



WebSphere® software

IBM WebSphere Commerce - Express, Version 5.5

Highlights

- **Installs quickly, so you can start building and customizing an online store in as little as one hour**
- **Provides a cost-effective, comprehensive e-commerce solution with all-in-one licensing that meets your needs for production, staging and Web site development**
- **Automates and optimizes order processing through advanced inventory and order-management capabilities**
- **Delivers the e-commerce capabilities you need to get started and a full set of advanced features to use in the future**
- **Includes easy-to-use marketing, merchandising and analytics tools to help you create, track and evaluate promotions and campaigns**
- **Leverages an industry-leading, J2EE technology-compliant platform based on open standards, delivering a flexible, easy-to-maintain solution**
- **Simplifies catalog management with intuitive product-management tools**

The screenshot shows the Xtreme Sports website. The header includes the Xtreme Sports logo and navigation links: Calendar Events, Products, Hot Deals, Site Map, Customer Service, and About Us. A secondary navigation bar includes Shopping Cart, Shipping Info, and Live Help. The main content area features a 'Hello Allison!' message, a 'Vermont Bike Trek' article with an image of a cyclist, and a 'Featured Products' section with four items: Novara Safari 2002 (Sale Price: \$629.93), Novara Bike Bottle Small Twist (Price: \$4.00), Xtreme Full-Finger Glove - Unisex (Price: \$24.50), and Light Long-Sleeve Jersey - Women's (Price: \$75.00). A search bar is located on the right side of the main content area.

The screenshot shows the MedSci website. The header includes the MedSci logo and the tagline 'a leader in e-solutions for the medical & scientific industries'. Navigation links include HOME, ABOUT US, CUSTOMER SERVICE, FAQ, FEEDBACK, CONTACT US, SITEMAP, and MY PROFILE. The main content area features a large image of a scientist in a lab coat and safety goggles, with a 'LOGIN' form below it. The form includes fields for USERNAME and PASSWORD, and buttons for SUBMIT, FORGOT PASSWORD?, and REGISTRATION. To the right of the login form, there is a 'Globalization' button and a 'Company News' section with the headline 'MedSci enhances global sales with WCBE'. Below the login form, there is a paragraph of text: 'MedSci has six years of cutting-edge experience in research and development equipment in proprietary technologies. Setting new global e-business standards we have revolutionized many of the behind-the-scenes processes and products that impact on each of us everyday.'

Regardless of your company's size, your customers want consistent, top-quality service that meets their expectations. Nowhere is this more evident than on the Web, where businesses of all sizes must strive to keep up with increasing customer demands and competitive pressures. And in a volatile economic climate, it's more important than ever for your IT investments to demonstrate a quick, predictable return on investment (ROI) and improved business efficiencies and productivity.

IBM WebSphere® Commerce - Express, Version 5.5 software can help you jump start or expand your online presence with an affordable solution that can generate immediate business value and a rapid ROI. All while leveraging your existing IT skills. Whether you're reaching out to consumers or to other businesses, with WebSphere Commerce - Express software, you can immediately begin to drive increased sales, lower costs, expand your market reach and solidify customer relationships.

Get a quick start, wherever you are on the e-commerce curve

WebSphere Commerce - Express software is designed to help your small or midsize business get online quickly, without straining your budget. By reducing the expense to establish or expand your e-commerce initiatives, you can have more money to reinvest in your business. Through established, industry-leading tools and functionality, WebSphere Commerce - Express provides:

- *Servers for both production and staging, helping to deliver a robust quality assurance environment.*
- *Richly functional development tools based on open, industry standards to help you create and customize your site.*
- *Easy-to-use administrative tools to support your business users.*
- *An award-winning database engine that provides broad product-management capabilities and business analytics.*
- *An e-business infrastructure that lets you compete with much larger businesses by giving you the flexibility to rapidly adapt your offerings to a variety of customer demands.*

WebSphere Commerce - Express software supports topologies of up to three tiers of servers and accommodates the purchase of up to two licenses, giving you the capacity you

need to sustain your growing business. As your e-business grows, you can easily upgrade to IBM WebSphere Commerce Professional Edition and then to IBM WebSphere Commerce Business Edition to leverage these high-capacity, fully scalable solutions.

With a streamlined design, WebSphere Commerce - Express accelerates your time to value. It can be installed in as little as one hour, with a minimal number of steps. To rapidly create and customize your store, use the *Easy Start Guide*—fast-path documentation designed specifically for midsize businesses—along with a sample store tailored for midsize businesses and customizable to your needs. So you can contain your initial costs, even if you employ a third-party consultant for installation and setup.

Get what you need in a single package

Just like larger companies, your business is on the line every day. And just as with a large enterprise, you wouldn't want to deploy your e-commerce site without having a robust quality-assurance process in place.

WebSphere Commerce – Express includes unique licensing that allows it to be installed as a preproduction staging server. Having a preproduction staging server gives you an important last opportunity to find and correct errors before you promote new content to your production site. By quality testing in a staging environment before changes go live, you can avoid potential content errors, site-performance problems and compatibility issues before they have a chance to impact your e-business success.

The WebSphere Commerce - Express development environment, supported by IBM WebSphere Studio Application Developer, lets you customize your Web site as needed. Each license allows one developer to use the industry-standard tools in WebSphere Studio Application Developer. If your needs change, you may purchase additional developer licenses.

In a single, comprehensive package, WebSphere Commerce - Express gives you the software you need to create and deploy your Web site with accurate, up-to-date content that can help reinforce customer trust and protect your bottom line. Get a fast start by publishing the sample store

and customizing it to meet your unique requirements. Use the basic features of the software first, adding more functionality when you're ready. With everything you need in one convenient package, you won't have to purchase, install and maintain individual software components in a piecemeal fashion — helping you to minimize the cost of your investment.

Empower your business users with wizard-based tools

WebSphere Commerce - Express software includes a collection of easy-to-use tools that simplifies tasks for your site's business users. IBM WebSphere Commerce Accelerator is the common interface that lets business users administer the site and perform activities related to product management, marketing and merchandising, order management and customer service. With an intuitive design that incorporates step-by-step wizards for many tasks, business users can easily learn key store-management functions. And they won't need special technical expertise or assistance from your valuable IT resources.

WebSphere Commerce Accelerator also provides role-based authorization that can distinguish the various roles of each user within your organization, such as catalog administrator, merchandising manager or customer

service representative. Based on the user's assigned role, WebSphere Commerce - Express presents menu items for just the specific tasks that user is authorized to perform. With these features, your business users can manage marketing activities and content for your e-commerce store — while your IT staff handles overall site administration.

Understand, reach and serve customers better

Through WebSphere Commerce - Express software, you can monitor, analyze and understand customers' purchasing behaviors so you can finely tune your marketing efforts to meet each customer's individual needs. Create long-term, profitable business relationships. Build detailed customer profiles based on predefined criteria, such as registration data and purchase history — then use this information to initiate specialized marketing campaigns and promotions that target particular customer segments. With electronic coupons, online advertisements and product recommendations, you can reach customers who meet the specific criteria you define. You can also attract new customers and return visitors through targeted, personalized e-mail campaigns.

With rules-based technology, you can generate personalized content on a customer-by-customer basis. Detailed reports help your business managers analyze customer activity, refine marketing strategies and forecast inventory needs—all through an easy-to-use graphical interface. And through intuitive, guided selling tools, WebSphere Commerce - Express software gives your customers a variety of search-and-discovery capabilities so they can find the information they need quickly, using a variety of options.

Manage your catalog with intuitive tools that simplify administration

WebSphere Commerce - Express software makes it easy for you to manage catalog data and collaborate with others involved in the content-management process. The intuitive product-management tool packaged with WebSphere Commerce - Express empowers technical and business users to create, update and manage online catalog data. As products, availability and prices change, you can make this information available in real time to customers and employees. You can also configure merchandising associations—as in cross-selling, up-selling and creating bundles and packages—so you can attract customers as you maximize walletshare.

Respond faster with automated order processing and management

To respond to your customer's order-related needs quickly and optimize your product mix to meet supply and demand, you must have accurate information accessible—at all times. To support your move to e-business on demand™ with dynamic e-commerce capabilities, WebSphere Commerce - Express includes automated order and inventory subsystems. Fully integrated with multicultural support, these features provide pricing, taxation and shipping information in each customer's preferred language and currency.

The inventory subsystem lets you record vendor information, process returns from customers and adjust order quantities. A real-time, available-to-promise (ATP) inventory feature helps ensure that customers receive accurate, up-to-date inventory information, with automatic options to substitute products or create back-orders. Inventory is automatically checked, allocated and updated in the order system and e-mail notifications provide up-to-date status about orders.

WebSphere Commerce - Express software also processes returns and refunds easily and efficiently. For example, if customers need to return merchandise, system settings identify whether these items are returnable and calculate the amounts to be refunded. You can also use a self-service interface and configurable approval feature to automatically generate a returned material authorization (RMA) for one or more items in an order.

Build from a firm e-business foundation and broad platform support

Industry-leading IBM WebSphere Application Server software, included in WebSphere Commerce - Express, serves as the foundation of your commerce Web site. Using Java™ 2 Platform, Enterprise Edition (J2EE) technology, WebSphere Application Server creates an open-standards-based environment that integrates with new and existing technologies.

This flexible infrastructure, combined with broad operating system support, provides a foundation that frees you from the constraints of being tied to a single proprietary platform.

WebSphere Commerce - Express supports the Microsoft® Windows® platform, IBM @server™ operating environment and Linux, one of the world's fastest-growing operating systems. And because it uses the same code base as the rest of the IBM WebSphere Commerce software family, you can easily upgrade or migrate to future versions. The result: reduced risk, IT investment protection and the capability to build new features quickly that work with existing systems and third-party applications.

The solution also includes IBM DB2® Universal Database™ Express Edition software. The database engine that powers the world's most demanding e-business applications, DB2 software manages all the data WebSphere Commerce - Express uses. This includes basic information required to run the server, as well as detailed information about individual customers, products and prices.

For more information

Through a single, cost-effective package tailored to the needs of small and midsize businesses, IBM WebSphere Commerce - Express software helps you get your commerce Web site up and running quickly. Its

easy-to-use tools and rich functionality empower business users and help to speed and simplify development, testing and production processes — whether you're just starting an online store or expanding your reach to new markets. With proven solutions, innovative technology and business expertise, IBM can help you implement your commerce strategies today — and help you prepare to meet your future business goals.

To learn more about IBM e-commerce solutions, contact your IBM Business Partner, IBM marketing representative or visit:

ibm.com/software/websphere/commerce

To locate an IBM Business Partner in your area, visit the IBM PartnerWorld® Web site at:

ibm.com/partnerworld

IBM WebSphere Commerce - Express, Version 5.5 at a glance

Supported platforms

- Microsoft Windows 2000
- IBM OS/400® for IBM @server iSeries™
- Linux for IBM @server xSeries®

Hardware requirements

- Processor:
 - For Windows 2000 and Linux for IBM @server iSeries: A dedicated Intel® Pentium® III 733MHz or higher processor
 - For OS/400 for iSeries: Server model 810-2465 with a minimum CPW rating of 750 or higher
- Memory:
 - 1.5GB RAM
- Available hard disk space (for program files):
 - For Windows 2000: 2GB
 - For iSeries systems: 1GB
 - For Linux: 4GB
- A CD-ROM drive

Packaged software

- IBM DB2 Universal Database Express Edition 8.1
 - IBM WebSphere Application Server, Advanced Edition, Version 5.0.2
 - IBM WebSphere Studio Application Developer, Version 5.1
 - IBM HTTP Server, Version 1.3.26
 - IBM WebSphere Commerce Analyzer, Version 5.5
 - Blaze Rules Server and Blaze Innovator, Version 4.5.5
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