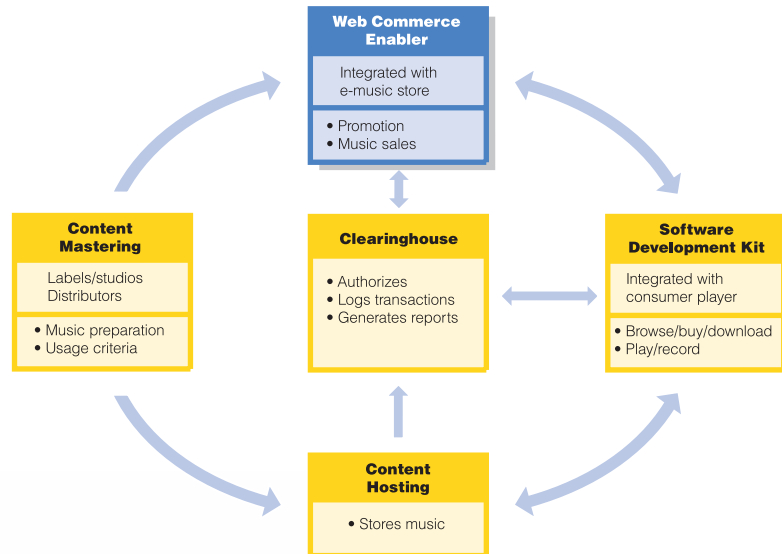**IBM**

EMMS Web Commerce Enabler

Highlights

- Facilitates integration of electronic download services into existing commerce applications, including buyer flow, order-management systems and customer service

- Processes EMMS-formatted promotional material to create custom Web offerings that exploit digital downloading for additional customer reach and new revenue sources

- Enables the addition of electronic download selections to inventories to minimize shelf costs, prevent lost sales due to out-of-stock inventories, and increase scope of offerings

- Utilizes secure container technology to facilitate consumer downloads of music selections under license terms specified by content owners

- Enables tracking of electronic content transactions to complete capture of funds and provide customer service

- Provides e-retailers flexible alternatives for processing the financial portion of a consumer download transaction

- Supports multiple business models such as retail purchase, kiosk purchases, subscriptions and compilations

Web Commerce Enabler
Integrated with e-music store
- Promotion
- Music sales

Content Mastering
Labels/studios Distributors
- Music preparation
- Usage criteria

Clearinghouse
- Authorizes
- Logs transactions
- Generates reports

Software Development Kit
Integrated with consumer player
- Browse/buy/download
- Play/record

Content Hosting
- Stores music

Overview

The Electronic Media Management System (EMMS) Web Commerce Enabler allows retailers and distributors (collectively, e-retailers) to tailor and integrate EMMS-formatted promotional material into retail offerings and facilitate consumer downloads of music selections. Several business models and distribution methods can be deployed.

The EMMS Web Commerce Enabler provides a set of interfaces that enable an e-retailer to integrate electronic distribution into their retail offerings. These interfaces are designed to allow flexibility in the way the e-retailer wishes to integrate sale of downloadable electronic content into commerce applications. Such flexibility can both enable new business models and facilitate integration with existing commerce services.

The Content Acquisition Interface enables an e-retailer to offer downloadable music selections by utilizing promotional content prepared using the EMMS Content Mastering Program. The e-retailers build their own retail offers based on the usage conditions specified by the content owners. Offers may include music purchase prices, selection of quality levels, subscriptions, kiosk purchases, early release albums, bonus tracks, or promotions. Hard goods and electronic downloads can be combined in a single sales transaction.

The Transaction Processing Module application programming interface (API) enables e-retailers to integrate electronic download sales into their buyer flow. Once a consumer has completed the purchase process for an electronic download, the e-retailer commerce application passes information regarding the sales transaction to the Transaction Processing Module. It prepares a secure container with information needed to request a license and complete the download. This secure container is then sent to the consumer. An Order Status Interface is used to notify the e-retailer's order-management system once the download has completed successfully. The e-retailer has the option of directly processing credit card transactions or relegating that process to the EMMS Clearinghouse Program through an API provided by the EMMS Web Commerce Enabler.

Customer service Web pages are available to enable customer service representatives to query the status of consumer downloads and to authorize a retransmission. In addition, the Notification Interface Module API can be used by e-retailers to track their electronic content transactions from a customer service application.

The e-retailer is not required to host the down-loadable content or manage its dispersal. Content metadata, including promotional data and usage rules, are stored at the e-retailers' sites while the content is stored independently at repository sites utilizing the EMMS Content Hosting Program. Separating content from content metadata lets electronic stores focus on being retailers or distributors of electronic music without making an investment in content repositories. The EMMS Web Commerce Enabler program verifies that electronic content is available on an EMMS content-hosting site prior to enabling the content for sale.

Key Features

Security
Utilizes secure containers to help prevent unauthorized access to transaction information and digital assets

Control
Enables retailers and distributors to create their own retail offerings based on rights specified by the content owners

Tracking
Enables retailers and distributors to track their electronic content transactions

Integration
- Allows flexibility in how the retailer or distributor integrates sale of down-loadable electronic content into new or existing commerce services

- Supports combination of hard goods and electronic downloads in a single purchase transaction

e-business services
IBM Global Services is ready to assist companies at every stage in the content life cycle. IBM Global Services offers: assessment of requirements, development of a functional specification, execution of any customization or extensions to EMMS Web Commerce Enabler, integration with existing applications or systems, network configuration and optimization, and management of the deployment. IBM Global Services also offers managed operations and outsourcing services. IBM Global Services is available to make EMMS an optimized solution for content distribution that meets each company's individual needs.

Ordering information for the EMMS Web Commerce Enabler

Description	Part Number
EMMS Web Commerce Enabler	PRPQ # P91671; 5799-D71
Software Subscription For EMMS	PRPQ # P91673; 5799-D73

System Requirements

IBM EMMS Administrator Requirements
Administrators are expected to have:

- Windows NT system administration skills

- IBM DB2 database administration skills

- Experience configuring TCP/IP server applications

Software
Attention: The Web Commerce Enabler Program must be treated as a system and not as an application. As such, please refrain from installing any software applications other than those listed below.

- Microsoft Windows 2000 Server or Microsoft Windows NT Server 4.0 with Service Pack 4 (or higher)

- IBM DB2 Universal Database Workgroup Edition 6.1 (or higher)

- IBM JRE 1.1.8 (or higher)

- IBM Websphere Standard, Advanced, or Enterprise Editions 2.0.3 (or higher)

- IBM HTTP Server 1.3.6 (or higher)

- Adobe Acrobat Reader 4.0 (or higher)

- A Web browser that supports HTML 4 and Cascading Style Sheet (CSS)

Recommended Hardware
Attention: Your hardware configuration may vary depending on your current requirements and projected future growth.

- 500-Mhz Pentium processor

- 512-MB of memory

- 18-GB hard disk

- CD-ROM drive

- 100 Base-T Ethernet adapter

The EWCE APIs are supported on the following operating systems:

- Microsoft Windows NT Server or Microsoft Windows 2000 Server

- IBM AIX

- Sun Solaris

- HP-UX

- DEC UNIX

For more information
For more information about the EMMS Web Commerce Enabler, please contact your local IBM sales representative, or visit our Web site at:
ibm.com/software/emms.

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