offers such as custom landing pages, mobile SMS text messages or targeted product cross-sells and up-sells.

Social Commerce
WebSphere Commerce embraces the next generation of consumers who are socially connected by integrating Social Commerce capabilities. Social Commerce enables online stores to support product ratings and reviews via integration with vendors like BazaarVoice™ and blogs, photo gallery and social profiles through integration with IBM Lotus® Connections and Pluck Sitelife®. The integrated solutions are provided in a vendor-agnostic approach by using IBM WebSphere sMash to quickly develop and deploy the Social applications. These capabilities help establish a dialog with your consumers and ultimately, help improve the customer experience.

Web 2.0 Starter Store
WebSphere Commerce focuses on improving the customer shopping experience with a Web 2.0 Starter Store, which provides an out-of-the-box customizable storefront to get your online site up quickly. The Web 2.0 Starter Store enhances site performance, streamlines the checkout process and reduces the customization cost of the web storefront with the use

of Cascading Style Sheets and enhanced Web 2.0 widgets such as: Product Fast Finder, Quick Product Info, Mini Shopping Cart, drag and drop of page objects and more.

Cross-Channel Execution: Consistent experience across all customer touchpoints
Today, consumers continuously traverse across channels to research, review, compare and purchase products, and expect the brand experience to be consistent and seamless regardless of channel, touchpoint, or order of interaction. WebSphere Commerce provides a set of Web 2.0 shopping flows out-of-the-box that display views of local in-store inventory, providing the ability to place orders online that can be picked up in-store and receive status updates throughout the completion of the order lifecycle. The platform has been extended with a rich set of open, standards-based interfaces that integrate WebSphere Commerce with supply chain solutions like Enterprise Resource Planning (ERP) and Distributed Order Management (DOM) applications.

Cross-Channel Precision Marketing

Cross-channel execution enables retailers to recognize and respond to events across multiple channels and touch points, and control these responses over pre-defined timelines. It allows companies to build and follow a dialog with individual shoppers by delivering contextual, targeted marketing information to keep consumers within the brand as they cross multiple channels.

Mobile Commerce

With the increased use of mobile devices and technology, WebSphere Commerce Version 7.0 enables smart phones as new customer touch points for browsing the online store, conducting side-by-side product comparisons, receiving marketing messages, promotion codes, store location information, inventory availability, and completing transactions. The mobile store model provides out-of-the-box support for smart phones allowing companies to quickly adopt mobile as a new channel for doing business; while seamlessly leveraging the power of the Cross-Channel Precision Marketing Engine in this new customer touch point.

Foundational Leadership: Flexible and adaptable foundation

As more and more shoppers do business online and across sales channels, site availability and performance are critical. Slow and unresponsive sites can lead to increased customer dissatisfaction with shoppers turning to alternate online sites to do business. WebSphere Commerce leverages the strength of the underlying IBM middleware platform to attain high transaction volumes, reliable and highly available operation, as well as integration to back-end systems and applications using standard SOA-based interfaces.

Other capabilities delivered by WebSphere Commerce include:

- **IBM Management Center for WebSphere Commerce** – Business user tool enhancements include the marketing dialog builder for creating and managing marketing and merchandising dialog activities with shoppers over time. Other enhancements include support for dynamically managing customer segments; as well as managing content, e-marketing spots and sales catalog in an extended sites model. The Promotions user interface has also been enhanced; and promotions based on catalog attributes, payment method, choice of free gift and others have been added.

- **Business-to-business (B2B) Web 2.0 Starter Store** – The Web 2.0 based B2B starter store provides a rich experience and streamlined checkout process to enable B2B businesses to deliver a B2C-like shopping experience.

- **Data Load Tools** – New data load tools allow for efficient loading of catalog, pricing and inventory information into WebSphere Commerce database.

- **Web Analytics Integration Framework** – A framework for consistent integration with third-party web analytics vendors such as Coremetrics and Omniture.

- **Foundation enhancements** – The underlying software stack of IBM WebSphere Application Server and IBM DB2® are updated to leverage the latest versions.

Depending on your business, you can choose from three editions of WebSphere Commerce:

- **IBM WebSphere Commerce Enterprise** provides a powerful, flexible solution built on a single platform for running B2C sites for multiple brands, segments, and countries; as well as B2B business models. It delivers an interaction platform to streamline processes across multiple sales channels and supports multiple sites, complex direct and indirect business models, contractual agreements, dynamic negotiations and role-based member management.

- **IBM WebSphere Commerce Professional** provides a comprehensive cross-channel solution for mid-size companies to deliver a personalized, cross-channel shopping experience. Through the use of cross-channel precision marketing and merchandising, configurable business processes, A/B and multivariate testing, search engine optimization and personalization; businesses will be able to attract, motivate, transact and understand their shoppers throughout the customer lifecycle.

- **IBM WebSphere Commerce - Express** is designed for small to mid-size businesses looking to jumpstart their online presences. It is a complete solution designed to help growing companies do business on the Web.

For more information

To learn how IBM WebSphere Commerce can help you develop and drive your e-Commerce strategy, contact your IBM representative or IBM Business Partner.

ibm.com/software/commerce

To join the Global WebSphere Community, visit:

www.websphere.org

IBM WebSphere Commerce Version 7.0 at a glance

Operating Environment: Microsoft® Windows®

Hardware requirements
- IBM PC Server with Intel Pentium 3, or compatible processor, at 1.0 GHz, or higher
- 2 GB of RAM per process for the first WebSphere Commerce instance
- 4.5 GB of free disk space for program files
- DVD-ROM drive
- LAN adapter supporting TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements (one of the following)
- Windows Server 2003, Enterprise Edition with Service Pack 2, or higher
- Windows Server 2003, Standard Edition with Service Pack 2, or higher
- Windows Server 2008, Standard Edition
- Windows Server 2008, Enterprise Edition
- Windows Server 2008, Datacenter Edition

Operating Environment: IBM AIX®

Hardware requirements
- One of the following machines with a 375 MHz processor, or higher:
  - IBM RS/6000 44P Model 170, or later
  - IBM pSeries 640
- 2 GB of RAM per processor for the first WebSphere Commerce instance
- 6 GB of free disk space
- 1 GB of paging space per processor
- DVD-ROM drive
- LAN adapter supporting TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements (one of the following)
- V5.3 (64-bit) with 5300-07-01-0748, or later
- V6.1 (64-bit) with 6100-0, or later

Operating Environment: Sun Solaris

Hardware requirements
- Sun SPARC or UltraSPARCstation at 400 MHz, or higher
- 2 GB of RAM
- 6 GB of free disk space
- DVD-ROM drive
- LAN adapter that supports the TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements
- Sun Solaris, Version 10

Operating Environment: Linux on Intel

Hardware requirements
- IBM PC Server with Pentium III, or compatible processor at 733 MHz, or higher
- 2 GB of RAM
- 4.5 GB of free disk space
- 1 GB of paging space per processor
- DVD-ROM drive
- LAN adapter that supports the TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements
- SUSE Linux Enterprise
  - Server 9 with service pack 4 for Intel (32-bit and 64-bit)
  - Enterprise Server 10 with service pack 1 for Intel (32-bit and 64-bit)
  - Enterprise Server 11 for Intel (32-bit and 64-bit)
- Red Hat Enterprise Linux
  - AS/ES 4 update 6 for Intel (32-bit and 64-bit)
  - V5 Advanced Platform Update 1 for Intel (32-bit and 64-bit)
  - V5 Advanced Platform Update 1 for System z (64-bit)

Operating Environment: Linux on POWER®

Hardware requirements
- Linux is supported on selected IBM systems with POWER technology. For a list, visit **ibm.com**/systems/linux/power/
- 2 GB of RAM
- 4.5 GB of free disk space
- 1 GB of paging space per processor
- DVD-ROM drive
- LAN adapter supporting TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements
- SUSE Linux Enterprise
  - Server 9 with service pack 4 for Power Systems (64-bit)
  - Server 10 with service pack 1 for Power Systems (64-bit)
  - Server 11 for Power Systems (64-bit)
- Red Hat Enterprise Linux
  - AS/ES 4 update 6 for Power Systems (64-bit)
  - V5 Advanced Platform Update 1 for POWER (64-bit support only

Operating Environment: SystemZ server

Hardware requirements
- 900 MB of free space in your temporary directory
- 6 GB of free disk space for the Linux system
- 2 GB of free disk space for DB2
- 4 GB of free disk space for WebSphere Commerce and WebSphere Application Server
- 2 GB of free space in your temporary free disk space for the contents of the WebSphere Commerce DVDs
- LAN adapter that supports the TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution on a Windows, Linux, or UNIX machine
- DVD-ROM drive

Operating Environment: SystemZ server (continued)

Software requirements
- SUSE Linux Enterprise
  - Server 10 with service pack 1 Power Systems and System z (64-bit)
  - Server 11 for System z (64-bit)
- Red Hat Enterprise Linux
  - AS/ES 4 update 6 for System z (64-bit)
  - V5 Advanced Platform Update 1 for System z (64-bit)

WebSphere Commerce - Express

Operating Environment: Microsoft® Windows®

Hardware requirements
- IBM PC Server with Pentium III, or compatible processor at 733 MHz, or higher
- 1 GB of RAM
- 4.0 GB of free disk space
- DVD-ROM drive
- LAN adapter that supports the TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements (one of the following)
- Windows Server 2003, Enterprise Edition with Service Pack 2, or higher
- Windows Server 2003, Standard Edition with Service Pack 2, or higher
- Windows Server 2008, Standard Edition
- Windows Server 2008, Enterprise Edition
- Windows Server 2008, Datacenter Edition

Operating Environment: Linux® on Intel (SUSE or Red Hat)

Hardware requirements
- IBM PC Server with Pentium III, or compatible processor at 733 MHz, or higher
- 2 GB of RAM
- 4 GB of free disk space
- 1 GB of paging space per processor
- DVD-ROM drive
- LAN adapter that supports the TCP/IP protocol
- A graphics-capable monitor with 1024 x 768 display resolution

Software requirements (one of the following)
- SUSE Linux Enterprise
  - Server 9 with service pack 4 for Intel
  - Server 10 with service pack 1 for Intel
  - Server 11 for Intel
- Red Hat Enterprise Linux
  - V5 Advanced Platform Update 1 for Intel
  - AS/ES 4 update 6 for Intel

Packaging

WebSphere Commerce Professional and WebSphere Commerce Enterprise Version 7.0 ship DVD and CD-ROM.

- WebSphere Commerce Quick Start, V7.0
- WebSphere Commerce, V7.0
- WebSphere Application Server Network Deployment V7.0 - Application Server (including Network Deployment), Network ISA, HTTP Server and Plug-ins
- WebSphere Application Server, Edge Component V7.0
- Tivoli® Directory Server V 6.2
- DB2 Enterprise Server Edition V9.5
- DB2 Workgroup Server Edition V9.5 (For 32 bit Linux only)
- IBM Data Server Client V9.5

WebSphere Commerce - Express Version 7.0 ships are shipped on DVD and CD-ROM media.

- WebSphere Commerce Quick Start, V7.0
- WebSphere Commerce - Express V7.0
- WebSphere Application Server - Express V7.0, Network ISA, HTTP Server and Plug-ins
- DB2 Express Edition V9.5
- IBM Data Server Client V9.5

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